

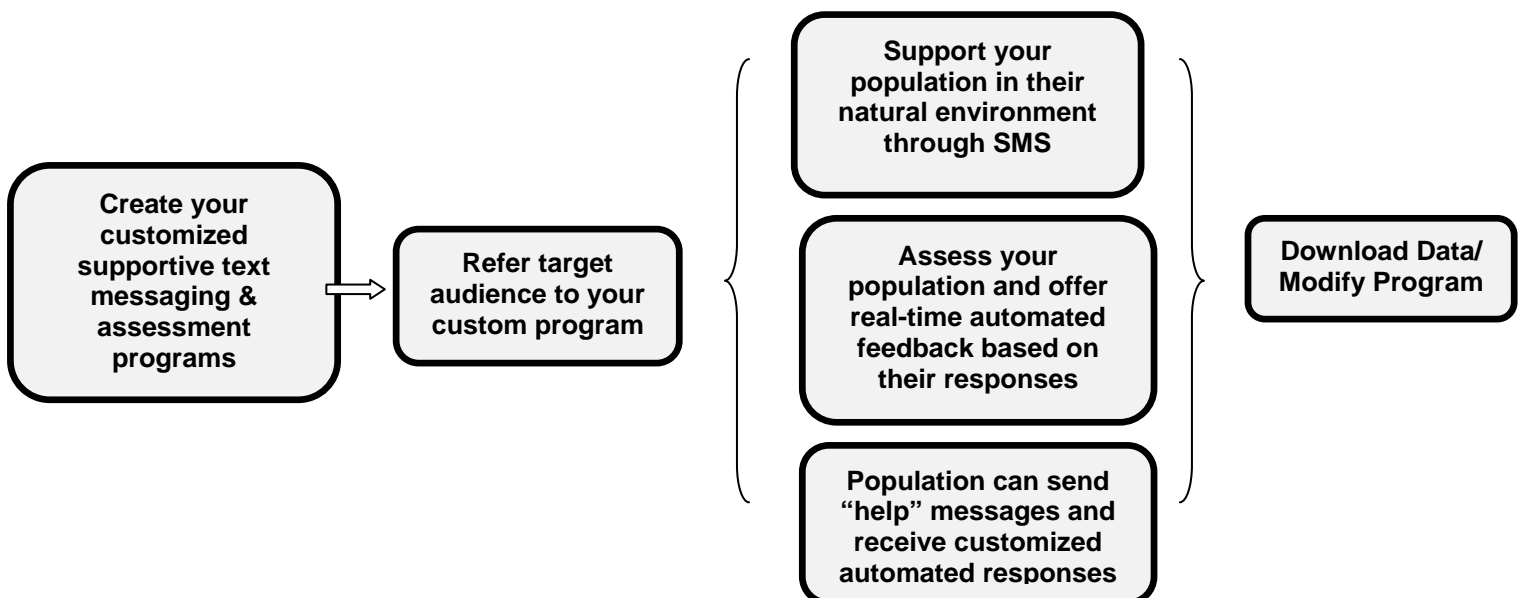


Mobile Health Interventions (MHI) is a health based technology company which offers supportive messaging programs for clients and an open access application for professionals and organizations interested in creating their own messaging and ecological assessment programs.

