An Introduction to

SCIENCE-BASED MOTIVATIONAL PATIENT GUIDANCE FRAMEWORK FOR ACTIVATION SUCCESS

Transforming Healthcare with Evidence-Based Patient Activation

The activation psychology research and our proven success dictates that healthcare organizations must shift from standard patient "engagement" to deep activation to improve business and clinical outcomes. Our proprietary Motivational Patient Guidance framework applies holistically integrated and fused with our people, process and technology to improve clinical and business outcomes.
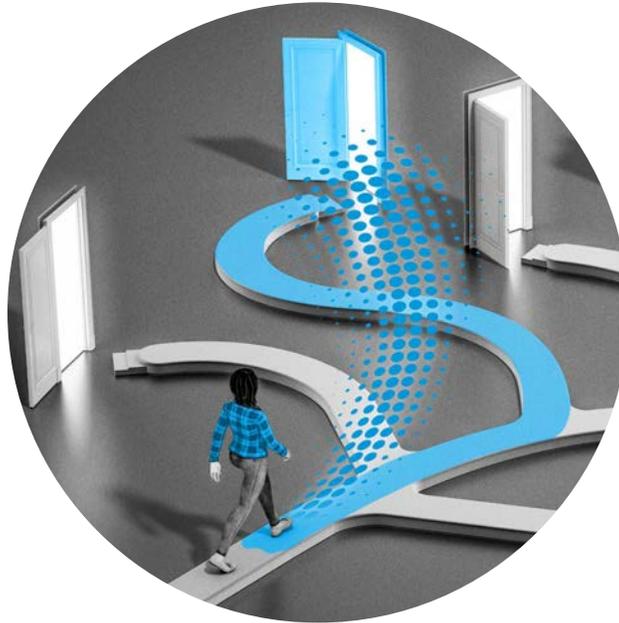
Activation, NOT Engagement

By weaving motivational tactics with practical assistance, Guideway transforms "engagement" into **true activation**—meaning patients go beyond passive agreement to **active follow-through**.

Unlike typical digital engagement solutions, our activation science-based solution is rooted in **adult learning theory, behavioral economics, social psychology, and motivational interviewing**.

ACTIVATION SCIENCE-BASED MOTIVATIONAL FRAMEWORK FOR PATIENT SUCCESS

A cornerstone of Guideway's differentiation is our *Motivational Patient Guidance (MPG) Framework founded on the science of activation.* This framework is the engine behind our ability to consistently activate patients. It was developed by blending the latest findings from *activation psychology and behavioral science into a practical model for patient support.*

What is the MPG Framework? It is a proprietary methodology that *synthesizes insights from behavioral economics, social psychology, adult learning theory, and motivational interviewing* into a cohesive approach for patient action guidance. This framework directs how our Activation Agents interact with patients and how our AI engine orchestrates those interactions. Essentially, MPG enables us to deliver *"the right nudge at the right moment"* for each individual patient.
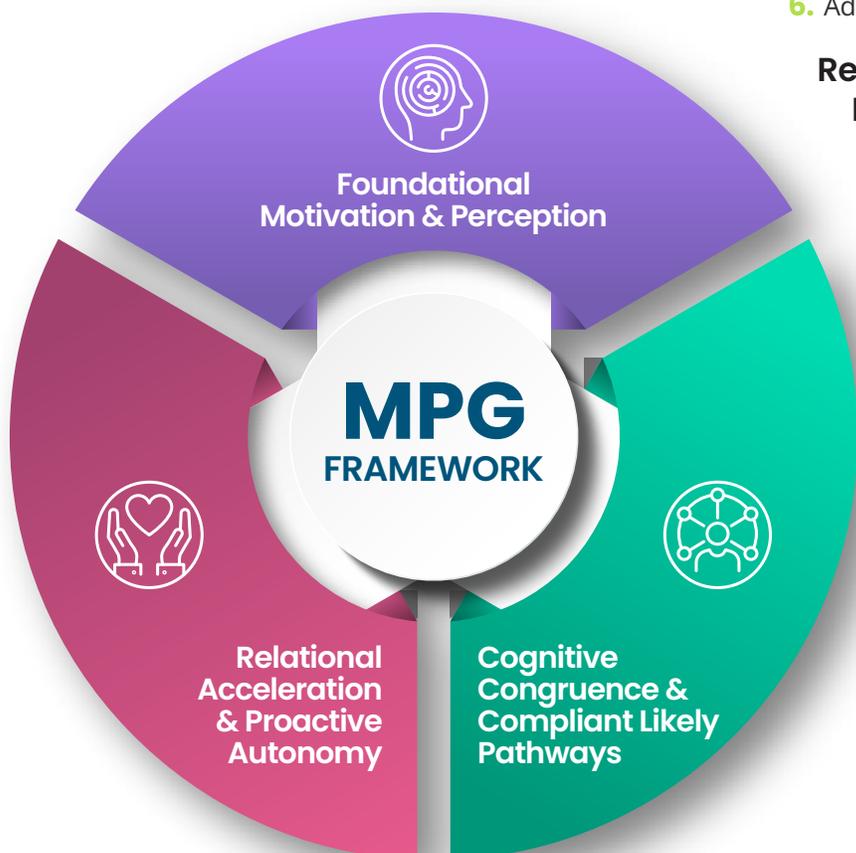
Foundational Motivation & Perception

