

Engagement 3.0™

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Engagement 3.0™ is a high touch, high tech connection with people that provides real utility in solving problems, improving convenience, and enriching lives through social and mobile connections and gamification. Now is the time to harness the power of these three dynamic forces for productive experiences and effectiveness. Connect with friends and customers through compelling Engagement 3.0™ strategies, technologies, and products. Engagement 3.0™ is.....

1.0 Mobile...

- **Everyone is connected** through Internet enabled **mobile devices**.

2.0 Social Media...

- **Connected, real-time social** experiences from Facebook and Twitter to SharePoint, along with their **apps and compelling game experiences** (e.g. Farmville) deliver the place to hang out, play, or do collaborative work.

3.0 Gamification

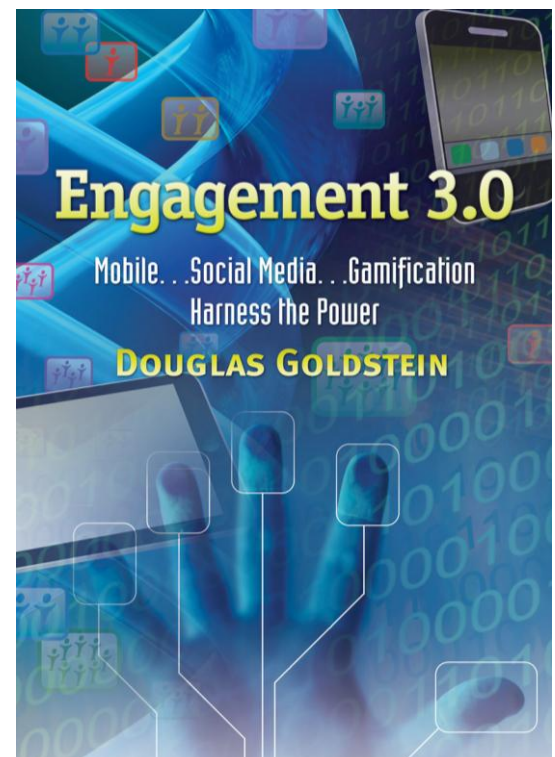
- **The process of turning work into play, is called Gamification or Productive Entertainment.** Gamification takes what is considered work and turns it into a fun engaging experience that builds healthier behaviors and skills in a more effectively and engagingly approach than other learning methods.

Now is the time to act. Meet people where they are – in games, music, and entertainment, as they solve their day to day problems. This can be done with the engagement and effectiveness of gaming or social/mobile media to improve and impact lives, both individually and as part of our communities.

Here are just a few examples of how Engagement 3.0's™ experiences represent a true shift in all areas of our lives:

1) **Billions of connected people anywhere!**

Today there are more than 5 billion mobile phone subscribers worldwide. Your mobile is the electronic jack knife that enables hundreds of thousands of functions through apps from being your wallet to all forms of entertainment. It is also the most important health and fitness tool on the planet. And it even makes phone calls.



2) In Your Face(book), Game On!

No one saw the phenomenal success of Facebook coming:

- This wildly-popular social network site is valued at \$33.7 billion
- Has more than 500,000,000 (that's 500 million!!!) members
- Runs more banner advertisements (bringing in more \$) than any other website (176 billion per quarter)
- Projected revenues this year to exceed \$2 billion
- And with the popularity of Farmville and other social games, it's the world's largest gaming platform

3) Millions take the advice of "An Apple a Day"

- The iPad sold one million units in 28 days (it took the iPod nearly two years to reach those numbers) and over 14.2 million in a year.
- In excess of 73 million iPhones have been sold to date and expected to reach \$20 billion in sales over the next year (up from \$630 million in 2007) (but watch out for the "Alien Invasion" -- as Google's Android is primed to lead sales by 2012.)

4) Catch me if you Can!

- Nike+ connects a chip in your running shoes to iPhone/iTouch, tracking distances and times you run, also allowing you to challenge your friends. With more than 1.2 million runners participating as of June last year, they have collectively run 130 million miles and burned 13 billion calories.
- Nike's slogan: "Run – Synch – Share" is just another way to say Engagement 3.0™

5) New Way to Cuddle up with a Good Book

- The Kindle has already captured 41.5% of the e-reader market and Amazon now sells more digital books than hardcover ones.
- Watch out -- it's already being challenged by the Apple iPad and Google's upcoming online bookstore. Everyone everywhere is going digital!

