

Behavior-Change Pod 4 | December 2024

COPD Member Engagement Journey

Designing a multi-month, condition-specific journey to help newly diagnosed members manage COPD and reduce preventable ER and inpatient visits.

EM

LP

The problem

Members newly diagnosed with COPD often lack clear guidance on how to manage their condition, leading to poor self-management, unnecessary exacerbations, and avoidable ER and inpatient visits.

User goals

- Understand what COPD is and how it affects daily life
- Learn how to manage symptoms and triggers
- Stay connected with their provider over time

Business goals

- Reduce COPD-related ER visits
- Reduce COPD-related inpatient admissions
- Improve engagement with condition-management content

Healthcare & system constraints

- Medicare-specific content and review requirements
- Eligibility and exclusion logic across multiple conditions
- High risk of unsubscribe if cadence feels overwhelming

Design considerations

- Balance education with empathy
- Avoid alarmist language
- Monitor feedback signals to adjust volume and pacing

Primary audiences

- Medicare members diagnosed with COPD in the past 3 months
- Excluding members whose diagnosis occurred during an inpatient or exacerbation event

Key experience challenge

Newly diagnosed members are processing a lot of information and may feel overwhelmed, requiring careful pacing and prioritization of content.

Experience approach

The experience was designed as a longitudinal journey, delivering education and self-management guidance over six months to support gradual learning and habit formation.