These building block techniques focus on uncovering patient motivations, shaping how they perceive risks and benefits, and normalizing healthy behaviors through peer examples.

1. Motivational Interviewing & Empathetic Inquiry
2. Contrast & Framing (Weber's Principle)
3. Social Proof & Community Norms

Cognitive Congruence & Compliant Likely Pathways

Here, the emphasis is on reducing friction, leveraging simple "yes" steps, and giving each patient a clear rationale so they see why each action matters—boosting compliance through comprehension.

4. Ease & Effort Minimization
5. Choice Architecture & Micro Commitments
6. Adult Learning & The Power of "Why"

Relational Acceleration & Proactive Autonomy

These building blocks amplify the emotional and relational facets of patient activation—empathetic communication, mutual trust, shared decision making, and acts of unexpected kindness or goodwill that drive loyalty and patient follow through.

7. Relational, Persistent, Relevant & Timely Communication (Empathy + Trust + Respect)
8. Balanced Authority (Confidence) & Patient Voice
9. Reciprocity & Goodwill ("The Extra Mile")

MPG FRAMEWORK

Foundational Motivation & Perception

Relational Acceleration & Proactive Autonomy

Cognitive Congruence & Compliant Likely Pathways

Motivational Patient Guidance Disciplines and Techniques

The three Motivational Patient Guidance macro disciplines, each encompassing three key activation techniques, work together to move patients from surface-level engagement to lasting activation.

By simultaneously addressing foundational motivation, cognitive simplification, and relational empowerment, the MPG Framework drives measurable improvements—fewer readmissions, near-perfect appointment adherence, higher patient satisfaction, and better overall health outcomes.

By combining these macro disciplines with individualized "micro" tactics—like empathetic interviews, micro commitments, or socially oriented motivation—Guideway Care orchestrates a fully tailored approach for each patient. This ensures both *internal motivation* (their "why") and *external support* (removing barriers) are present, so patients truly activate and sustain the right health behaviors.

1—FOUNDATIONAL MOTIVATION & PERCEPTION

The first MPG macro discipline, *Foundational Motivation & Perception*, focuses on uncovering each patient's deeper motivations, framing risks versus benefits, and building the foundational mindset for behavior change.

Motivational Interviewing & Empathetic Inquiry

Motivational Interviewing & Empathetic Inquiry activation technique, rooted in self-determination theory and client-centered psychology, employs open-ended questions, reflective listening, and collaborative goal setting to respect patient autonomy, creating motivation rather than relying on external pressure.

- Builds deep trust and rapport
- Encourages open disclosure of true barriers
- Increases patient ownership and confidence in taking action

Contrast & Framing (Weber's Principle)

Contrast & Framing activation technique illustrates the difference between "doing nothing" and "following the plan," engaging loss aversion and relative perception. Patients see the immediate and long-term impact of their choices, making the healthier option feel significantly more desirable.

- Emphasizes tangible rewards or consequences
- Drives patients to avoid the "cost" of inaction
- Accelerates decision making for positive health behaviors

Social Proof & Community Norms

Humans often look to peers when deciding how to act. The *Social Proof & Community Norms* activation technique demonstrates that "people like me" have succeeded, normalizing recommended actions and alleviating the fear of the unknown by tapping into Social Cognitive Theory.

