

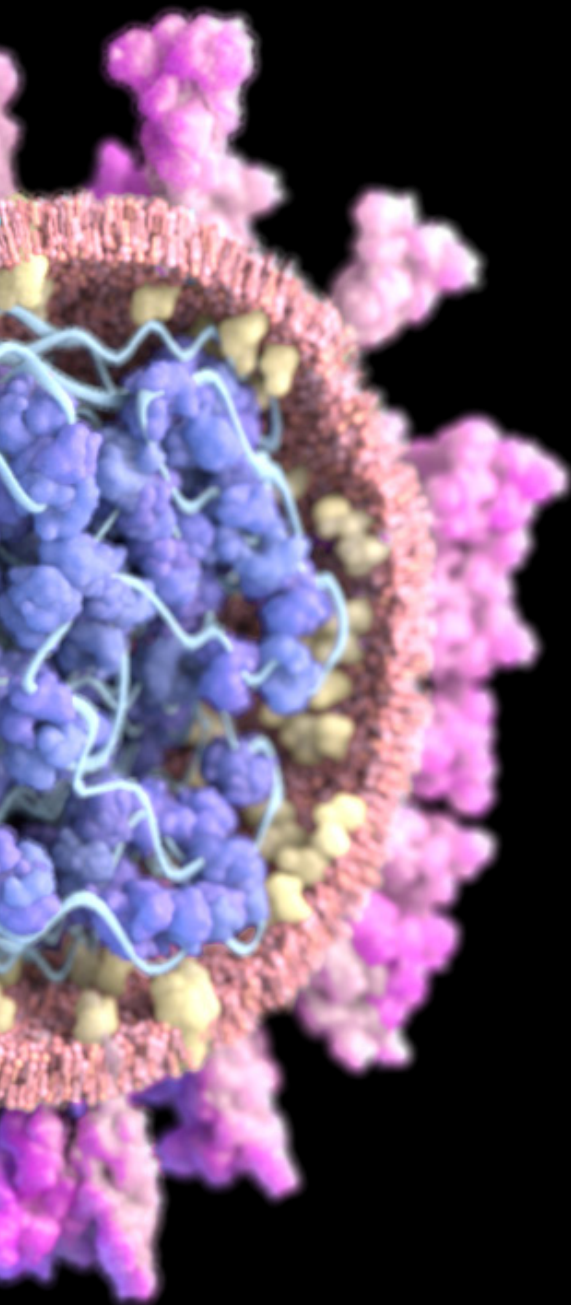
LIFE
(SCIENCES)
AFTER
COVID-19



Changing Contexts Changes Habits

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The piece you're about to read is from Klick Health's Life (Sciences) After COVID-19 series, a collection of expert perspectives designed to inform and inspire the life sciences community for the coming changes and opportunities we anticipate as a result of this global health crisis.

We invite you to engage with a multitude of these viewpoints by seeking out other pieces from this series, including *Patient Care, at the Speed (and Scale) of Science* and *Can COVID-19 Design a Better World for People Living with Chronic Conditions?* at **covid19.klick.com**.

THE INSIGHT

If there's one thing we are certain of as a result of the COVID-19 pandemic containment measures, it's that our worklife behaviors have been fundamentally altered. The future will look different from the past, and life sciences companies will need to proactively adapt and reconsider their customer engagement playbook (from medication adherence to education) to one that embraces the behavioral changes occurring in the not-so-distant future.