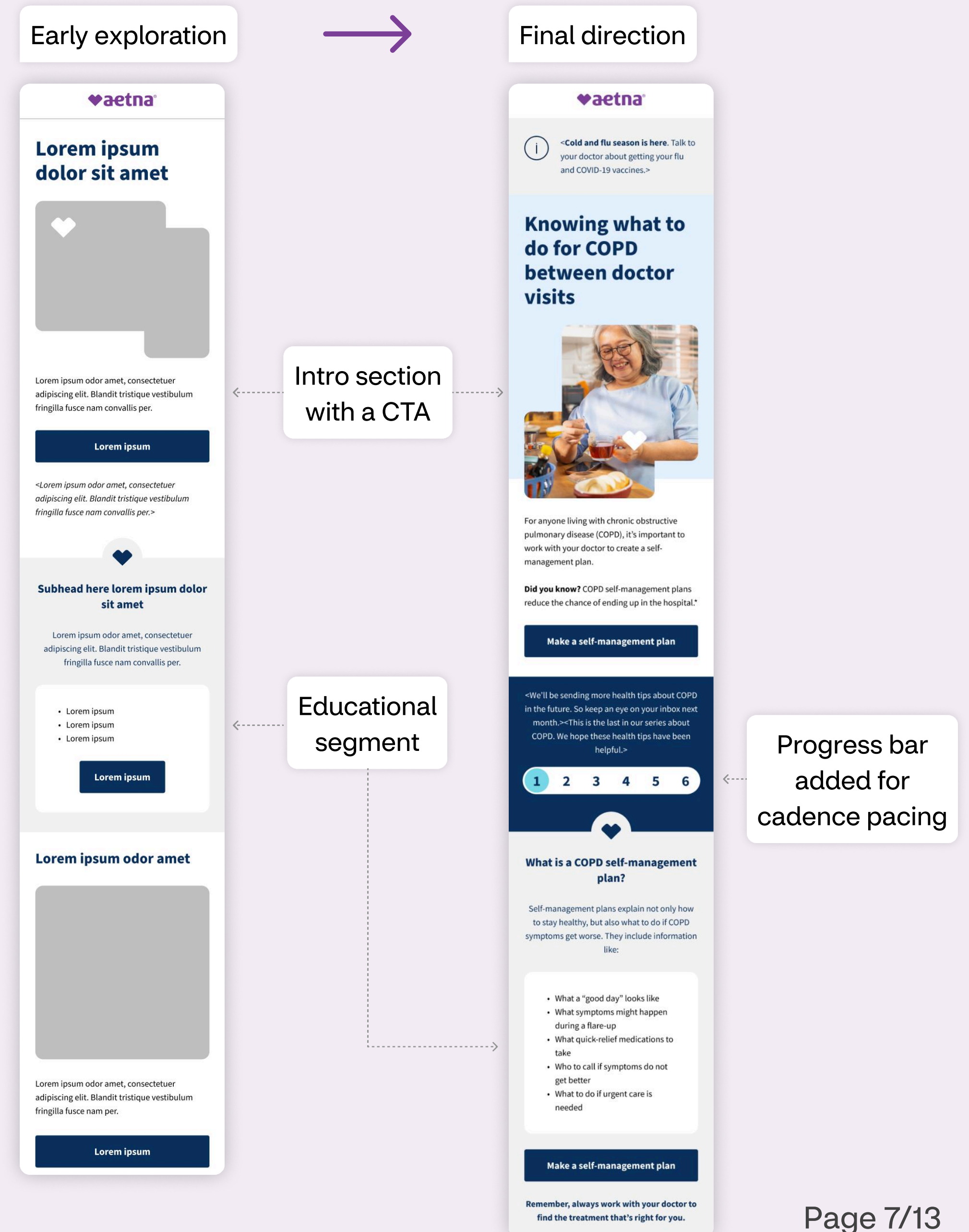
Key principles

- Progressive disclosure
- Repetition without redundancy
- Provider-connected actions

Design exploration

Members re-enter the journey monthly to receive sequenced content rather than one-time outreach.

- Introduction to COPD and condition basics
- Medication adherence and self-management planning
- Environmental trigger awareness
- Ongoing reinforcement and check-ins



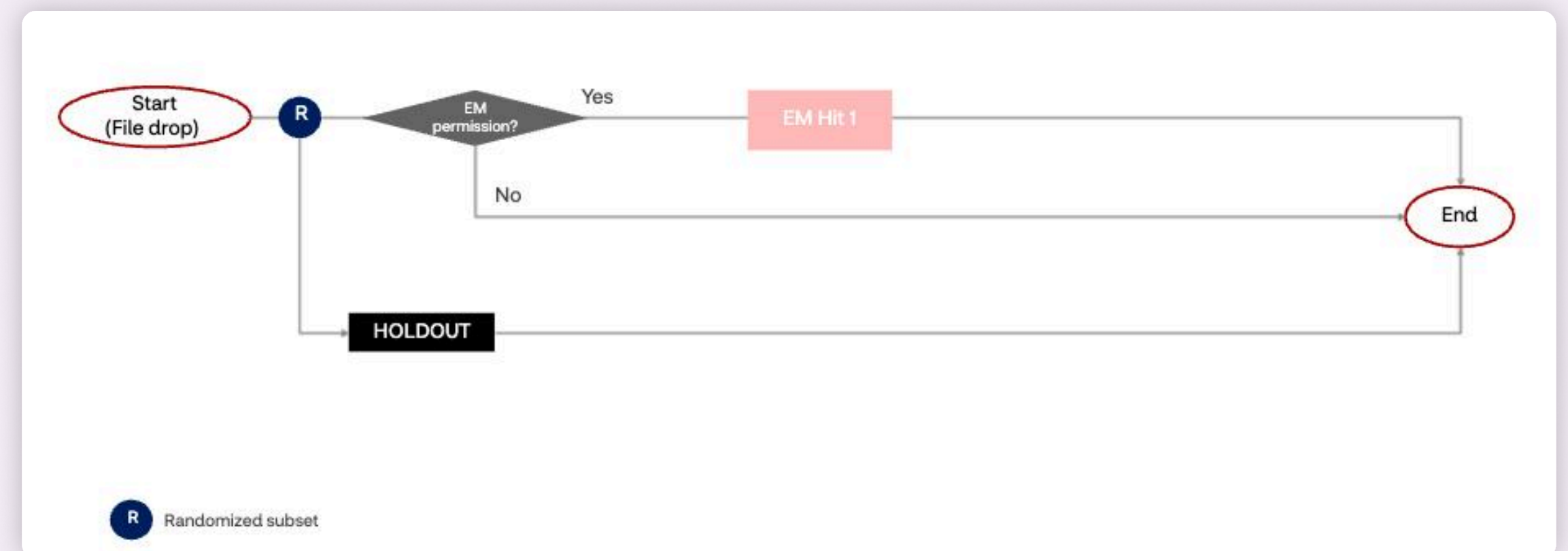
Personalization elements

- Different journey orders tested across cohorts
- Seasonal banner content
- Group vs Individual Medicare variations

Design rationale

Testing content order allowed the team to learn how sequencing impacts engagement and behavior change over time.