- Lowers resistance by showing that healthy behaviors are common
- Creates a sense of belonging and reassurance
- Boosts compliance by leveraging relatable success stories

2—COGNITIVE CONGRUENCE & COMPLIANT PATHWAYS

The second MPG macro discipline, *Cognitive Congruence & Compliant Pathways*, minimizes effort and structures choices so that following through on recommended tasks is the simplest and most likely path.

Ease & Effort Minimization

According to Fogg's Behavior Model, the simpler an action is, the higher the likelihood of doing it. *Ease & Effort Minimization* activation technique removes friction—such as complex scheduling or unclear instructions—helping patients comply more consistently.

- Creates a more streamlined patient experience
- Reduces confusion and hassle
- Prevents patients from dropping out due to logistical burdens

Choice Architecture & Micro Commitments

Nudge theory suggests that default options and small incremental "yes" steps mitigate decision fatigue. Auto scheduling or brief confirmation messages ("Reply YES to confirm") build momentum, making adherence the natural choice.

- Increases adherence by reducing the burden of decision making
- Counters procrastination and uncertainty with clear, easy steps
- Facilitates progressive engagement, each minor success fueling bigger ones

Adult Learning & The Power of "Why"

Adults learn and retain information best when it's relevant to their own lives (Andragogy). The *Adult Learning & Power of "Why"* activation technique works by explaining how a specific health action benefits them personally, fostering deeper understanding and stronger commitment.

- Cultivates self-driven compliance by revealing personal benefits
- Reduces pushback by removing the sense of arbitrary instructions
- Helps patients internalize the importance of each recommended task

3—RELATIONAL ACCELERATION & PROACTIVE AUTONOMY

The third MPG macro discipline, *Relational Acceleration & Proactive Autonomy*, emphasizes trust, empathy, and shared decision making, ensuring patients feel respected, valued, and motivated to engage.

Relational, Persistent, Relevant & Timely Communication (Empathy + Trust + Respect)

Activation psychology shows that empathetic interactions can reduce anxiety and enhance a patient's sense of safety, while consistent, well-timed outreach builds trust and ensures early detection of new concerns or obstacles.

- Increases patient comfort and willingness to ask questions
- Prevents feelings of isolation or confusion post-discharge
- Reinforces an ongoing partnership that nurtures adherence

Balanced Authority (Confidence) & Patient Voice

Patients are more inclined to follow advice when it's framed as expert guidance via the *Balanced Authority* activation technique, which still respects their autonomy. Shared decision making taps into individuals' desire for control and recognition of their perspective.

- Reduces resistance by involving patients in care choices
- Builds mutual respect between patient and provider
- Strengthens adherence due to a sense of co-ownership of the plan

Reciprocity & Goodwill ("The Extra Mile")

Reciprocity & Goodwill activation technique leverages social exchange theory by tapping into people's tendency to reciprocate unexpected kindness. By helping patients with real world challenges (e.g., arranging transport, financial aid) before they ask, we trigger gratitude and loyalty.

- Forges a strong emotional bond and a sense of obligation to follow advice
- Encourages long term commitment to the recommended care path
- Boosts patient satisfaction, often reflected in higher HCAHPS

MPG begins by understanding each patient's personal motivators and worries.

Key Elements of MPG

Key Motivational Patient Guidance (MPG) Elements for delivering "**the right nudge at the right moment**" activate each individual patient to improve clinical and business outcomes.

MULTI-DIMENSIONAL MOTIVATION FOCUS

MPG begins by understanding each patient's personal motivators and worries. For example, one patient might be driven by fear of hospital bills (loss aversion) while another is motivated by the desire to stay independent at home. Our solution identifies these *multi-dimensional motivators* through assessments and conversation, then tailors messaging accordingly. This ensures that outreach isn't one-size-fits-all but rather speaks to "why" each patient will take action.