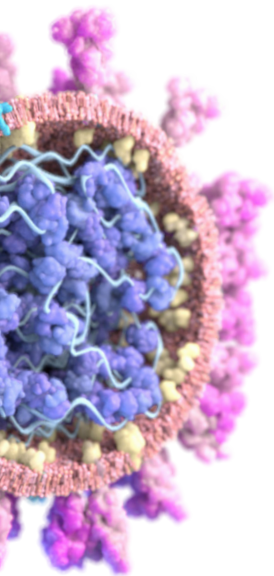
The mandate to "shelter at home" has suddenly and dramatically introduced a global behavioral experiment that has disrupted daily routines, including our health-related habits. Isolated at home, we're apart from the typical contexts in which we live our day-to-day lives, and as a result, we may not interact with the cues around us that typically activate our health behaviors. Other reminders of health, like medical appointments, may have been cancelled or postponed. And for those who are experiencing significant strain—like losing a job, suffering from a severe illness, juggling childcare responsibilities, or caring for sick relatives—there's a good chance that everyday health habits have taken a back seat to more pressing concerns.



But, in this global behavioral experiment also lies an opportunity. Living in our home environments 24/7 brings elements of our daily context to the forefront. We're becoming more keenly aware of how our health is influenced by the features of where we live, what we have access to, and who we live with.

- **Can we leverage this time of reflection and formation of new habits to help patients take better care of themselves when it comes to managing the risk factors of chronic conditions?**
- **How can we leverage the powerful influence of patients' everyday contexts to help them with their health goals?**
- **Who can we leverage this opportunity with to reset habits? The non-compliant patients, those that are struggling, others?**

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THE EVIDENCE

Habits are fundamentally interactions between people and their environments. We often take instinctual cues from our surroundings that trigger certain behaviors (think smokers and having a cocktail).

When we repeatedly carry out the same behavior in a particular stable context, we develop an automatic association between that context and our behavioral response. In this way, aspects of the environment are interwoven into habit formation. For example, it's easier to remember to take your medication if you do it every day after you perform a routine behavior, like brushing your teeth, because it's generally easier to remember a task when it's completed at a specified time and triggered by a contextual cue.

However, context is often neglected in behavior change. Many of us tend to think that behavior is mostly or entirely driven by internal motivations and capabilities and we don't give due attention to the role that context plays. But in our current lives, isolated at home, context is brought into stark relief. And many of us will emerge from COVID-19 with a new desire to craft a context that helps us be healthier.

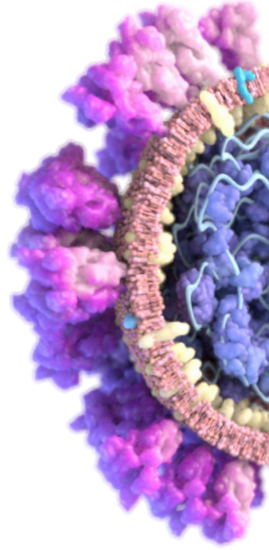
In February 2014, a two-day strike by London Tube workers resulted in a powerful illustration of how a change in context can create new habits.

After the two-day strike, researchers obtained 200 million points of card swipe data and compared commuters' transportation habits before and after the strike¹. They found that the two-day strike forced many commuters to discover alternate, faster routes, like walking a short distance and taking the bus. These new habits continued for many well after the strike ended.

Like the two-day strike did, our current experience with social isolation is forcing us to experiment with new behaviors, many of which are becoming habitual. We are now working remotely, ordering groceries online, streaming concerts, and participating in virtual exercise programs. Concerns about COVID-19 have ushered in new health habits, like physical distancing, regular handwashing, and running outdoors as opposed to going to the gym.

Creating lifestyle changes, through new habits, is an essential part of managing many of the leading health risks today. As people experience a change in context, there is an opportunity to help them make important behavioral changes.

In fact, research in behavioral science² has proposed that effective habit change strategies might introduce interventions at the times when people are naturally changing contexts. For example, to increase bus ridership, some metropolitan transit services provide free passes and route information to new residents because they're just starting to establish new habits and are open to influence.



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THE POSSIBLE FUTURES

When the pandemic subsides and our contexts are likely to change again, we have the opportunity to help patients restart with lapsed behaviors or kick-start new ones.

Making the case for not leveraging changing contexts...

