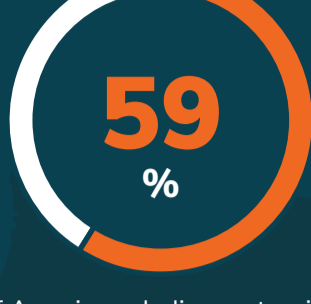




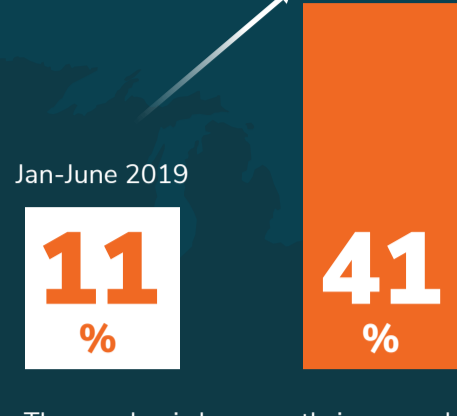
The Digital Health Revolution: Leaving No One Behind

The global AI in healthcare market is growing fast, with an expected increase from \$4.9 billion in 2020 to \$45.2 billion by 2026. There are new solutions introduced every day that address all areas: from clinical care and diagnosis, to remote patient monitoring to EHR support, and beyond.

But, AI is still relatively new to the industry, and it can be difficult to determine which solutions can actually make a difference in care delivery and business operations.



of Americans believe returning to pre-coronavirus life poses a risk to health and well being.



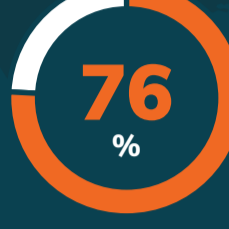
The pandemic has greatly increased the number of US adults reporting depression and/or anxiety.⁵



...expect it will take at least 6 months before things get back to normal (updated April 2021).⁴

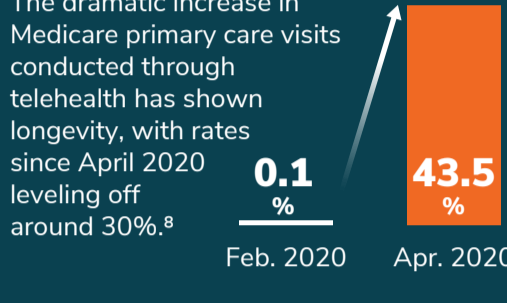
Up to **\$250B**

of current US healthcare spend could potentially be virtualized.⁶



of consumers now interested in telehealth going forward.

57% of providers view telehealth more favorably than they did before COVID-19.⁷



The dramatic increase in Medicare primary care visits conducted through telehealth has shown longevity, with rates since April 2020 leveling off around 30%.⁸

90% of the **\$3.5T**

in annual U.S. health expenditures are for people with chronic and mental health conditions.

Most of these can be prevented by simple lifestyle changes and regular health screenings⁹

Digital health ecosystems are transforming medicine from a reactive discipline, becoming precise, preventive, personalized, and participatory.

Understanding how behavior-specific factors drive decisions and actions is critical to this transformation.

30+

psychosocial barriers

170

cognitive biases

TOO MANY

contextual factors

TO COUNT

Battling Bias and Psychological Barriers to Care

Many of these barriers have been heightened during the pandemic and create significant challenges to effective communication and engagement.

Threat Perception
Avoid fear-based strategies in favor of optimism and positive framing to reduce defensive responses or helplessness

Social & Cultural Context
Highlight positive norms tailored to communities and shared groups or identities

Crisis Communication
Promote trust in communication with the use of credible sources and easily-processed content, structure, and imagery

Individual and Collective Alignment
Encourage prosocial behaviors by highlighting the self-gain in protective measures of others

Understanding and overcoming these barriers takes hyper-personalized communications that can learn and evolve with your population and environment.

Move your population to better health with proactive engagement and Precision Nudging.TM

Lirio Helps You Drive Behavior Change and Improve Population Health.

lirio

In all circumstances, even the most unique like COVID-19, we develop person-centered communication that leads your community to better health



Behavior Change AI & Your Communications

Behavior Change AI is the marriage of behavioral science and artificial intelligence, scaled through Precision NudgingTM.

How to Get Started With Behavior Change AI

- 1** Start with a desired behavior.
- 2** Profile the population and what gets in their way.
- 3** Use behavioral science to create content to overcome barriers to action.
- 4** AI goes to work building effective cluster messages from content libraries.
- 5** Behavioral reinforcement learning responds to reactions from the population and the clustered groups within.
- 6** Over time, messaging is hyper-personalized to the person within the population.

Schedule a consultation to see how Lirio can improve your communications and processes. www.lirio.com | 877.819.2188

¹<https://www.cdc.gov/coronavirus/2019-ncov/community/health-equity/race-ethnicity.html>
²<https://www.healthaffairs.org/doi/10.1377/hblog20200716.620294/full>
³<https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/insights-on-racial-and-ethnic-health-inequity-in-the-context-of-covid-19>
⁴<https://www.ipsos.com/en-us/news-polls/axios-ipsos-coronavirus-index>
⁵<https://www.medicaleconomics.com/view/covid-19-s-impact-on-americans-mental-health?page=2>
⁶<https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/telehealth-a-quarter-trillion-dollar-post-covid-19-reality>
⁷ibid
⁸<https://aspe.hhs.gov/system/files/pdf/263866/hp-issue-brief-medicare-telehealth.pdf>
⁹<https://www.cdc.gov/chronicdisease/about/costs/index.htm>