Co-Branded Wellness App Helps Employers Support Healthier Habits

Aug 15, 2013 – SEATTLE - My Pocket Coach - Pro from 2Morrow® Inc. gives smaller employers access to behavior change programs similar to what larger companies implement - for a fraction of the cost.

Changing behaviors is hard, yet change we must. According to the CDC (cdc.gov), most of America’s healthcare costs are related to chronic diseases caused by modifiable behaviors - bad habits. Health care reform is changing the rules for employers, making it more important than ever to include wellness programs that help employees and their families live healthier lives. Today, 2Morrow, Inc. (winner of the 2012 US Surgeon General’s Healthy App Challenge) unveils the redesigned My Pocket Coach – Pro wellness program for smaller employers. The platform helps employers set up and manage a co-branded version of the My Pocket Coach app and includes an admin website, iPhone app & android app. The apps can function as a standalone wellness tool or be used to support existing wellness efforts.

“Not every employer can afford a comprehensive wellness program. However health care reform makes it clear that the days of just treating disease are over and that both employers and individuals will be expected to take a more active role in preventing disease. 2Morrow is now offering our award winning approach to behavior change as an affordable co-branded mobile program available to employers.

– Jo Masterson, COO 2Morrow, Inc.

The My Pocket Coach – Pro program allows each employer to set up a customized and co-branded version of the My Pocket Coach app. The app helps users make small, lasting changes in their habits. Via an online ad-min site, companies can add their image or logo, message, and list of recommended habits/behaviors to the apps habit library. Employees download the iPhone or Android app and enter the company’s “Coach Code” which unlocks their unique content. The program is designed to support both a one-time wellness campaign and an ongoing program. 2Morrow also provides quarterly wellness campaign material to make it easy for time strapped HR department. The low month-to-month pricing structure is important to businesses who do not want a long-term commitment. For more info visit our website

Why Habits Matter - Over 40% of our daily decisions are the result of habit, not conscious thought. With willpower we can override old habits, however when willpower runs out, we often fall back on those habits. The Fogg Model of Behavior Change explains the importance of focusing little changes that do not take a lot of willpower. The Stages of Change model points out that people won’t change until they are ready and that you have to meet people where they are at. In addition, Learning Theories suggest that complex behaviors are gradually learned through the modification and repetition of simpler behaviors. 2Morrow builds on these models and other research to create tools that help each person start where they are, with a goal that is doable for them – without the social gaming pressure or forced focus that can often turn of the very people wellness programs are most trying to help.
About 2Morrow (www.2morrowinc.com)

2Morrow® is a Seattle-based behavior change company focused on helping millions of people improve their lives with the use of evidence-based, behavioral change programs on easily-accessible smartphones. With SmartQuit™, 2Morrow® has collaborated with an internationally renowned cancer research institute to address nicotine addiction. In 2012 2Morrow® won the U.S. Surgeon General's Healthy App Challenge for their Healthy Habits app used by wellness programs or community organizations.