PRACTICAL BARRIER REMOVAL

Information and motivation alone aren't enough if a patient is blocked by real-life obstacles. MPG therefore gives equal weight to *Practical Ease—removing barriers like transportation, scheduling confusion, or financial constraints.* For example, when required, we use an activation oriented, *Stressor Inventory* process; our Activation Agents uncover non-clinical issues (lack of a ride to the clinic, difficulty affording medications, etc.) and mobilize solutions proactively. By clearing these hurdles, we make it as easy as possible for patients to follow their care plan.

NINE BEHAVIORAL ACTIVATION TECHNIQUES

The MPG framework is built on nine core behavioral techniques that drive action. Among others, these include methods like:

- **Motivational Interviewing** to evoke patient goals and address ambivalence
- **Social Proof & Community Norms** leveraging positive peer examples
- **Contrast & Framing** highlighting the costs of inaction vs benefits of action
- **Choice Architecture & Micro-Commitments** breaking tasks into small, easy steps that build confidence

Each technique is rooted in well-established psychology, and together they cover the full spectrum of persuasion and behavior change needed to move a patient from intention to adherence.

Our Activation Agents are extensively trained in applying these MPG principles during patient interactions, ensuring *every conversation or message is crafted to maximize its motivational impact.*

AI-ORCHESTRATED PERSONALIZATION

The MPG framework is operational-ized by our AI-powered Enterprise GPS platform, which acts as the brain continuously monitoring and guiding patient journeys. The system performs *Continuous Motivational Profiling*—learning which messages resonate best with each patient (e.g. emphasizing avoiding a negative outcome versus gaining a positive reward). It also uses data-driven segmentation to determine the right intensity of support for each patient (some may just need an automated text, others a phone call or in-home visit). As new data comes in (e.g. a patient misses a call or reports a new concern), the AI rules engine adjusts the plan in real time, selecting the next best action or escalating to a human Activation Agent when needed. This dynamic, closed-loop system means *patients get timely, context-aware support* instead of static workflows.

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VALIDATED IN REAL-WORLD SETTINGS

The activation psychology-based MPG approach is not just theoretical. It has been tested and refined in real healthcare environments. Each of the nine building blocks has *demonstrated success in practice*, and our platform has over a decade of patient data informing its rules. For example, using *Ease & Effort Minimization* tactics like scheduling follow-up appointments for patients (instead of leaving it to them) has dramatically improved appointment adherence. Techniques like *Relational Communication* (empathetic listening and rapid response) have led to greater patient trust and willingness to share issues—allowing problems to be solved before they lead to readmissions. This evidence-based refinement process means the MPG framework reliably produces *activation success* across diverse patient populations.

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Through the MPG framework, Guideway transforms "engagement" into activation.

Instead of just sending reminders or information, we **orchestrate a journey from initial patient interest to sustained action.** The combination of specialized human support and AI-driven strategy—all guided by activation science-based principles—ensures that patients supported by Guideway **don't just promise to adhere, they follow through.** This is the critical difference that leads to better health outcomes, lower costs, and a superior patient experience.

We Are *the* Patient Activation Company™

We do one thing exceptionally well—activate patients.

At Guideway Care, we do one thing exceptionally well—activate patients. We are not just another digital engagement tool; we are the patient activation company that fuses *cutting-edge AI technology with activation psychology techniques and highly trained human insight.*

Our unique approach, built on our proprietary *Motivational Patient Guidance (MPG) Model*, transforms patient intentions into measurable actions that support healthcare organizations' objectives and strategies. By assessing both a patient's motivation and the practical ease (or convenience) of completing essential health tasks, we create personalized interventions that overcome both clinical and non-clinical barriers. This integrated system not only drives down objectives such as lowering readmissions or boosting appointment adherence but also enhances patient satisfaction and improves overall health outcomes— all *at the lowest total cost of effectiveness.*

Our solution stands apart from conventional patient engagement methods that simply push generic messages or rely solely on clinical staff. Instead, we blend advanced technology, behavioral science, and a human touch to deliver the *"next right step"* for every patient. Whether it's via synchronous phone calls, asynchronous SMS, immersive interactive video follow-ups, or personalized emails, our system ensures that each patient receives tailored support. Our evidence-based model not only improves clinical and financial performance but also makes health equity actionable for all.

GUIDEWAY CARE

Contact us at (844) 990-2975 or visit guidewaycare.com to learn more or to schedule a demo