6) Seems like Everyone has Gone to the Birds!

- Don't have a lot to say, perfect -- you can "Tweet it" along with 190 million others.
- Exponential growth with its membership increasing by 370,000 per day!

All these indicators point to the fact that **now is the time for investment in "Engagement 3.0™" -- the application of the popular New, Experiential Media used by billions – social media + mobile + gamification** -- in all its various forms (video games, mobile games, virtual worlds, MMORPG (massively multiplayer online role-playing game), virtual reality, social utilities, etc.) to improve our lives.

The trends indicate that mobile social gaming is increasingly the preferred method for people to receive content and information. For decades, there has been a disconnection between the vast repositories of information that could improve health status and the beneficiaries of that information. With multiple data sources on the fitness, health, and medical side, enabled by data driven Engagement 3.0™ media, these difficult challenges can be tackled. Leadership is

the key ingredient within forward-thinking companies and networks. It is necessary to guide us from a culture of obesity and reactive care to a culture of health and proactive support of people in their lives.

According to Gamification.org the definition of gamification is *“the concept that you can apply the basic elements that make games fun and engaging to things that typically aren't considered a game.” In theory, you can apply Game Design, Game Mechanics, Game Technology and Game programming to anything including Education, Health, and Work.*

The gamification of health is a natural progression from the health education model of reading and learning to watching these videos and learning to... **learning by doing and playing**, which is the natural way that humans learn from the day we are born. The American Heart Association and Nintendo joint initiative on Active Play at www.activeplaynow.com is a great example.

Every aspect of fitness, health and health care will be transformed by Engagement 3.0™ tools, technologies, programming and experiences, just as every part of our everyday work, family, and play lives are being transformed by these new powerful forms of connection and information.

Let's quickly take a look at **“Pharma as a Service” (PaaS)** rather than simply the sale of a pill for an acute or chronic condition. We know that most pharmaceutical agents will be more effective if they are taken properly, complemented by other actions such as physical activity and proper nutrition. With cloud enabled support, pills can be packaged with monitoring, incentives/recognition, peer support networks, and other value added services. With the knowledge that multi-modal interventions improve health status and reduce costs, the value proposition to the patient, employer, and insurer can be made. Isn't your health and happiness worth a reasonable monthly subscription fee? After all, now we are paying for our cable and mobile phone service connection. Why not really put that connection to use for us and our health? Continuing with the drug compliance example, value added services will transition an ordinary cell phone into a beneficial healthy experience through Engagement 3.0™ connections.



Gamification will revolutionize fitness, health, and healthcare by delivering a new interface with consumers and patients that capitalizes on the strong existing trends of how people want to receive information while developing new life skills.

A gaming interaction engages people, who are sometimes patients, while delivering need-to-know and want-to-know healthcare information and services in an enjoyable and often surreptitious manner, simultaneously collecting data from consumers they willingly provide.

Gamification, the process of turning work into play, is growing exponentially. It's no longer a theory; it's reality - our reality. Social media, gaming, and internet connected devices from mobile phones and accelerators to geolocation, augmented reality, and M2M (machine to machine) sensors are changing our way of life.



Here's additional evidence:

- Electronic gaming, in all its forms, is the number #1 entertainment industry on the planet. It is estimated to reach \$76B in 2013 with CAGR of 8.9%.
- Facebook has more than 500 million members actively connecting with friends and playing games such as Farmville. Farmville, a social gaming experience, is the most popular app on Facebook with 57 million active players (more than any other computer game).
- Club Penguin, a virtual world, social network, and gaming environment for kids, was purchased by Disney for \$350 million.
- Wii Fit has grossed more than \$2 billion dollars. The overall Health eGames industry exceeded \$6B dollars with the majority being spent with out of pocket dollars by consumers for games with a physical or brain fitness benefit.
- Facebook, a social network, is nearly equal to Google in terms of unique visitors. According to AdAge's Michael Learmonth, "Web users go to Google to figure out where to go next; they go to Facebook to, well, hang out."
- The Mobile gaming market is growing at almost 20% a year. It is estimated to reach \$11.4B in 2011 with games comprising 70-80% of all downloaded apps.

