

Service evaluation of a digital behavioural change programme

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Aims

The purpose of this service evaluation was to analyse the efficacy of OurPath, a UK-based digital behavioural change programme, based on real-world data gathered in a commercial setting.

Methods

A quasi-experimental research design was used, which included longitudinal and pre-post tests of weight, activity levels and programme engagement outcomes.

In total, 98 potential participants with a mean body mass index of 31 kg/m² (obese) paid fees to enrol on OurPath, a digital behavioural change programme that combines a private online social network, daily structured educational content, health coaching, wireless scales and an activity tracker. Participants underwent a core 6-week intensive lifestyle change intervention and moved onto OurPath's Sustain programme, with follow-ups after 3 and 6 months.

Jamovi open-source statistics package was used to calculate statistical tests and p-values. One-way T-tests were used, with the null hypothesis being an average weight loss of 0% (ie no weight loss).

Results

A total of 77 participants met the inclusion criteria for the core programme and achieved weight loss from baseline of 5.3% in six weeks ($p < 0.01$). At the date of data analysis, 69 participants remained enrolled 3 months from their initial start date.

Of the 69 participants, 42 (61%) had submitted a weight reading after 3 months and had achieved a mean weight loss of 6.7% ($p < 0.01$). Data available for 15 participants after 6 months (52% of participants who had passed the 6-month mark at the date of analysis) demonstrated a mean weight loss of 8.2% ($p < 0.01$). Weight loss data were not available for all participants at the 3 and 6-month mark.

Conclusion

The OurPath online behavioural change programme achieved clinically significant weight loss results in a real-world setting. Online delivery platforms like OurPath could therefore offer an effective and scalable solution to tackle the UK's obesity and diabetes epidemics. ■

Conflict of interest statement

Chris Edson is a director of OurPath Ltd. James Hampton is a minority shareholder of OurPath Ltd.

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