When the pandemic subsides, people may just revert back to their old habits. Or perhaps the time that has lapsed is not long enough to have shifted habits or outlooks enough. The pandemic has heightened the awareness of the importance of being healthy, so it may be those who are focused on prevention who are the most open to changing habits, not those who are living with chronic illnesses.

Healthcare providers (HCPs) may be forced back to practicing the way they did before the pandemic.

Many people will have a lot to deal with, such as job losses, financial struggles, and managing their families, which will take a lot of their attention. There may be too much noise to break through.

There are also a lot of programs, apps, and initiatives that life sciences and non-life sciences brands/ companies are already providing to help with medication reminders and maintaining a healthy lifestyle.

Making the case for leveraging changing contexts...

Health or treating illness is just one piece of a patient's overall well-being. Job loss, financial insecurity, and other factors can impact one's health. How will we think differently as a result, and what can we do to support a patient's entire well-being?

We believe that there will be a unique opportunity as our contexts change again when the pandemic subsides and people will once again have to make changes to their lives and their habits. It is quite likely the context in which we live and where we perform our habits will continue to evolve in different ways until COVID-19 treatments or vaccines are developed.

As technologies continue to evolve to be aware of contexts, these can be leveraged to provide cues in certain environments

As our contexts change, people living with various conditions will be considering new approaches and will have a greater openness to forming new habits. Also, the pandemic has heightened people's awareness of being healthy and the importance of a strong immune system. We believe that this creates a huge opportunity for life sciences companies to help out.



There are ways that we can create contextual cues to help patients form new and healthier habits. Many of the programs/apps today rely on things like reminders, notifications, self-reporting, motivation, education, and social support, which all help, but they miss the opportunity to create a habit that's triggered by a cue in the context/environment.

Leveraging contextual cues (e.g., location, existing routines, things you do before, etc.) will help in habit formation. Existing routines, such as taking medication after someone brushes their teeth, are generally easier to remember than tasks that need to be completed at a specified time because the routine is triggered by a contextual cue.

As technologies continue to evolve to be aware of contexts, these can be leveraged to provide cues in certain environments to help people to be able to perform their routines repeatedly until they become habituated.

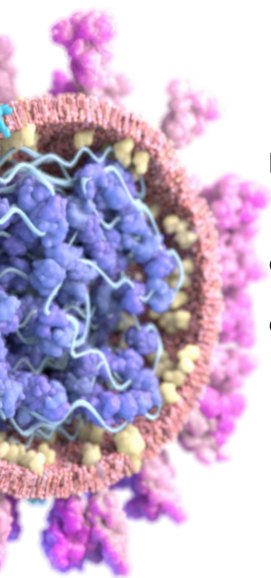
THE ACTION PLAN FOR LIFE SCIENCES LEADERS

Let's consider the possible future that leverages real-time collaboration tools for peer reviews and collaborations. Here are some ways to take advantage of these new ways of working going forward.

1. In the short term, fuel some of the new behaviors that are taking place today:

Consider re-evaluating current programs/initiatives that are in place to see how you could incorporate some of the new behaviors that have formed in the "stay at home" context such as:

- a. Heightened focus on staying healthy (mind and body) including online cooking classes, fitness, meditation, etc.
- b. Increased vigilance on hygiene and safety
- c. Telemedicine
- d. New education channels (Masterclass, free Ivy League courses, etc.)



2. Leverage the changing contexts and more open mindsets to overcome what might have been barriers in the past to initiating, switching, and adhering to therapies:

- a. Determine which barriers can now be overcome in different contexts (at home, going back to work, going back to school, etc). For example, if switching to insulin injections was easier to do because the patient injected themselves at home, how can you help reduce the barriers when their context changes post-pandemic?
- b. Connect at an emotional level and tap into the reflective and new perspectives on life and health to help patients create healthier habits.

