

## Optimizing financial incentive for exercise adherence

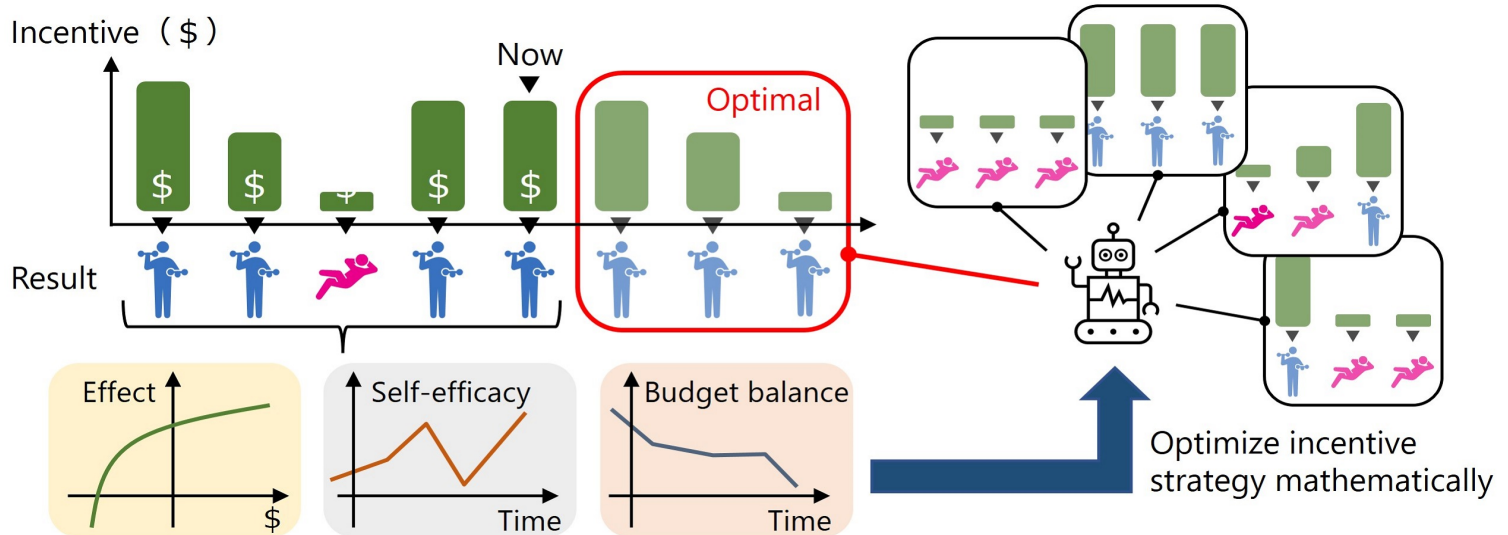


## Background

Physical inactivity is a major risk factor for various diseases like hypertension, stroke, and diabetes. Financial incentive, including points, is a popular tool for motivating individuals to engage in health behaviors, but much remains to be explored to find cost-effective incentive strategies.

## Summary

By focusing on a psychological determinant called self-efficacy, this technology derives a cost-effective incentive strategy to maintain a recommended level of physical activity. The derived strategy enables us to determine the best amount of the next incentive based on user's past behavior.



## Features

- We experimentally show that our technology achieves deriving a more cost-effective incentive strategy than conventional simpler ones
- The world's first technology to derive the most cost-effective strategy of financial incentive with a computational approach
- The mathematical behavior model that mimics the effect of financial incentive on health behavior is constructed for each person, resulting in the best strategy for each individual

## Future\_benefits

Through healthcare services with this technology, we can achieve habitual health behaviors by utilizing financial incentive (e. g., d POINT) effectively.

## Exhibiting Company

NIPPON TELEGRAPH AND TELEPHONE CORPORATION

## Contact

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