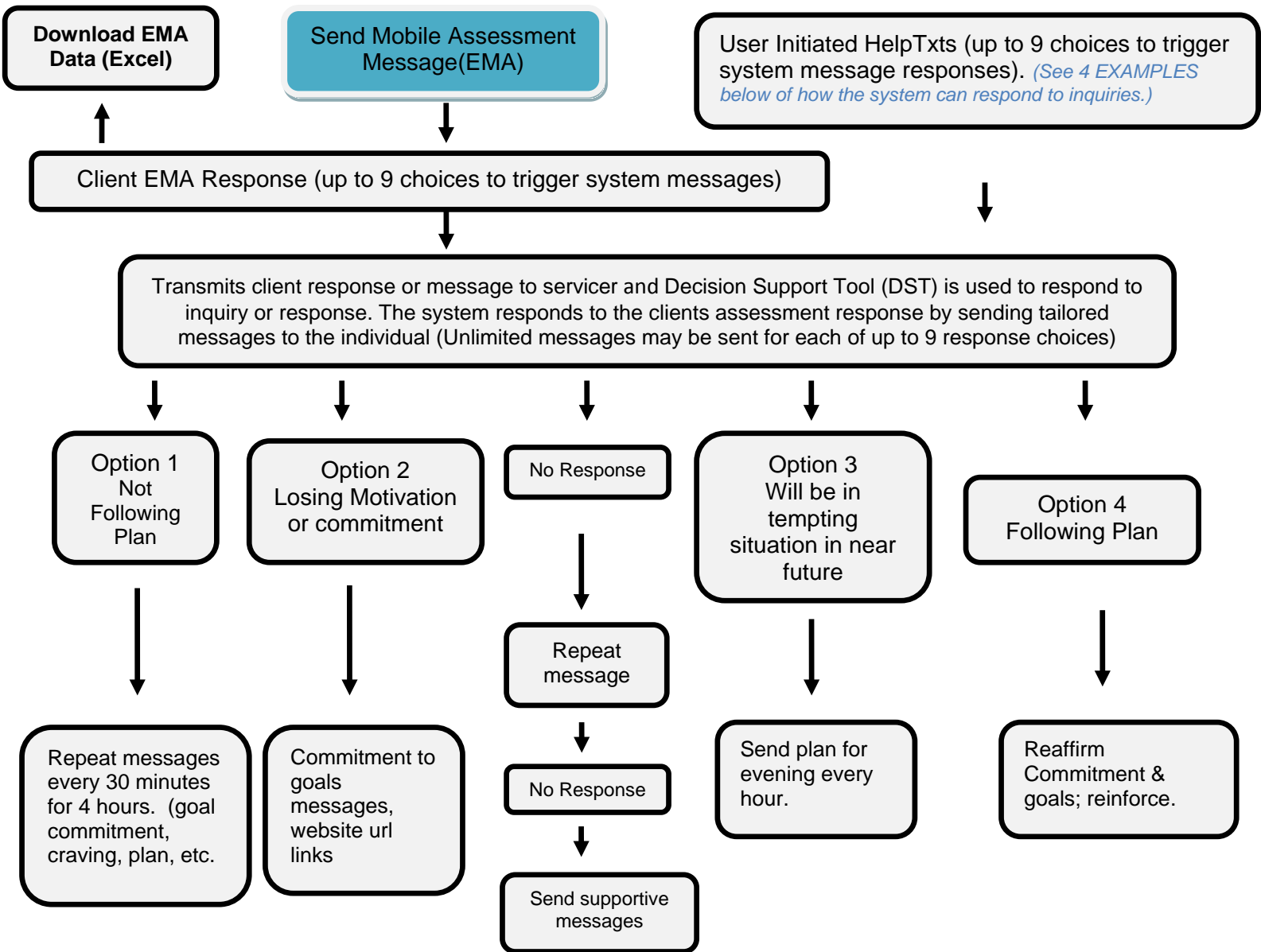
Research on Supportive Text Messaging and Ecological Assessment: There is emerging evidence that simple text messaging interventions can improve outcomes for a number of disorders and strong support for the use of text messaging to increase appointment attendance and adherence to medical and behavioral recommendations. Text messaging has been successfully utilized for a variety of goal-oriented behaviors with a variety of clinical samples, from increasing levels of daily functioning for those with schizophrenia (Pijnenborg et al., 2010), to increasing levels of exercise among college students (Prestwich, Perugini & Hurling, 2009). The results of reviews regarding the use of SMS for various behavior change goals suggested that SMS-delivered interventions have positive short-term behavioral outcomes (Cole-Lewis & Kershaw, 2010; Fjeldsoe, Marshall & Miller, 2009). Furthermore, researchers have begun to utilize text messages as a simple, inexpensive and effective way to collect real-time ecological data in ones natural environment (Bopp et al., 2010; Haller, Sancu, Patton & Sawyer, 2009; Ronka et al., 2010). Our service not only allows you to collect data but also send custom tailored messages based on client responses.

Why Messaging Works: Receiving a targeted text message can help individuals remember what they want to do, why they want to do it and when they need to do it. Messaging helps make goals more salient and combats fluctuating motivation that comes with any cognitive shift or behavior change process at the times and in the places people need that motivation most. Two-way text messaging is also a powerful means to collect important ecological data in ones natural environment without the use of additional hardware and respond to an individual’s current state with tailored messaging.

Professional Programs (CustomTxts): Mobile Health Interventions has an open access program for professionals to create their own custom supportive text messaging programs using a simple web-based application. The CustomTxts application allows organizations to create as many supportive messages and assessment items as they prefer, develop tailored messages to user responses and to modify the program at any time as well as directly export data to Microsoft Excel for analysis. Each spreadsheet includes the client phone number, the date and time the response was received, the client response and the response latency. Moreover, professionals have the option of using their custom program in conjunction with our consumer system, where clients can write their own messages to help motivate them and stimulate more meaningful change messages. Below is a basic overview of how to use this custom system.



Interactive messaging and assessment capabilities/example with our open access program: CustomTxts.



To Create Your Own Program Using this Unique System Go To: <http://custom.healthtxts.com>

For more information on all our programs please contact Fred@healthtxts.com. We can assist you in writing your messages and analyzing outcome data for your population.

REMEMBER: You have the option of using your custom program in conjunction with our consumer system, where clients can write their own messages to help motivate them and stimulate more meaningful change messages!!!

References

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