3. To create meaningful customer experiences, leverage the new and old contexts that will be looked at through fresh eyes:

Things and activities that would have been viewed as mundane in the past will be viewed through a lens of heightened consciousness. Whether it be getting back on the subway, going back to work, or dropping kids off at school again, these activities will be viewed through a fresh lens. This will create both positive and negative experiences.

- a. Brands that understand what customers' new expectations look like and the moments/ contexts where those expectations can be met with meaningful customer experiences will win.

- To help create healthy habits, leverage tools like online ethnography to understand the moments/contexts and how they are viewed through a new lens.

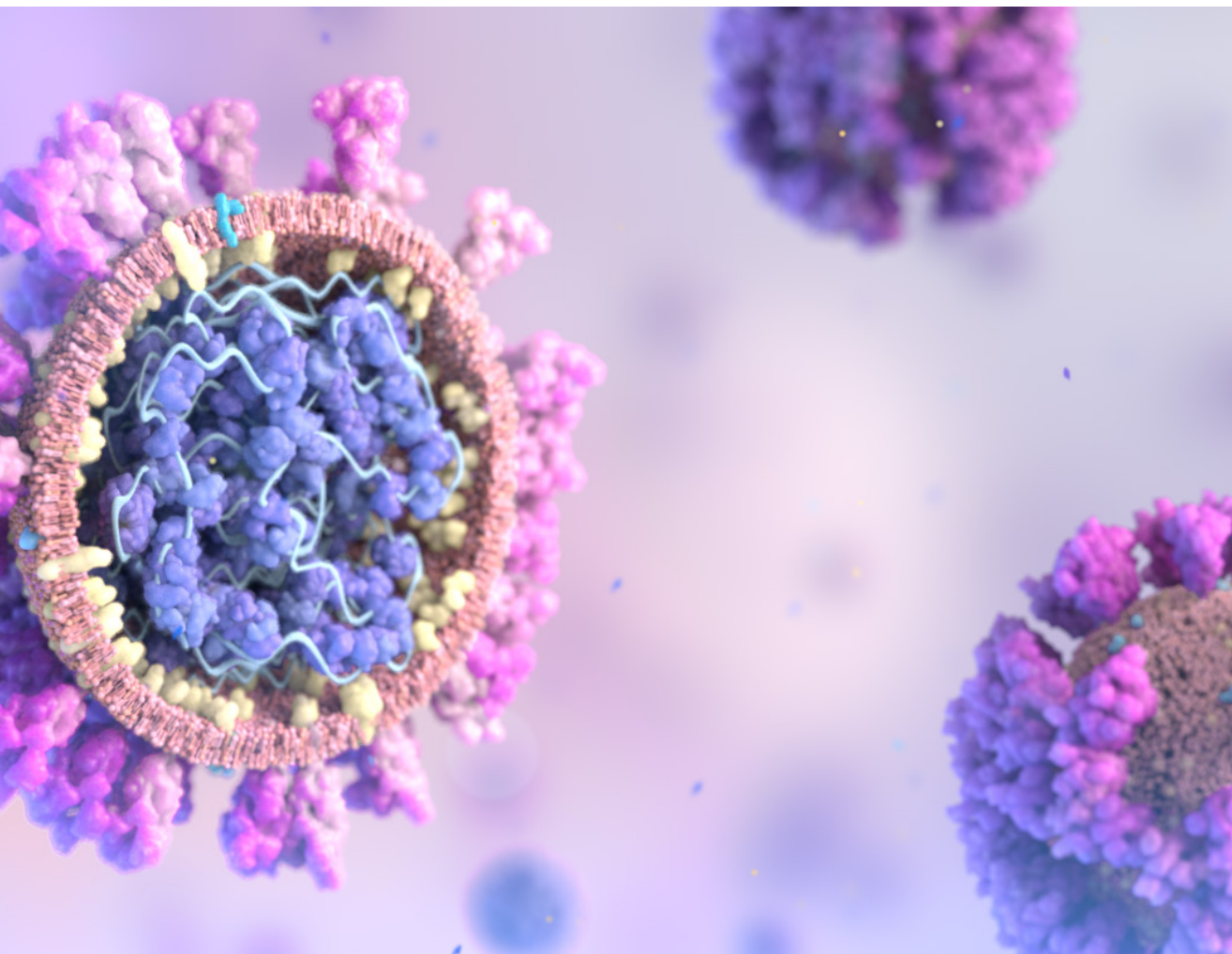
4. Create contextual cues that will help with habit formation:

