

Lifestyle e-coaching

A study in Greece and the Netherlands
considering socio-economic status

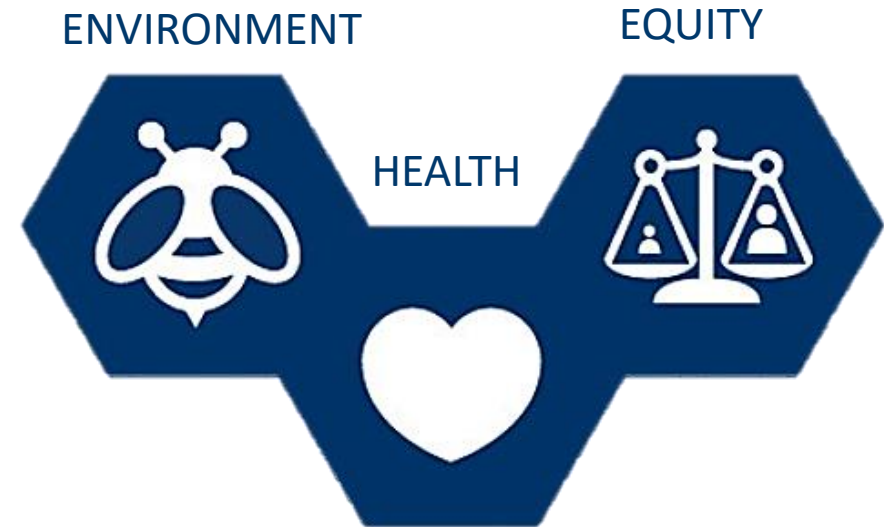
Hanne Spelt

PHILIPS

Pania Karnaki

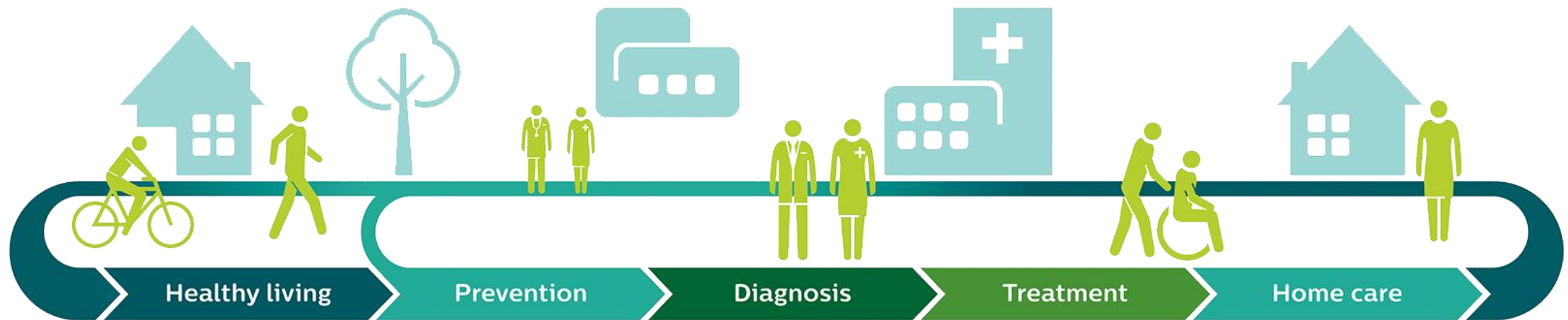


Triple win impact of lifestyle e-coaching