The successful games feature that Jesse Schell, game designer extraordinaire and professor at Carnegie Mellon, calls "psychological tricks" are clever ways that gaming attains desired results. Using Club Penguin as a model, you could play for free, earning virtual money. In order to spend your virtual money, you need to be a member for \$6/mo. (\$72/year – not bad for a "Free" game.) Successful games use the same model, from Webkins (taking a real stuffed animal and creating his imaginary double online, with extras you could purchase) to adult games where adults challenge their friends and connect online in virtual worlds. In Engagement 3.0, I call it "Stealth Health" and the application of the "Pleasure Principle." Make it fun, make it challenging and people will come.

Just like a hammer (which can be used to build a house or commit a crime), the new media and technologies can be harnessed for good, or marginal, purposes. The technology tool is neutral; it's how we as humans use these tools.

The hook for Engagement 3.0™ and the new model in gaming - especially Health eGames - is that instead of escaping *from* reality to play games, now we are playing games to connect *to* reality. We can connect with friends and challenge them to a push up contest, walking challenge, or diet program. The success of programs like Weight Watchers is that long before the current popularity of health-related games, they were using the power of social contagion theory and gaming to equal success. They were using the point system far before the current craze to link all our purchases and play to a points reward system.

Yes, gamification of content such as knowledge and skill-based training is fun and engaging, but is it effective? The report “Using Electronic Games to Empower Healthy Lifestyles, Prevention and Self-Care: Theory and Research Findings” by Debra A. Lieberman and Andrew Donner concluded: **“Research on today’s health games provides clear evidence that games can improve health behaviors and in so doing can improve health.”** The rise of Medical Education 2.0 which is the application of virtual worlds, high and low fidelity simulations, gaming and virtual reality, to medical and professional education has also proven that these forms of immersive training methods are more engaging than the traditional classroom. They are also as, or even more, effective to teach and learn new knowledge and skills. We humans like to learn by doing!

The idea of changing or shifting our paradigm from a “have to” to a “get to” mentality when it comes to health will make all the difference. If you *get to* play a game to monitor your compliance with a disease condition because it earns you points, or you *get to* meet up with friends online to compete in a challenge, this will lead to better self care and **WILL** make us all healthier in the years to come.

For patients, mobile social gaming is first and foremost fun, but it is also an engaging medium to improve health and fitness through an e-community of caring peers and professionals. By capitalizing on technologies embraced by billions of people worldwide, Health eGames can increase patient participation in a program, thereby improving its effectiveness.

With almost 5 billion mobile phone subscribers worldwide, mobility is a key driver for increased “stickiness” of an application, especially when that application is in the form of an electronic game, which is the #1 form of entertainment worldwide. The mobile gaming market is experiencing significant growth at 20% per year. 70 – 80% of applications downloaded are games. The target demographic is not just young adults, since 42% of Americans over 50 are using social networking tools today.

Stay tuned -- the ride has only just begun! The next generation of mobile social gaming experience -- the latest augmented reality tags and billboards, QR codes (Quick Response) in the air by your favorite store, geo-location based marketing offers -- are sure to keep us on the edge of our seats. *Engagement 3.0™ is happening. The only question for this movement in healthcare is who will be leading the way?* From imagination springs all things, so...

**Imagine the World of the Future (because it’s already here);
Think Bigger than Outside the Box (because there is no box);
Innovate and Deliver Utility and Fun in all Your Solutions.**

This article is based on information and insights from the upcoming publication “Engagement 3.0™” being authored by Douglas Goldstein, CEO, iConecto, Inc.

iConecto is the leading innovator and integrator delivering Engagement 3.0 Custom and Scalable Solutions for superior health and performance. From research and strategy to design and development, iConecto is the first stop for expertise in improving health status and quality. Ask us about our Rehab@Anywhere and Gaming4Training products and services. Reach Doug @ 703.626.0798, doug@iConecto.com, Twitter = eFuturist and on LinkedIn and Facebook.