
Contents

Part I Introduction and Basics

1	Challenges of a Sustainable Lifestyle Change	3
1.1	Non-communicable Diseases—An Increasing Burden on Humanity and the Health System	4
1.2	Psychological Perspective: The Challenge of Maintaining a Healthy Lifestyle	6
1.3	Transformative Service Research: Implementing the Service Orientation	7
1.4	Research Questions and Approach	9
	References	11
2	Psychological Foundations and Insights from Research on Effectiveness	13
2.1	Models of Behavior Change	14
2.1.1	Stage Models of Behavioral Change	15
2.1.2	COM-B Model of Behavior Change	17
2.2	Definition and Classification of Behavior Change Techniques	18
2.2.1	Definition of Key Terms	19
2.2.2	Classification of Behavior Change Techniques	20
2.3	Effectiveness of Behavior Change Techniques in the Prevention of Overweight and Diabetes	29
2.4	Motivation and Self-Management	34
2.4.1	Motivation	34
2.4.2	Self-Management	35
	References	36
3	Basics and Insights from Service Management and Health Economics	39
3.1	Classification of the project in the Transformative Service Research (TSR)	40

3.2	The Customer Journey: A Tool for Visualizing the Maintenance Stage from the Perspective of Those Affected.....	42
3.2.1	Elements of a Customer Journey and the Customer Experience	42
3.2.2	Levels of a Customer Journey	44
3.3	Ecosystems: An Overview	45
3.3.1	Characteristics of Ecosystems	46
3.3.2	Roles in Ecosystems	48
3.4	Health Economics and Interprofessionalism	49
3.5	Conclusion and Relevance for the Present Research Project.	52
	References.	52
 Part II Empirical Studies		
4	Practical Measures for a Sustainable Lifestyle Change	59
4.1	Determination of Sustainable Measures	60
4.2	Sub-study 1: Identification of Successful Behavior Change Techniques from the Perspective of Service Providers	60
4.2.1	Survey of Experts from the Health Sector.....	61
4.2.2	Central Findings from the Perspective of Experts.....	61
4.3	Sub-study 2: Identification of Successful Behavior Change Techniques from the Perspective of Those Affected	62
4.3.1	Survey of Affected Individuals in the Maintenance Stage.	63
4.3.2	Successful Measures from the Perspective of Those Affected	63
4.3.3	Frequently Used Behavior Change Techniques by Those Affected in the Maintenance Phase	65
4.4	Sub-study 3: Development of need-oriented Measures for a Sustainable Lifestyle Change.	66
4.4.1	Design Thinking Workshop with representatives of the health ecosystem.	66
4.4.2	Development of Prototype Need-Based Measures	67
4.5	Conclusion	68
	References.	68
5	Acceptance of Motivation-Oriented Behavior Change Techniques and Relevance of the Actors in the Ecosystem.....	71
5.1	Basics and Research Questions	72
5.1.1	Effectiveness of Digital Measures	72
5.1.2	Influence of the Design of Measures on Acceptance.	74

5.1.3	Significance of Autonomous Motivation for the Maintenance of Behavioral Changes	75
5.1.4	Insights into the Relevance of Actors in the Ecosystem	76
5.2	Procedures and Methods of the Survey	76
5.2.1	Participants with a Desire for Lifestyle Change for Health Reasons	76
5.2.2	Digital Measures with Autonomous and Controlled Motivation Orientation.	77
5.2.3	Assessment of Acceptance and Intention to Use Digital Measures	81
5.2.4	Assessment of the Relevance of Actors in the Ecosystem.	84
5.3	Results	84
5.3.1	Intended Use of Digital Measures for Lifestyle Change	84
5.3.2	Intention to use Digital Measures with Autonomous and Controlled Motivation Orientation	85
5.3.3	Factors Influencing the Intention to use Digital Measures with Motivation-oriented Design.	86
5.3.4	Relevance of the Actors in the Ecosystem from the Perspective of the Target Groups	88
5.4	Conclusion and Answering of the Research Questions	90
5.4.1	Digital Measures Leading to Higher Acceptance	90
5.4.2	Acceptance of Autonomy Oriented Digital Measures.	90
5.4.3	Factors Influencing Willingness to Use and Acceptance.	90
5.4.4	Relevant Actors in the Ecosystem for Maintaining a Healthy Lifestyle	91
	References.	91
6	Effectiveness of the Use of Digital Measures	95
6.1	Initial Situation and Questions.	96
6.2	Procedure for Measuring the Effectiveness of Digital Measures.	99
6.2.1	Data Extraction and Data Basis	99
6.2.2	Sample	100
6.2.3	Analysis	101
6.3	Results	101
6.3.1	Usage Frequencies	101
6.3.2	Correlations between the Frequency of use and Physical Activity	101
6.3.3	Correlations between the Frequency of use of Measures and the Medical Parameters Weight, Blood Pressure, and Blood Sugar	102

6.4	Conclusion	104
	References.	104
7	Analysis of the Customer Journey in the Health Ecosystem	105
7.1	Procedure and Methodology	106
7.2	Consumer Journey and Customer Journeys of the Maintenance Stage.	107
7.2.1	Activities in the Consumer Journey of the Maintenance Stage and in the Customer Journeys Exercise and Nutrition	107
7.2.2	Emotions During the Consumer Journey.	110
7.2.3	Use of Communication Channels During the Consumer Journey.	112
7.3	Relevance of Partners from the Health Ecosystem	112
7.4	The Role of Self-Management in the Maintenance Stage	115
7.5	Conclusion	117
	References.	117
8	The Role of Pharmacies within the Health Ecosystem	119
8.1	Analysis of the Positioning of Pharmacies in Switzerland	120
8.1.1	Opportunities and Challenges for the Swiss Pharmacy and Drugstore Market	120
8.1.2	Methodological Approach for the Survey of Experts	122
8.2	Practical Experiences from Swiss Pharmacies and Drugstores	123
8.2.1	The Current Range of Services Offered by Pharmacies	123
8.2.2	Success Factors and Challenges for Customer Consultation in Pharmacies.	123
8.2.3	Collaboration within the Health System	125
8.3	Conclusion	125
	References.	126
 Part III Recommendations and Toolbox		
9	Conclusion	131
9.1	Effective Measures for a Sustainable Lifestyle Change.	132
9.2	The Role of Motivation Orientation for Sustainable Lifestyle Change	134
9.3	The Consumer Journey and the Customer Journeys in the Maintenance Phase.	134

9.4	The Healthcare Ecosystem: The Role of Those Affected and Their Partners in Maintaining a Healthy Lifestyle	136
9.5	Conclusion	138
	References	139
10	Toolbox for Maintaining a Healthy Lifestyle	141
10.1	Tool 1: Customer Journey	143
10.2	Tools for the Health Care Ecosystem.	143
10.2.1	Tool 2: Health Care Ecosystem Map	145
10.2.2	Tool 3: Collaboration and Interprofessionalism in the Health Care Ecosystem	146
10.3	Tools for Developing Measures	146
10.3.1	Tool 4: Effective and Practical Behavior Change Techniques	146
10.3.2	Tool 5: Guide to Autonomy-Oriented Design of Measures	151
10.3.3	Tool 6: Individual Goal Setting	152
10.3.4	Tool 7: Short Questionnaire on the Acceptance of Measures and Motivation Orientation	155
10.3.5	Tool 8: Guide to Defining Appropriate Rewards	156
	References	157