

USER-STUDIES AND RANDOMIZED CONTROLLED TRIALS (RCTs)

Changotech undertakes user studies and randomized controlled trials (RCT) to learn, understand and improve the performance and efficacy of the programs.

The user studies show the users subjective experience and will normally show higher effects and satisfaction than the controlled clinical trials.

Results from the user studies.

The user studies combined show that users who complete the programs are enthusiastic about them. 4 out of 5 users would recommend the programs to others.

All programs are based on the same method and the same psychological research. Results for one program will therefore to some extent also say something about the expected result for other programs.

SMOKEFREE

SmokeFree has helped about 2 in 3 users to quit smoking.

88% of users perceived SmokeFree to be useful in their quit attempt.

4 out of 5 users are satisfied with SmokeFree

4 out of 5 users would recommend SmokeFree to others

4 out of 5 users believe SmokeFree is of good quality

83% of users reported that their needs have been met in their quit attempt.

(Drozd, 2012)

LESS STRESS

82,5% perceived Less Stress as helpful.

82,7% were satisfied with the program.

85,6% would recommend Less Stress to others.

(Drozd, 2011).

FEEL BETTER

A program for increased mood and reduced negative affect.

70 % say that the program has contributed to a better everyday

81 % say the program has been useful

85 % say the program was easy to use

(Drozd, 2011)

LOSE WEIGHT

The program helps the user to change eating habits.

83% show a less strained relationship with eating

74% reported eating less in the face of temptation and other external influences

(Drozd, 2012).

FOCUS

A program for adults with ADHD.

80,1% perceived Focus as helpful.

82,4% said found the content to be relevant.

83,5% would recommend Focus to others.

(Drozd, 2011)

HJERTEGO' LIVSSTIL

Hearty lifestyle program for healthy eating and physical activity

70% believe that the program is helpful.

75% say they are satisfied with the program

80% say they would recommend the program to others

(Drozd, 2010)

MAMMA MIA

The program has the aim of reducing the risk for postpartum depression and enhance subjective well-being.

70% think that Mamma Mia has high quality.

Two of the three would recommend the program to others.

(Drozd, 2012)

Results from RCTs.

The RCTs are conducted within gold standards for clinical research with randomization in control groups and experimental groups.

The studies are conducted in cooperation with independent and reputable research institutes and the results are published in international medical journals. Some studies have been accepted into the Cochrane Library for excellent health research.

STOP SMOKING

The studies showed that 20-22% had stopped smoking a year after quitting (Brendryen, Drozd & Kraft, 2008; Brendryen & Kraft, 2008). This means that the chance of quitting was 3,5 times higher for the program users, compared to the control group.

The studies have been published in *Addiction* and included in The Cochrane Reviews for excellent health research.

Links to the two studies:

<http://www.jmir.org/2008/5/e51/>

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2630841/>

LESS STRESS

The results of the study showed that Less Stress reduced stress levels in a normal population, and that both mindfulness and procrastination were important components for the efficacy of the program (Drozd, Raeder, Power & Bjørkli, 2013).

Link to the study:

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3636659/>

BALANCE

A program for alcohol reduction and safe drinking.

Six months after program start the participants showed an average reduction of 3 units (20%) per week. The primary outcome was self-reported alcohol consumption the previous week measured 6 months after screening. Participants in the intensive self-help group drank an average of three fewer standard alcohol units compared with participants in the brief self-help group. (Brendryen, Lund Johansen, Riksheim, Nesvåg & Duckert, 2014).

Link to the study:

<http://onlinelibrary.wiley.com/doi/10.1111/add.12383/abstract?deniedAccessCustomisedMessage=&userIsAuthenticated=false>

AVANTI

A program for reduction of prevalence for depression among HIV patients.

The RCT that was done on patients with HIV in collaboration with Ullevål University Hospital, showed that HIV patients experienced a positive development in subjective well-being (Subjective Well-Being) with 'Avanti' of Changetech. (Drozd, Skeie, Power & Kvale, 2013).

The effect depends on the time since the HIV diagnosis and beginning of medical treatment. In particular, the program had best effect for patients who no longer had frequent contact with doctors and nurses.

Link to the study:

<http://www.tandfonline.com/doi/abs/10.1080/09540121.2013.869541>

FEEL BETTER

A program for increased mood and reduced negative affect.

The intervention had a small but significant effect on affective balance (ie the ratio between positive and negative affectivity or "mood") in a normal population over time (Drozd, Mork, Nielsen, Raeder & Bjørkli, 2014).

Link to the study:

<http://www.tandfonline.com/doi/abs/10.1080/17439760.2014.910822?tokenDomain=eprints&tokenAccess=J6hYDapIs3bxV2imEdG5&forwardService=showFullText&doi=10.1080%2F17439760.2014.910822&journalCode=rpos20#.VKqKmyvD5ik>

LOSE WEIGHT

The RCT indicates that the program provides good support for the purpose of losing weight. It is perceived to have a good dialogue with the user, and is credible and persuasive (Drozd, Lehto & Oinas-Kukkonen, 2012).

In addition, people experienced that 'Lose weight' is an appropriate and un-invasive way to lose weight.

Link to the study:

http://link.springer.com/chapter/10.1007/978-3-642-31037-9_14

USER STUDIES

Drozd, F. (2012). A user survey of NewMe Lose Weight. Marketed by Schibsted Growth, Oslo, Norway. Oslo: Changetech.

Drozd, F. (2012). A user survey of Stop Smoking. Marketed by Statoil, Oslo, Norway. Oslo: Changetech.

Drozd, F. (2011). Focus - A quarterly report of survey and log data. Report presented for Janssen-Cilag, Oslo, Norway. Oslo: Changetech.

Drozd, F. (2011). The effects of NewMe Less Stress on users' level of stress in consumer and enterprise settings: A pre- and post-test study. Report presented for S.O.S. International, Oslo, Norway. Oslo: Changetech.

Drozd, F. (2010). A user survey of Hjertego 'lifestyle. Marketed by Mills DA, Oslo, Norway. Oslo: Changetech.

Drozd, F (2012). A user survey of Mamma Mia. Oslo: Changetech.

Drozd, F (2011). A user survey of Better days. Oslo: Changetech.