

Motivo | consulting

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BACKGROUNDER

Morgan-Levy Health Cube system determines motivations behind choices that impact health

An e-health system

The Morgan-Levy Health Cube, a unique e-health program from Motivo consulting, a division of Strategic Directions Group, Inc., offers a quick, reliable, and cost-effective way of measuring the motivations behind our everyday health-related choices. These choices are largely responsible for our country's ever-increasing health-care expenditures that will consume 25% of our GDP by 2025.

Benefit to individual

Knowing the *why* behind our health-related choices delivers two benefits. With deep insights into what propels their decisions, consumers can decide to change behaviors. In less than 10 minutes, the Morgan-Levy Health Cube system produces a participant's profile on 7 key health dimensions as compared to the U.S. population. In addition, the system immediately generates a custom report explaining the dimensions and suggesting next steps to the employee, individual, or patient.

Deliver targeted messages

Secondly, with aggregated insights, employers, physicians, and insurers can create the most effective programs and messages because they are targeted. In addition, individuals can decide to share the results of their rankings from the completed Morgan-Levy Health Cube with a counselor or employer.

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Quantifying the all-important why

“Significant progress in reducing health-care costs can be made,” says Doran J. Levy, Ph.D., executive vice president of Motivo consulting, “when we understand the motivations behind the choices each of us makes every day, choices that impact health. Employers, health-related companies, hospitals, and insurers can then target messages and programs to those mindsets, building a platform of unified communication strategies. By knowing the all-important *why* behind our choices, we can begin to change or reinforce behaviors.”

7 dimensions based on data

In contrast to programs defining complex motivations using only one dimension, the Morgan-Levy Health Cube consists of 7 dimensions that cover the multiple mindsets that impact health, from relationships with doctors to concern over the cost of health care. Each dimension stands on its own. These dimensions have been extracted from the company’s three separate psychographic segmentation strategies: Health, Health Information, and Health Compliance.

Taking in entire population

While the research behind the Morgan-Levy Health Cube was initially focused on those 40 and older, those responsible for 72% of all U.S. health-care costs, more recent studies have incorporated those 18 and older. The validity and reliability of the Morgan-Levy Health Cube system is detailed in the third book on the firm’s research, *Health Motivations: 7 Dimensions That Shape America’s Health*.

About the company: Motivo consulting is a division of Strategic Directions Group, Inc., which was established in 1988. Internationally recognized for its expertise in psychographic segmentation research, the firm has worked with large multinationals to address a wide variety of topics using proprietary methodologies. Whether domestic or international, its research results are made actionable through its consulting and sophisticated model building. Strategic Directions Group, Inc. is a woman- and minority-owned company.

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