Moneyball Meets Emotional Health: Positioning Meaningful Health Analytics to Drive Emotional Health

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Industries rely heavily on data and analytics to personalize, make better decisions, and improve outcomes. Sports franchises, specifically from baseball, have gathered data, developed meaningful analyses, and used analytics to make game and personnel decisions. In the case of baseball, defenses shift, hitters and pitchers are selected, and overall strategy is developed based on what analytics show will deliver the highest probability of positive outcomes. If you've read the book or seen the movie *Moneyball* you know how analytics changed baseball.

So why aren't health solutions, and specifically emotional health solutions, developing and positioning analytics to deliver the best possible outcomes?

Many emotional health solutions are stuck in the model of using anecdotal evidence or clinical intuition as a foundation but fail to incorporate real data to support their effectiveness. In an effort to drive better emotional health, we developed our Emotional Health Intervention Program (EHIP) to systematically deliver health outcomes. Our EHIP was discussed in a recent blog as was our Digital Emotional Health Program, which delivers evidence-based psychological approaches to participants through mobile/web. Central to EHIP is the use of a *Behavior Change Analytics System™*, which guides Advisors and participants in making evidence-based decisions. Evidence-based decisions means that Advisors guide and participants decide how they are going to improve emotional health armed with information showing what strategies work best.

The Behavior Change Analytics System houses and integrates data from rating scales for emotional health conditions, chronic conditions, biometric/psychometric risks, and health behavior activity and delivers focused analytics in real-time to Advisors and participants. Through the Behavior Change Analytics System, it's simple for Advisors and participants to make decisions and engage in strategies shown to deliver improved emotional health.

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Here's a real example of how the Behavior Change Analytics System ensures that Joe (whom you've met before) uses the best strategies to improve his depression.

1. Joe completes the DASS-21 (Depression, Anxiety and Stress Scales) on his iPhone. The results show severe depression and normal anxiety/stress.
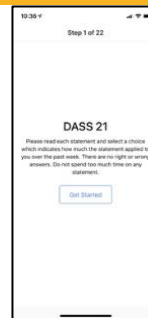
2. Joe meets with his Advisor to develop his Health Behavior Plan focused on improving his Depression and co-morbid physical issues (Diabetes and Obesity).

3. Joe's Health Behavior Plan includes integrative strategies from Album Health's Emotional Health Intervention Program (EHIP) including:
   a. Taking Lexapro through his Provider
   b. Doing Thought Records
   c. Practicing Mindfulness
   d. Exercising
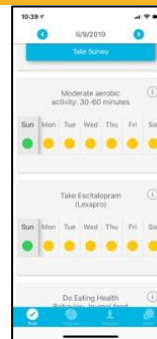
4. Joe and his Advisor monitor Behavior Change Analytics including EASE™ and DASS-21 outcomes related to his Health Behavior Plan
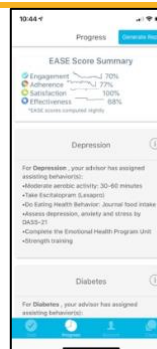
5. Joe continues with the strategies in #3 that are demonstrated effective in improving Depression (and Diabetes/Obesity) and reaching EASE targets

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Our Behavior Change Analytics System enables evidence-based decisions to improve emotional health. Much like positioning a defense in baseball based on statistics, our analytics make it clear which strategies work best for improving emotional health so health actions are targeted and most likely to succeed. At Album Health, this consistent ability to use analytics to guide strategy has led to industry-leading results in improving emotional health and also empowers people to truly take the best steps to improve their life.

Thanks for reading and I invite you to learn more about Album Health and how our innovative, evidence-based solution is changing lives and delivering meaningful results for emotion health conditions and chronic conditions overall.