



MAKING DIGITAL HEALTH STICK

Creating engaging digital health products

WellPlay 
A New Narrative For Health

www.wellplay.world



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How can consumer-facing digital health companies create products that users actually want to use, over and over again? In this workshop, participants will explore how to transform patients into fans of digital health, creating digital health products that are engaging, enduring and empowering.

| User Type | Behavior | ROI |
|-----------|--|-----|
| Fan | Fearless, Co-creative, Knowledgeable | 10X |
| Consumer | Conscious, Informed, Transactional | 5X |
| Patient | Powerless, Objectified, Overwhelmed | 1X |

How would you describe your current product's users?





MAKING DIGITAL HEALTH STICK

If You Seek To



Increase User Engagement and deliver a product that people actually want to use.



Improve Health Outcomes with scalable solutions that leverage the best of digital technology.



Scale Trust so that users look towards your product for the guidance they need on their health journey.



Stay Competitive in a crowded digital health market, oversaturated with options.



Create Enduring Content that is relevant, compelling and builds relationships between your products and its users.



Empower Users to be better advocates of their own health.

This Workshop is For You.



ABOUT ARI MOSTOV

Ari is committed to scaling healing through content and interactive technology. She works with health companies to improve engagement and health outcomes. As an award winning film, TV and games producer, Ari uses her entertainment expertise to create fan worthy health content, products and experiences.

Some of her work highlights include:

- 17.5B+ media impressions.
- 7M+ views.
- 1 Oscar nomination.
- 1 Grammy nomination.
- Cited in national policy legislation.
- Performed on stage with Lady Gaga at the 2016 Academy Awards.
- Presented at TedX on healthy relationships.



"Just as 'drugs don't work in patients who don't take them', digital health products don't work unless health seekers use them." - Ari Mostov



Reserve your spot in the online workshop:
<https://wellplaydigitalhealth.eventbrite.com>