

PhITme Narrative

LHI: Obesity, Nutrition and Exercise

PhITme is an application that guides individuals to gradually change the behaviors that are putting their health at risk. PhITme addresses the need for a better set of behavior modification tools for clinicians and dieticians to use with patients that are at risk of obesity, diabetes, heart disease and metabolic syndrome. The challenge is the level of education needed around the key role that nutrition plays in preventing and managing diseases. PhITme addresses the need for not only assessing an individual's risk levels but also directly tying improvements in nutrition to improvements in health. PhITme supports and encourages the individual along the challenging road of behavior modification.

PhITme has its roots in clinical and academic research and is co-developed with some of the leading experts in risk management, disease prevention and clinical nutrition at Massachusetts General Hospital in Boston.

PhITme integrates data from many sources to help meet individuals where they are in terms of their clinical needs, their goals and their readiness to start making changes. An individual receives a 10-year health risk profile and a Nutrition Score based on their clinical needs and their eating habits. An Action Plan is developed to help the individual improve their Nutrition Score which will in turn improve their health. PhITme tracks the individual's progress, provides real-time feedback and automatically modifies the Action Plan as necessary. The clinician can track populations and cohorts to determine which programs are providing the greatest benefit.

PhITme is a HIPAA compliant, functioning prototype and alpha users will begin using the toolset in Q2 2012. The future development plans of PhITme include, food planning resources at the point of decision: at home, at the store, at the restaurant, enhanced data integration (UPC, restaurant, recipes), food planning for family & children, enhanced social communities, mobile applications to help influence healthy choices and purchases and to track nutrition, exercise and biometrics.



Key Capabilities

The PhITme Approach

- **Easily Accessed Tools:** Web-based tools accessed via secure login. Accessible with a personal computer, tablet and mobile device
- **Platform Neutrality:** Integrates with preexisting systems, data sources, biometrics, wellness programs, fitness programs, disease management programs and incentives
- **User Appeal:** Fun and engaging tools, easy to use, Action Plan meets the individual where they are, gameification adds incentive, social communities add support, use of plain language makes it easy to understand
- **Innovative Design:** First set of *guided* nutrition and health monitoring tools *personalized* to an individual's phenotype, risks, goals, preferences and readiness to change. Clinically proven, personalized nutrition tracking, scoring and planning with a **Proprietary Nutrition Score** tied to health risks. Real-time analytics, progress tracking and automatic program modification
- **Applicable to a Variety of Settings:** PhITme can be applied in a variety of settings including, personal health improvement, use within a care management setting and integration within corporate wellness initiatives
- **Health Data Integration:** Integrates with many data sources, including: USDA National Nutrient Database for Standard Reference (SR24), Biometrics & lab data, health records, devices, self reported, population & statistical data
- **Clinically-based Methods:** PhITme is co-developed with leading experts in risk management, phenotyping and disease prevention through clinical nutrition at Massachusetts General Hospital in Boston



PhITme Toolset for the Individual

Clinically based tools, data-driven results

- **Guided Health Action Plan:** Personalized to individual health needs, nutritional needs, goals, preferences and readiness to change
- **PhIT20 Risk Assessment & Health Report Card:** Details an individual's 10 year health risk profile and the behaviors leading to any increased risk. Integrates with biometric data, health records, 3rd party HRA's
- **PhIT Food Diary, Summary & Nutrition Score:** Ties the individual's nutritional behaviors to their health risks and shows the individual how their nutrition impacts their health status. provides real-time feedback by showing their Nutrition Score, calories and food group servings (macro- and micronutrients). Individual is provided information on how to improve Score and reduce disease risk
- **Goals:** Personalized to health status and nutritional behaviors. Goals are prioritized based on impact on improving health & Nutrition Score. Individual encouraged to focus on one goal for a 4-week period
- **PhIT Meal Planner:** Countless foods, meals, recipes and daily menus targeted to assessed health risks, nutrient and caloric needs. Meal Planner integrates with Food Diary and Nutrition Summary and Score
- **PhIT Shopping List** – helps the individual make healthy shopping choices when they are at the store
- **PhIT Recipes:** Provides the individual with a variety of healthy recipes to incorporate into their meal planning. Recipes are integrated with the Food Diary, Meal Planner and Shopping List
- **PhIT Exercise, Health and Lifestyles Trackers:** Allows the individual to track their daily exercise and show how it impacts their metabolic needs. As the individual tracks their progress, their risk factors are reassessed and real-time feedback is provided
- **PhIT Weight Solution Tool:** Allows the individual to set safe weight goals based on risk factors and metabolic needs. Progress is tracked and real-time feedback provided by integrating the Weight Tool, Food Diary and Exercise Tracker



PhITme Toolset for the Clinician/Dietician/Administrator

Clinically based tools, data-driven results

- **HIPAA-Compliant Reporting**
 - Population Overview provides the nutritionist with a population level view of the chronic diseases and the behaviors driving them in order to focus efforts and drive strategies to improve overall health. Cohort analysis allows the nutritionist to drill into specific cohorts (e.g. BMI greater than 30, high diabetes risk, etc.) and look at specific factors and progress and determine which strategies are providing the best results within specific cohorts
- **Data Integration**
 - Biometrics
 - Devices e.g. glucometers, scales, fitness (*future*)
 - Grocery loyalty programs to capture purchase history and push healthy shopping choices (*future*)
 - EMR (*future*)
- **Targeted Communication**
 - Communicate with individuals and cohorts to promote on-going engagement. Create recipes that promote healthy eating habits and are targeted at specific disease risks (diabetes friendly, heart healthy). Target shopping lists. Meal Planner, Push recipes to targeted cohorts
 - Increase level and nature of communications with individuals that are less engaged
- **Targeted Education on Health Risks and Behaviors**
 - Target education that is specific to a cohort or individual based on disease risks, behaviors and readiness to change
- **Targeted Action Plan**
 - Push actions to an individuals Action Plan focused on their goals and care plan
 - Personalize actions base on an individuals readiness to change and progress



PhITme – 2012 Development Plan

- **Nutrition**
 - Enhance nutrition scoring by incorporating Nutrient Rich Food Index methodology
 - Family meal planning
 - Pantry management (suggest healthy recipes based on what is in the house)
- **Action Plan**
 - SMS and Mobile reminders
 - Additional nutrition and activity based campaigns (a monthly set of actions)
 - Enhanced progress reporting showing impact on risk factors and new areas to focus on
 - Reminders for preventive services and prescription drug adherence
- **Mobile**
 - Mobile shopping application providing shopping list, food comparison
 - Mobile trackers – food, exercise
 - Healthy restaurant meal lookup
- **Social**
 - Communities where individuals can share insights, recipes and tips
 - Group challenges
- **Data Integration**
 - UPC data to provide nutritional information for packaged foods and tie into coupons to push healthy products
 - Device integration (glucometers, scales, fitness devices) to gather biometrics and activity data on a real time basis
 - Microsoft HealthVault and other platform integration to provide for bi-directional sharing of data with EMRs, wellness vendors, pharmacies and devices