Philips Continuum of Care



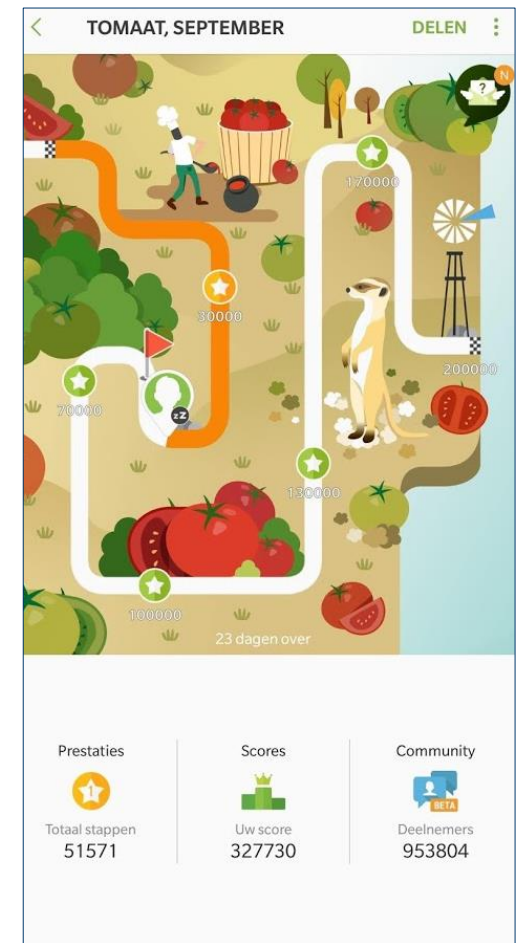
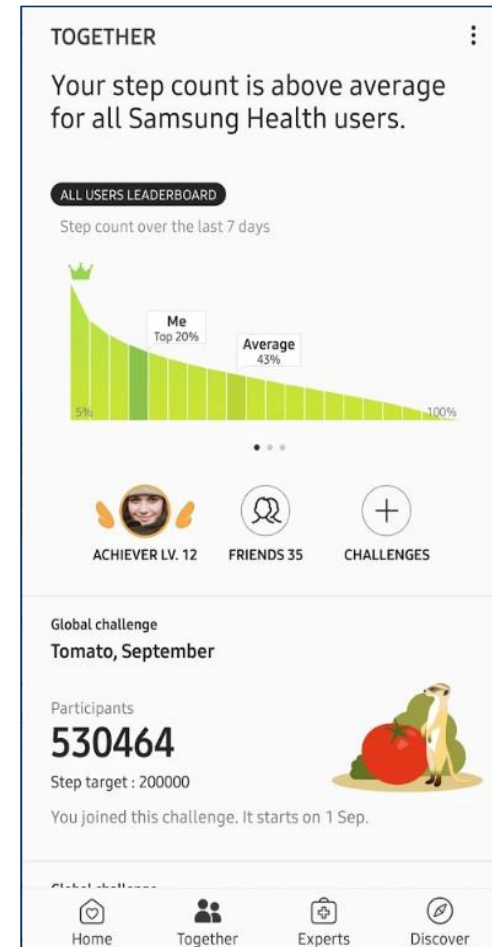


Coaching flow

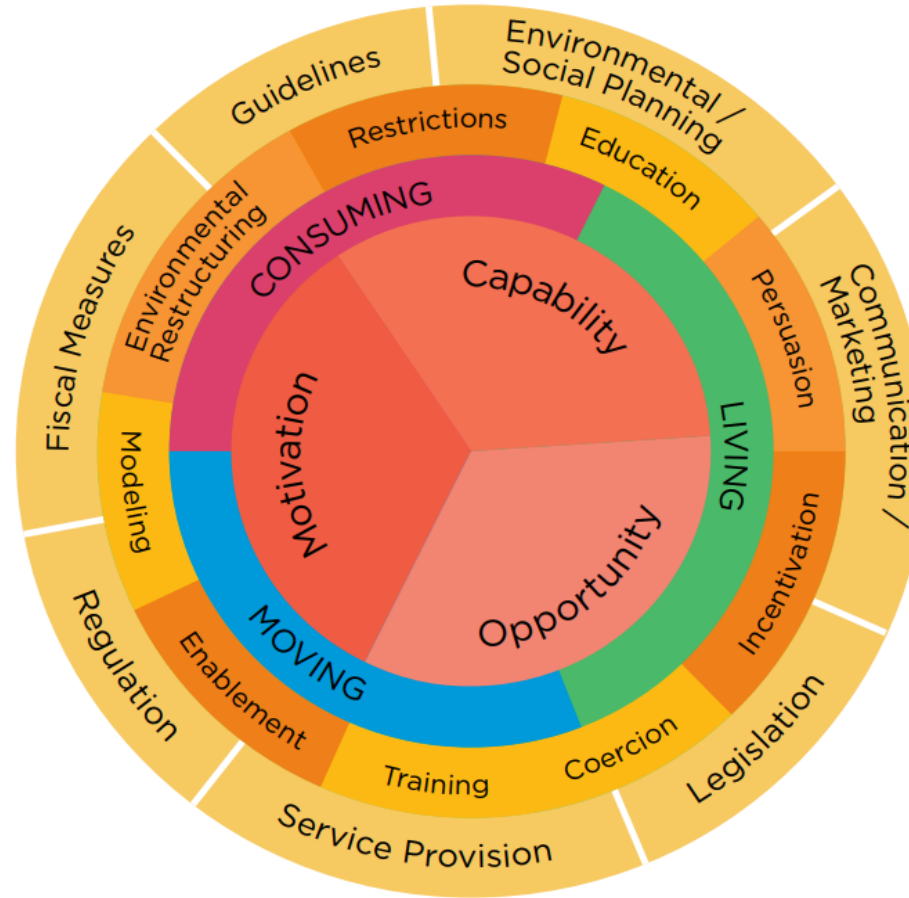
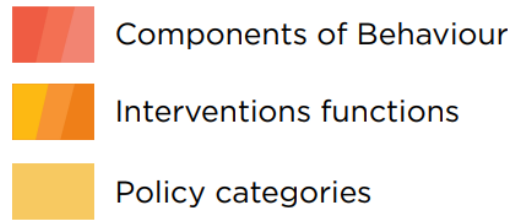
Wristband



