



inZights Consulting

GENERATING EVIDENCE FOR YOUR INTERVENTION

Your intuition can be your inspiration, but you need sound proof to back your product claims.

The purpose of this white paper is to help you understand the need and value of research to your business.

If you are reading this white paper, it is likely that you heard that your product or services needs to be based on sound evidence. While researchers typically create scientific proof, businesses and innovators now find themselves needing to generate evidence for their innovative digital and technology-based health solutions. Read this white paper to learn about being evidenced-based and common research methods you can employ.

How to get started- below are some ideas. Read on for more information.

Develop an intervention model to show how “it” works

Gather data early

Leverage published research

Develop an evidence plan

Use rigorous research methods

Continue to gather proof

If you are a health and wellness innovator, purchasers expect your products and services to be based on sound evidence. In most cases, they even expect you to have your own evidence proving effectiveness. This means you can't offer programs based on wisdom, gut, or instinct; you need to have sound proof to back your product and claims.



What does it mean to be evidence-based?

It means that the intervention you deliver through your app, product, program, or service has been proven effective. This means that the intervention has undergone a scientific evaluation, has outcomes demonstrating it to be effective, and that the study has been published in a peer-reviewed scientific journal.

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What can you do to make sure you are evidence-based?

If you are creating a product based on existing (previously published) evidence make sure you implement the intervention consistent with the published evidence, make adaptations and modifications if that is part of your business strategy, and then generate evidence to prove that YOUR specific intervention is effective. If you follow the recommendations in this white paper and create credible proof, you will close more sales and achieve meaningful milestones you may have set with your investors.

If you are developing a new product, one that has never been studied or evaluated before, make sure you implement an **Evidence Plan** to study and gather data on the effectiveness of your new product before you go to market.

How do you generate meaningful evidence?

1. Have a clear model with a plausible rationale for why your intervention leads to behavior change or improved health.
2. Know what to collect, when to collect it, and how much to collect. Base this on what is in the published evidence and use your intervention model as a guide.
3. Plan early to have the data and results you need. Collect data during design, development, pre-launch and post-launch.
4. Use scientific study approaches to gather your evidence. Common methods include: Case studies, pre-post studies, case-matched studies, and randomized controls studies.
5. Continue to study your intervention even after you have initial proof. Replicate your initial research and show that your intervention works with different types of populations, health conditions, in different settings, etc.



What type of studies can you do to generate evidence for your intervention?

Below is a list of common research methods:

Randomized Control Trials (RCTs).

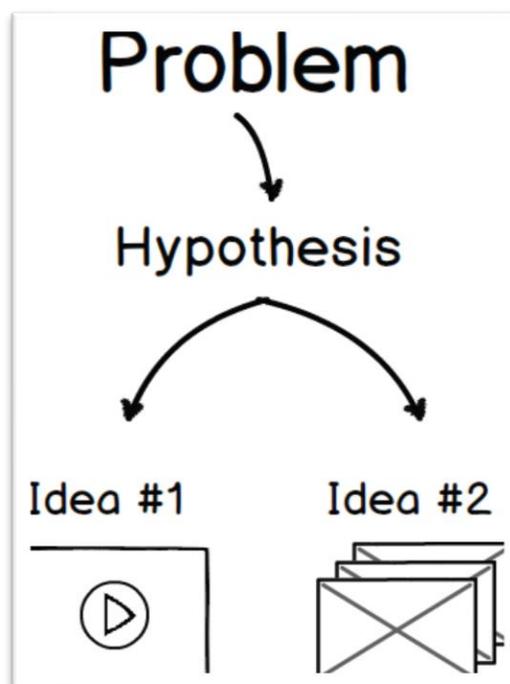
The RCT is often viewed as the gold standard for research evidence. With this method, 1) people are randomly assigned to the intervention or a control group, 2) the intervention is delivered to those randomized to that group and the control receives no

treatment or receives usual care, and 3) the same measures are collected at specific times for both groups. Statistical analysis is conducted, and conclusions drawn. Because individuals are randomized you can conclude that differences between groups at follow-up are due to the intervention and not something about the people or something other than your intervention.

Non-Randomized Studies: Comparison Studies and Case Studies

Case studies- Case studies are observational studies in which you measure results in a population in the real world, such with a new client. In these studies, you don't randomize individuals to treatment: You just observe and measure results after the program is rolled out with the client or group. Measuring results in this setting provide valuable insights about how your product works in the real world. This can be useful after conducting more rigorous research like an RCT or to gain insights to drive hypotheses to test in the future.

Pre-post studies- With pre-post studies, you collect baseline data on all people in a population before you roll-out your intervention and then measure changes in outcomes at a specified follow-up period. A pre-post design lets you measure change in behaviors and health outcomes among people using your intervention, but it doesn't give solid evidence that the results are due to your intervention. It is possible that there is a selection bias or other factors to attribute results to. For example, it is possible that people who selected to use your intervention may have improved during the same time period even if they didn't use your intervention.



Case- Matched Studies- With this study approach, people exposed to your intervention are compared to another group of people identified with similar traits. This is a non-randomized design that is typically retrospective. Once you know who received your intervention, you find similar people who didn't use the intervention to compare them to. When matching the cases, you match the groups on a many possible traits or factors as possible (e.g., gender, age, income level, medical status, etc). The idea behind case matching is that you try to simulate randomization by equalizing group differences. The goal is to try to prove that the differences are due to the intervention and not other traits. The Match-Case study is often used as a substitute for an RCT.

We can help you gather your proof



If you need help figuring out how to build and implement an evidence strategy contact inZights Consulting, LLC. We specialize in helping businesses improve their competitive advantage by leveraging research, data insights, and thought leadership. Contact us to set up a strategy session to help your business assure it has adequate evidence to gain traction in this competitive health and wellness landscape.