



LIFE-CHANGING TRUTH

A science-based approach
to behavior change.



prochange
Behavior Solutions

Behavior change unlocks possibilities. **But it's not easy.**

There's another person inside all of us. Alive in ways we can't imagine. The us we could be. Brimming with promise. A healthier, happier and more energetic version. If only we could free our potential so we could rise to this higher version of ourselves. But how do we get there? And how do we solve behavior change challenges to improve individual and population well-being?

Behavior change is complex. There are those who say they have the answers to changing human behavior. But many are just fads. Hype without evidence. Real answers come from timeless principles. And scientific truth. The kind of truth that comes from over 20 years of deep, relentless research and rigorous clinical trials. The solution is ProChange.

Change is hard. Change without scientific proof is nearly impossible.



You can't go back and change the beginning but you can start where you are and change the ending”

- UNKNOWN





Science is the difference.

THE TRUTH IS...

Behavior change is a science. It's a process. Not an event. By combining the time-tested principles from the Transtheoretical Model with other theories and communication frameworks, ProChange offers tailored behavior change solutions that meet people where they're at in their behavior change journey.

Leveraging over 20 years of research, more than \$20 million dollars in federally-funded grants, and insights from more than 80 peer-reviewed publications, ProChange behavior scientists have successfully enabled people to make lasting behavior changes and improve their well-being at work, at home, and at play.

You will find that our combination of high participation and strong efficacy results in unprecedented impact.



If we change our habits, we change our lives.” – GRETCHEN RUBIN



A proven model. A unique approach.

The Transtheoretical Model (TTM) is an integrative model that incorporates key constructs from other theories into a comprehensive theory of change that can be applied to a variety of behaviors, populations, and settings.

We combine our in-depth expertise in the TTM and behavior change science with best practices from leading communication frameworks to help people make meaningful and lasting behavior changes.

The combination of our deep scientific expertise with our unique 5-step client-centric approach optimizes your success.

CLIENT CENTRIC APPROACH



- 1 Discovery**
Collaboratively assessing your needs and success criteria
- 2 Solutioning**
Analyzing your needs and developing a customized plan
- 3 Implementation**
Applying an agile approach to behavior change challenges
- 4 Evaluation**
Analyzing data and providing targeted insights to optimize value
- 5 Optimization**
Monitoring and iterating solutions over time to maximize your success



A range of programs and services to suit your needs.

Need off-the-shelf, award-winning behavior change solutions or evidence-based insights to enhance your platform? Want to infuse behavior change science into your products or offerings? Looking for a custom behavior change solution

or a tailored engagement campaign to maximize impact? In need of an exceptional data science team to conduct a rigorous evaluation? ProChange is the expert in applying proven science to your behavior change challenges

FOUR WAYS WE CAN HELP

This extensive work to uncover and prove behavior change truth and best practices has led us to develop practical solutions in four distinct areas:



Consulting Services

We apply our expertise to solve your specific behavior change challenges.



Solutions Licensing

We help you integrate our Software as a Service solution or our proven behavior change algorithms, messaging and more into your offerings.



Solutions Development

We innovate to create something totally unique for your particular needs.



Speaking and Training

We share our insights and inspiration with you or train your team on the power of behavior change science.

A team of experts.

ProChange was founded by Dr. James Prochaska, globally recognized as a pioneer in behavior change science and the lead developer of the Transtheoretical Model of behavior change. Building on his legacy, the ProChange team has become nationally renowned and highly respected for their continuing research, as well as for guiding clients in leveraging best practices in behavior change through consulting and training. ProChange executives have over 100 years of behavior change expertise applying theories and practical solutions to customer challenges.

Our team is led by Dr. Kerry Evers and Dr. Sara Johnson, each sharing the roles of President and CEO. They maintain a customer-centric business model, developing strong, collaborative relationships with clients, staying involved to ensure client's needs are met through the entire engagement with ProChange.

Kerry and Sara are recognized as experts in the field of behavior change science. They are deeply and passionately committed to leveraging the undeniable power and reliability of behavior change science to empower people to experience life-changing breakthroughs. They both lead projects focusing on the development and dissemination of tailored high-impact solutions, integration of best practices into client's offerings, rigorous evaluations, strategic consulting, and speaking and training.



Kerry Evers PHD

Sara Johnson PHD

Kerry has developed solutions in a variety of domains, including resilience; well-being; stress management; substance abuse avoidance; cancer prevention as well as focusing on military populations and technology innovations. Sara has focused on weight management; tobacco cessation; medication adherence; self-management of pain; lupus, and other chronic diseases; as well as well-being, culture of health, and medical education.



The highly experienced ProChange team includes psychologists, technologists, data scientists, and public health and management professionals. We are a Certified Women's Business Enterprise. Our leadership team has been recognized by organizations such as the Health Enhancement Research Organization (HERO) and Wellness Council of America.



Proven results across all populations.

We help a diverse range of cross-industry clients of all sizes solve their behavior change challenges. Our clients include global Fortune 500 corporations, managed health care providers, prestigious research universities and government agencies who seek to enhance population health and address public health threats.

Ultimately, our mission is to empower people to experience life-changing breakthroughs in well-being.

WE ARE PROUD TO HAVE SERVED THESE CLIENTS (& MORE)





Life-changing truth starts here.

Contacting us should be the first step in your behavior change journey. We are available to discuss your challenges and recommend the most appropriate direction and approach.

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