What is behavior change?
Organ Donation: Opt-In Vs. Opt-Out

Effective consent rates, by country. Explicit consent (opt-in, gold) and presumed consent (opt-out, blue).
Energy Reduction
Energy Reduction: Observability

![Graph showing participation in public good]

- Anonymous: 2%
- Observable: 14%

*Note: The graph indicates a significant increase in participation when observability is introduced.*
Energy Reduction: Public Goods Framing

Dear [Name],

We have teamed up with your building’s management to offer Pacific Gas and Electric Company’s SmartAC™ program to you and your neighbors. Please take a moment to read about the program and let us know whether you’d like to participate.

The power is in your hands.

It has been said that one small action can cause a ripple effect that results in a dynamic change, like the idea that a butterfly flapping its wings can set off the winds that change the weather on the other side of the planet.

A ripple effect happens in California when temperatures rise and thousands of individual air conditioners start operating at the same time. This can strain California’s energy resources and can create peak conditions that result in summer heat power interruptions.

Just like the idea that a butterfly’s wings have the power to change the weather, you too have the power to reduce the ripple effect air conditioners have on our power system. You can help ensure we have sufficient energy resources when demand is at its highest.

Sign up for the SmartAC program.

If you sign up, PG&E will install a radio-activated switch on or near your air conditioning unit. When activated, the switch slightly reduces your air conditioner’s electricity consumption while still keeping you comfortable. The SmartAC switch is activated only in the event of an energy supply emergency, and never for more than six hours a day.

Get paid $25 for signing up.

To thank you for being a part of the SmartAC program, PG&E will even send you a $25 check for each SmartAC switch installed at your home.

Signing up is easy.

Installation is free and takes about 10 minutes. There’s no appointment necessary, and you don’t even have to be home if we have safe and easy access to your air conditioner. Signing up is easy, too. Just follow the directions on the enclosed instruction card.

The SmartAC switch comes with PG&E’s free technical support and customer service, as long as you remain enrolled in the program! Thank you for considering the SmartAC program.

Sincerely,

[Signature]

Susan Norris
SmartAC Senior Program Manager
Pacific Gas and Electric Company
Non-Medical Drivers of Disease

- Access To Care
- Stigmatization
- Lack Of Information
- Lack of Support Or Motivation
- Burdensome Treatment & Effects
- Inadequate Health System
- Work Absenteeism
- Inadequate Health System
- TUBERCULOSIS
- DIABETES
- HIV
- VACCINE PREVENTABLE DISEASE

Non-Medical Drivers of Disease include:

- Inadequate Health System
- Work Absenteeism
- Access To Care
- Stigmatization
- Lack Of Information
- Lack of Support Or Motivation
- Burdensome Treatment & Effects

Diseases mentioned:

- TUBERCULOSIS
- DIABETES
- HIV
- VACCINE PREVENTABLE DISEASE
Solution

**Disease Management Tools**
reduce patient burden

**Non-Stigmatizing Support**

**Data & Analytics**
Focus limited resources

**Accessible**
by phone without data download

**Behavioral Interventions**
from the social sciences maximize adherence and motivation
Every interaction maximizes and motivates adherence to treatment.

- Promote prosociality
- Leverage ‘reputations’
- Norms / framing
- Observability
- Minimizing plausible deniability
- Commitment devices
- Community support
Dedicated Support
Proof of Concept

96% ▶ 68% ▶ 1,533 ▶ $24M

Success rate vs. WHO 2035 goal of 95%
Reduction in the Poor health outcomes
Lives saved at scale in Kenya annually
Costs saved at scale in Kenya annually

RESULTS FROM 2016 STUDY
RESULTS-BASED PROJECTIONS
Deployments & Use-Cases

Implemented in three countries for over 30,000 patients with multiple disease use-cases
Symptomatic individuals seek care at local facilities... 

...where they are diagnosed...

...provided medication...

...and enrolled into Keheala.
Keheala Operations Facilitate Care

- Supervisor Trains & Enrolls Health Worker
- Health Worker Enrolls Patient
- Keheala Supporter Trains & Enrolls Keheala Supporter
- Keheala Supporter Calls, Messaging & Patient Support Ministry of Health
- Ministry of Health Information Remote support & follow up
Healthcare Workers Love Keheala

63% of healthcare workers indicate that Keheala saved them 5+ hours per week

Healthcare workers agree that Keheala should be the standard of care

- Completely Disagree
- Partially Disagree
- Neutral
- Partially Agree
- Completely Agree

Pie chart showing the distribution of saved hours, with 23.9% saving 0 hours, 17% saving 1-2 hours, 15.9% saving 3-4 hours, 20.5% saving 5-6 hours, 14.8% saving 7-8 hours, and 8% saving 9-10 hours, with 13.1% saving more than 10 hours.
How to Get TB Patients to Take Their Pills? Persistent Texting and a ‘Winners Circle’

The drug regimens can be grueling, and patients can struggle to remember taking their medications. But turning it into a cell phone competition helps.

Digital Health Support in Treatment for Tuberculosis

This app for tuberculosis increases odds of patients completing treatment.

A tech intervention to tame tuberculosis

An interactive program using mobile phones helps more patients conclude treatment successfully.

Peter Dizikes | MIT News Office
September 4, 2019
Leveraging Data to Personalize Care
COVID-19 has highlighted the need for Keheala

- An additional **6.3 million people** are expected to contract TB due to COVID-19
- **Keheala provided uninterrupted service to 18,000 patients during COVID-19**
- Increased demand for Keheala as a result of COVID-19
COVID-19: Opportunities

- Destigmatized mask wearing
- Lung health spotlight
- Young people’s interest in public health
- Need for evidence-based solutions for care away from facilities
- Private sector participation
For more information, please contact:

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