Mobile application



Change behaviour



Design



Participants

- Socio-economic status <145 ISEI
- Active minutes < 210 per week



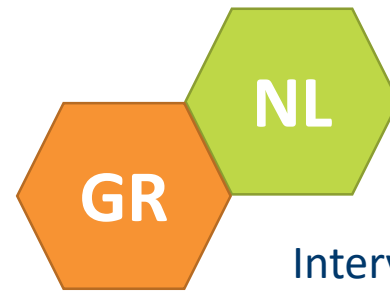
E-coaching

- active minutes a day > 30



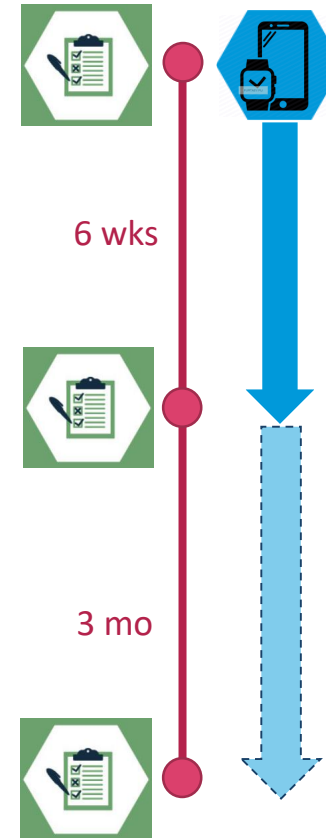
Survey

- Well being
- Physical activity
- Attitude & Intention



Intervention group

$N_{GR} = 45, N_{NL} = 45$

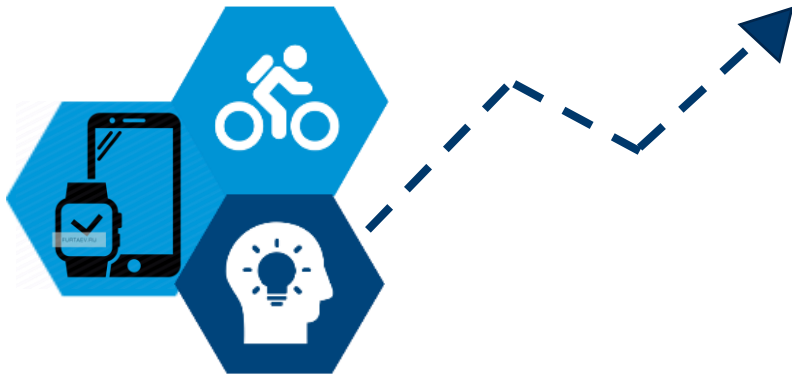


Control group

$N_{GR} = 45, N_{NL} = 45$



What we hope to learn



Results expected Q2 2019