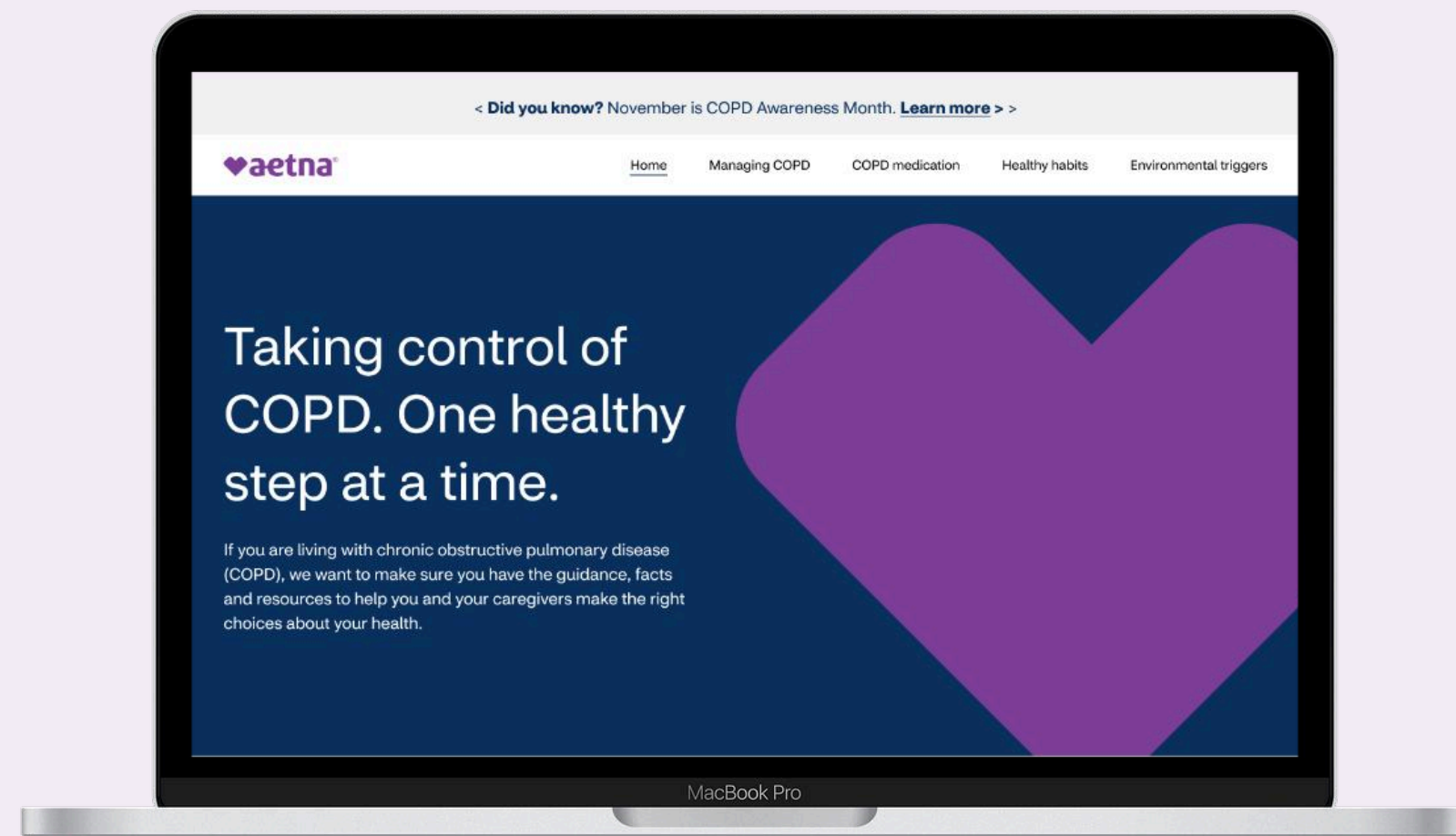
Logic flow



Design execution

- Email layouts
- Landing page hierarchy
- Visual patterns used consistently across months