- a. Think about different contexts as people go back to work—whether it be getting back on the subway, waiting at bus stops, or eating in workplace cafeterias—to create in-context messaging that can be a cue to change habits.

For example: Google's cafeteria has a sign that says people who use smaller plates eat 50% less food.

5. Support HCPs' newfound habits that have made life better for them:

- a. The pandemic has turned the world of practicing medicine on its head and physicians have truly been the heroes in this fight. HCPs have been forced to try new things, such as experiencing the benefits of various technologies (e.g., real-time messaging, Zoom, telehealth), more collaborative approaches to care, a greater discernment between what is real and fake evidence, and remote education.
- Support HCPs who want to continue to work within the new approaches they have found beneficial. Consider ways to help reduce the burden of practicing or to help HCPs develop technology skills that they may be missing.



References:

1. Larcom S., Rauch, F., & Willems T. (2017) The Benefits of Forced Experimentation: Striking Evidence from the London Underground Network. *Quarterly Journal of Economics*, 132(4), 2019–2055. <https://doi.org/10.1093/qje/qjx020>
2. Verplanken, B., & Wood, W. (2006). Interventions to Break and Create Consumer Habits. *Journal of Public Policy & Marketing*, 25(1), 90–103. <https://doi.org/10.1509/jppm.25.1.90>

We hope you've found this piece from our Life (Sciences) After COVID-19 series valuable and engaging. For more content like this, download our other published perspectives at **covid19.klick.com** and sign-up to receive future insights as soon as they become available.



Leslie Jamison

Executive Vice President, Corporate Ventures

As the Executive Vice President of Corporate Ventures, Leslie leverages her expertise in business, marketing, science, and human insights to identify and de-risk venture opportunities and grow them into successful businesses within life sciences that improve the lives of patients.

Previously, Leslie built and led the Brand Strategy team at Klick Health, drawing upon a 25-year proven track record in building successful brands that create meaningful connections with customers. As part of her mandate, she established a center of excellence in brand development that helped fuel the agency's hypergrowth.

Prior to joining Klick, she served as the Managing Director & Partner of an independent insights-driven brand consultancy. There, she created strategic offerings to enable healthcare clients to build their brands and drove business development that resulted in year-over-year revenue growth. Leslie also played a key role at a Fortune 500 company where she developed the value proposition and client acquisition strategy that resulted in both a new revenue stream for the company and a new standard for the sector.

She has an MBA from IMD in Lausanne, Switzerland and a Bachelor of Science degree in Chemical Engineering from Queen's University. In 2019, she was recognized with a PM360 ELITE Award for strategic excellence in the life sciences industry.



Tim Fisher

Vice President, Behavioral Science

Tim has a PhD in Sociology from the University of Southern California.

He started his career as a professor of sociology and has developed a unique expertise in translating theories about human behavior into actionable strategies that create meaningful brands, programs and solutions. He is passionate about understanding the human dynamics underlying healthcare challenges and how—when we take these into account—we can improve well-being and create better healthcare experiences.

Tim has worked in numerous therapeutic areas and has applied behavioral science thinking in the design of strategies and solutions for a wide range of target audiences.



While change can create challenges, it also opens the door to new opportunities. Join us as we explore the many imaginable paths to post-pandemic growth. We welcome you to start a dialogue with the authors of this piece:

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