

Part Machine, Part Human:  
Artificial Intelligence, Health Coaching & Behavior Change

John Moore MD PhD




Morning


☐ Record blood pressure 

☐ Lisinopril one 20mg tablet 

Evening

☐ Skip the potato chips 

Night

☐ 10,000 steps a day 

Plan Co-Creation is the Foundation




Engaging Tools  
Support Daily Learning

## AI Helps Health Coaches Identify Those in Need







## Care Blends Seamlessly into Day-to-Day Life



No need - you're doing great!  
I'll sync up with her and lower  
your dosage from here.

Laura, Health Coach

Patients Reach Goals and Thrive



Evidence for AI + Health Coaching

## Published Hypertension Outcomes



MASSACHUSETTS  
GENERAL HOSPITAL

26 mmHg drop in blood pressure for  
uncontrolled hypertensives in 3 months




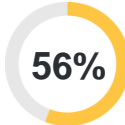

Health coaching alone = 16 mmHg drop

Traditional care = 6 mmHg drop



# Evidence for AI + Health Coaching

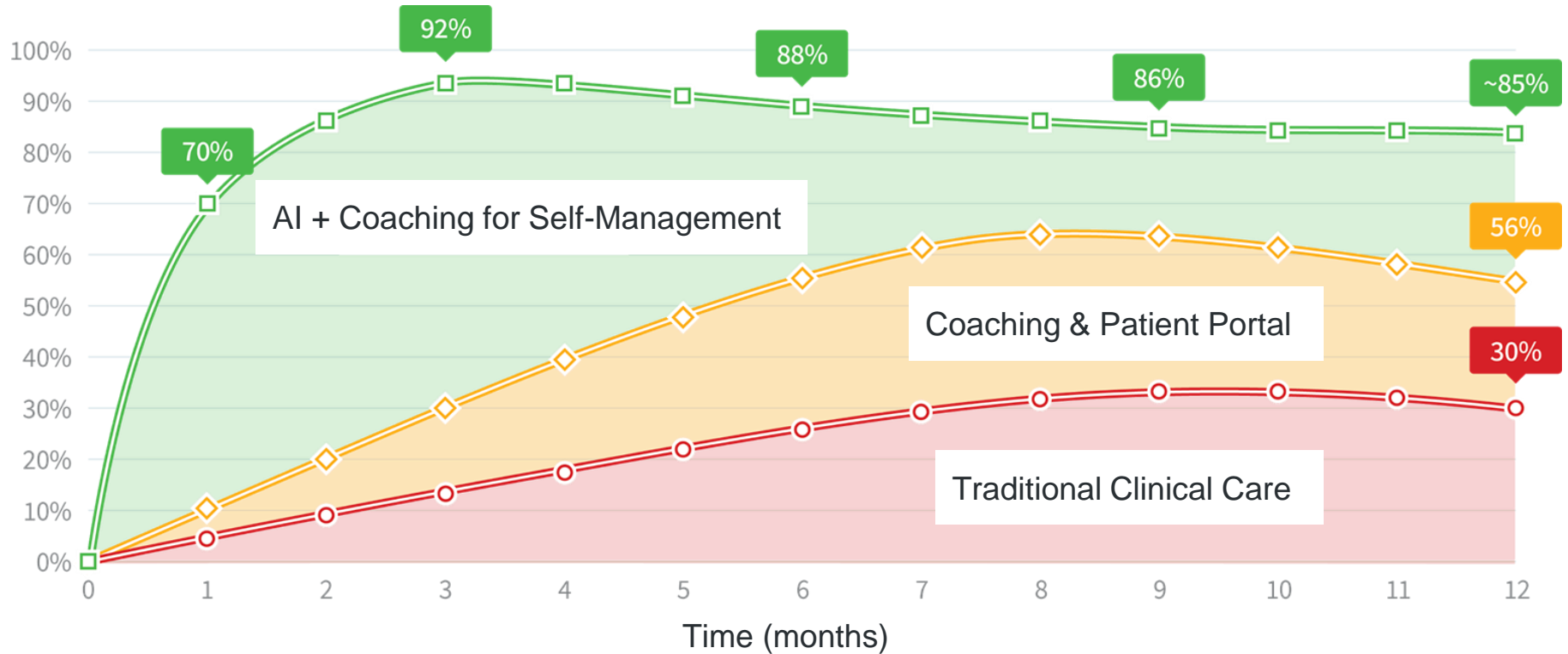
## Hypertension Detailed Analysis

	Traditional Clinical Care	Coaching & Patient Portal	AI + Coaching for Self-Management
<b>Coach Panel Capacity</b>	N/A	 <b>100</b> patients	 <b>300</b> patients
<b>Office Visit Reduction</b>	None	Not published	66%
<b>BP Target Achievement: &lt;140/90</b>			
<b>Total Cost of BP Care (per patient per year)</b>	<b>\$2,130</b>	<b>\$2,693</b>	<b>\$1,498</b>

Evidence for AI + Health Coaching

## Hypertension Detailed Analysis

### Blood Pressure Target Achievement ( < 140/90)



Evidence for AI + Health Coaching

## Published Diabetes Outcomes



**Joslin Diabetes Center**

**3.2 drop in HbA1c for patients  
starting basal insulin in 3 months**

Health coaching alone = 2.0 drop

Traditional care < 1.0 drop

# Summary

## Health Activation

Best of Both Worlds



### Automation & AI

Powered by Self-Management  
Technology



### Human Touch

Powered by Health  
Coaching Technology



# Thank you.

[johnmoore@twinehealth.com](mailto:johnmoore@twinehealth.com)