Landing page hero



This wireframe shows the main landing page layout. At the top, there is a navigation bar with the Aetna logo and menu items: Home, Managing COPD, COPD medication, Healthy habits, Environmental triggers. The main content area features a large hero section with the headline "Taking control of COPD. One healthy step at a time." Below this is a sub-section titled "COPD doesn't have to define you" with a list of bullet points. Further down is a "Managing COPD" section with a video thumbnail. The bottom of the page includes a "Bottom section" with a "Keep in the loop" call to action and a "Complete a digital health and wellness assessment" link.

External message link

Consistent hero section

Tabs treatment

Collapsing drop-down treatment

Bottom section remains for all pages

This wireframe shows the layout for the "Managing COPD" article. It features a top navigation bar, a main title "Managing COPD" with a sub-headline, and a hero image of a person using an inhaler. The content is organized into several sections: "See your health care providers regularly", "Know the common signs of a flare-up", "Here are some things you can do to get the most from each visit with your provider" (a checklist treatment), "Create a personalized self-management plan", "The American Lung Association has a guide to help you and your health care provider create a self-management plan together", and "Green Zone - You have no COPD symptoms and you feel good." (a carousel treatment). The page ends with a "Keep in the loop" call to action.

Nav bar

Checklist treatment

Carousel treatment

This wireframe shows the layout for the "Using your medication correctly" article. It includes a top navigation bar, a main title, and a hero image of a person with glasses. The content is structured into sections: "Using your medication correctly will help you" (a checklist treatment), "The American Lung Association has professional advice for how to use a class of different devices. Here are a few common types" (a carousel treatment), "Questions about your prescriptions? We can help.", and "Is there anyone else we should keep in the loop?".

This wireframe shows the layout for the "How healthy habits can help with COPD" article. It features a top navigation bar, a main title, and a hero image of a person in a kitchen. The content is organized into sections: "Learn about breathing exercises" (a checklist treatment), "Quit smoking", and "Maintain a healthy diet, a healthy weight and exercise".

This wireframe shows the layout for the article "You may feel it's not safe or even possible to exercise with COPD. But staying active and maintaining a healthy weight are important to your overall health." It includes a top navigation bar, a main title, and a hero image of a person walking. The content is structured into sections: "Take care of your mental health" and "Is there anyone else we should keep in the loop?".

Simple icons for visibility

Pictograms used for CTAs

This wireframe shows the layout for the article "Your surroundings can also impact your COPD." It features a top navigation bar, a main title, and a hero image of a person cleaning. The content is organized into sections: "Be aware of what may be in the air around you" (a checklist treatment), "Dust and pet hair in your home", "Air quality and pollution", "Seasonal allergies", "Chemicals and fumes from household products", "Seasonal illnesses — like cold, flu and COVID-19 — can be particularly risky for people living with COPD", and "Is there anyone else we should keep in the loop?".

Journey system thinking

Accessibility & clarity

- Plain-language explanations of COPD concepts
- Readable hierarchy for older Medicare audiences
- Clear spacing and scannable layouts

My role

- Defined experience flow and pacing
- Designed email and landing page layouts
- Ensured consistency across multi-month touchpoints

Collaboration

- Pod leads and strategy partners
- Clinical reviewers
- Data science and analytics partners

Impact focus

- Reduction in COPD-related ER visits
- Reduction in inpatient admissions
- Strong ROI driven by low marcomm costs

High-level outcome

The journey demonstrated how sustained, well-paced education can support better condition management and reduce costly utilization.

Learnings & reflection

Designing for chronic condition management reinforced the importance of pacing, empathy, and continuity — especially for newly diagnosed members navigating long-term behavior change.