

# LICENSE OUR INTELLECTUAL PROPERTY



We'll Help You Leverage Our Proprietary Program Components That Have Been Successfully Driving Behavior Change For Over A Quarter Century

## We call it our a.i. It's short for *aleta inside*<sup>TM</sup>

The behavior change Intellectual Property (IP) that we've used to effectively drive change for over 25 years is now available for you to incorporate into your solutions.

*aleta inside*<sup>TM</sup> is the behavior change foundation of *aleta*<sup>TM</sup>. It's the intelligent backbone that enables our solutions to expertly assess individuals and deliver a highly customized experience that engages users and drives positive change for good. We developed and refined this IP through over 25 years of research and it's been proven effective in driving behavior change in countless clinical trials.

We understand some clients have already invested in the development of their own solutions or want to strengthen their offerings with proven behavior change science, tools, and techniques. We'll help you integrate the IP from *aleta inside*<sup>TM</sup> into your solutions, leveraging our proven expertise.

Our behavior change experts will guide you in embedding *aleta inside*<sup>TM</sup> into your solution using our consultative IP integration process.



### DISCOVERY

Collaborate to uncover your goals and examine your existing solutions that can be leveraged to address the behavior change challenge



### SOLUTIONING

Identify ProChange IP that can be integrated into your existing solutions and develop customized implementation documentation



### IMPLEMENTATION

Work with your technical and solutions teams to design, integrate, and test the implementation



### EVALUATION

Analyze data to demonstrate the impact of *aleta inside*<sup>TM</sup>



### OPTIMIZATION

Monitor, iterate, and provide targeted insights to optimize your implementation and results.



We offer a vast, curated IP library enabling behavior change in 25+ behaviors

### Algorithms

Decision rules, norms, and algorithms to inform proven tailoring techniques

### Assessments

End-user assessments of stage of change (i.e., readiness), self-efficacy, and many other constructs

### Nudges

Short messaging that can be used for text messaging, push notifications, and other types of communications

### Content

Tailored communications that activate change strategies

### Clinician/Coach Content

Assessments, communications, and fully tailored programs designed for clinician and coach delivery

LET US HELP YOU BRING YOUR SOLUTIONS TO THE NEXT LEVEL

## HOW IS PROCHANGE DIFFERENT?

Nowhere else will you find proven and time-tested behavior change tools, techniques, and content that are as firmly rooted in science and rigorous methodologies as **aleta inside**™. We'll pair that expertise with a flexible and collaborative consultation approach to help you create and elevate the unique user experience you strive to offer.

### What our IP Licensing Clients have to say

*"I am happy to say that we continue to fully integrate the stage of change principles and the training guide in our daily practice. It is an important tool for us to help impact the lives of the injured workers we serve."*

*"They really understand behavior change and offer more advanced solutions. They also help guide us."*

*"They offer the scientific truth. It's not just theoretical BS!"*

**Incorporating proven behavior change Intellectual Property into a re-imagined solution drove tremendous results.**



Motivated to design a re-imagined health risk assessment that ensured alignment with their platform, this client turned to ProChange to integrate their curated library of behavior change Intellectual Property, and engage the creative talents of a leading behavior change design company, to bring it to life. Through a collaborative discovery, solutioning, implementation, evaluation, and optimization process, the resulting re-imagined health assessment had an impressive impact.

**READ THE CASE STUDY**