

shapa

**Shapa Health behavior
change platform
improves health and
delivers sustained
member engagement for
employers and insurers**

SHAPA HEALTH Whitepaper



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INTRODUCTION

The rising prevalence of adults living with one or more chronic diseases over the past few decades illuminates the continued need for solutions that are scalable, adaptable, and personalized enough to help individuals prevent or better manage their health. According to the CDC, 6 out of 10 adults in the US have a chronic disease and 4 in 10 adults have two or more. Reports suggest that obesity affects nearly 42% of adults, increasing the risk for chronic diseases such as diabetes, heart disease, and some cancers. The number of adults who are diagnosed with obesity, diabetes, and cardiovascular disease and the associated healthcare costs for management of these conditions puts a strain on individuals, families, workplaces, as well as the healthcare system. The cost of obesity in the US healthcare system alone is \$147 billion a year, and chronic diseases being the leading drivers of the nation's \$3.8 trillion in annual healthcare costs, causing over \$138 billion due to lost productivity on the job.¹

It can be challenging, even overwhelming, for an individual to build and sustain new

habits and behaviors that are better suited to support the prevention or management goals they may have outlined for themselves and with their healthcare team. The time and effort to manage chronic conditions also impacts worker productivity and engagement with the job.

Through Shapa Health's virtual care and behavior change platform, the programs are personalized to the individual and their immediate family or friends in the household. The activities in the program are focused on small changes an individual can make in their daily life that are sustainable over time, setting them up for the best chance of success in improving their health outcomes.

Shapa Health was also designed to drive high member engagement in their personalized programs. The program is able to motivate and encourage members to check in daily about their progress towards their goals, give them achievable activities, and utilizes reminders and nudges to keep them active in the program for months at a time.

THE NEW WAY OF THINKING: THE PROPOSED SOLUTION

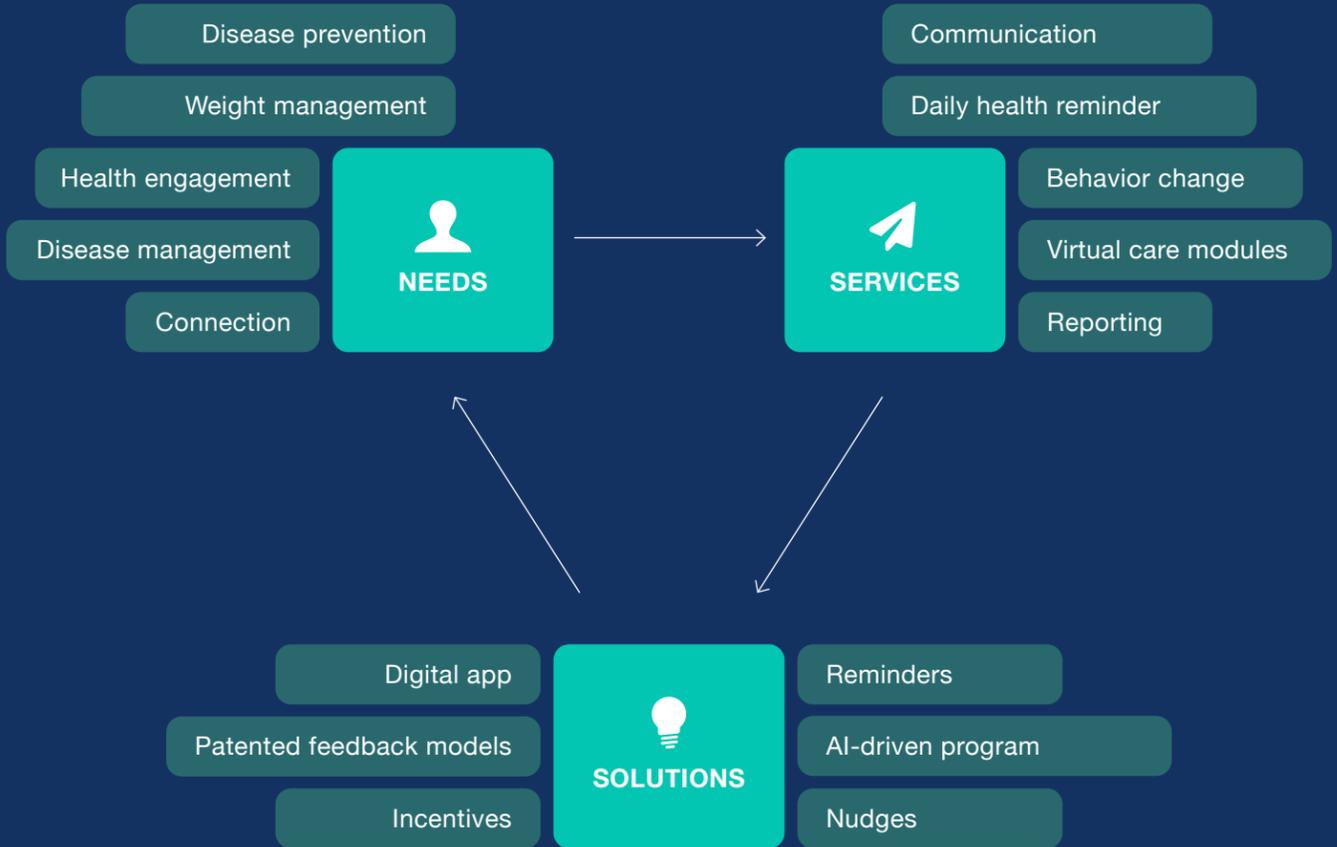


Figure 1
The Proposed Solution

THE BEHAVIORAL SCIENCE FORCE BEHIND SHAPA

Dan Ariely is a professor of psychology and behavioral economics at Duke University, author of over 6 books, an author of three New York Times best sellers and the Co-founder of Shapa. Dan's interests was to answer the question of how to change people's behavior for better and to bridge the gap between where humans think they want to be, and where they are currently. He suggests that just by telling people what to do or giving information will not change a person's behavior, but by changing the environment we can change behavior.

"The right way to change people is by changing the environment." - Dan Ariely

In this process of behavior change, Dan identified two most important blocks, 1) removing the friction in the environment that is preventing people from achieving their goals and 2) providing enough fuel in terms of motivation like incentives aids in achieving the desired behavior. This concept is effectively integrated with Shapa, by providing a numberless 5-color feedback model the friction and aversion caused by the number on the scale is reduced as it removes the daily fluctuations, resulting in a pleasant, realistic model for behavior change. Additionally, the desired behavior of app engagement through weigh-ins and completing daily missions are incentivized by rewarding members with streaks, reviewing progress, earning badges and seeing a difference in their Shapa Age.

BEHAVIORAL ECONOMICS AND HEALTH

Lessons from behavioral economics can be leveraged to design large-scale interventions to positively influence decision-making processes. This in turn can encourage individuals through providing effective nudges to make optimal decisions that would impact long-term interests by recognizing and eliminating the biases and errors that humans inherently possess.

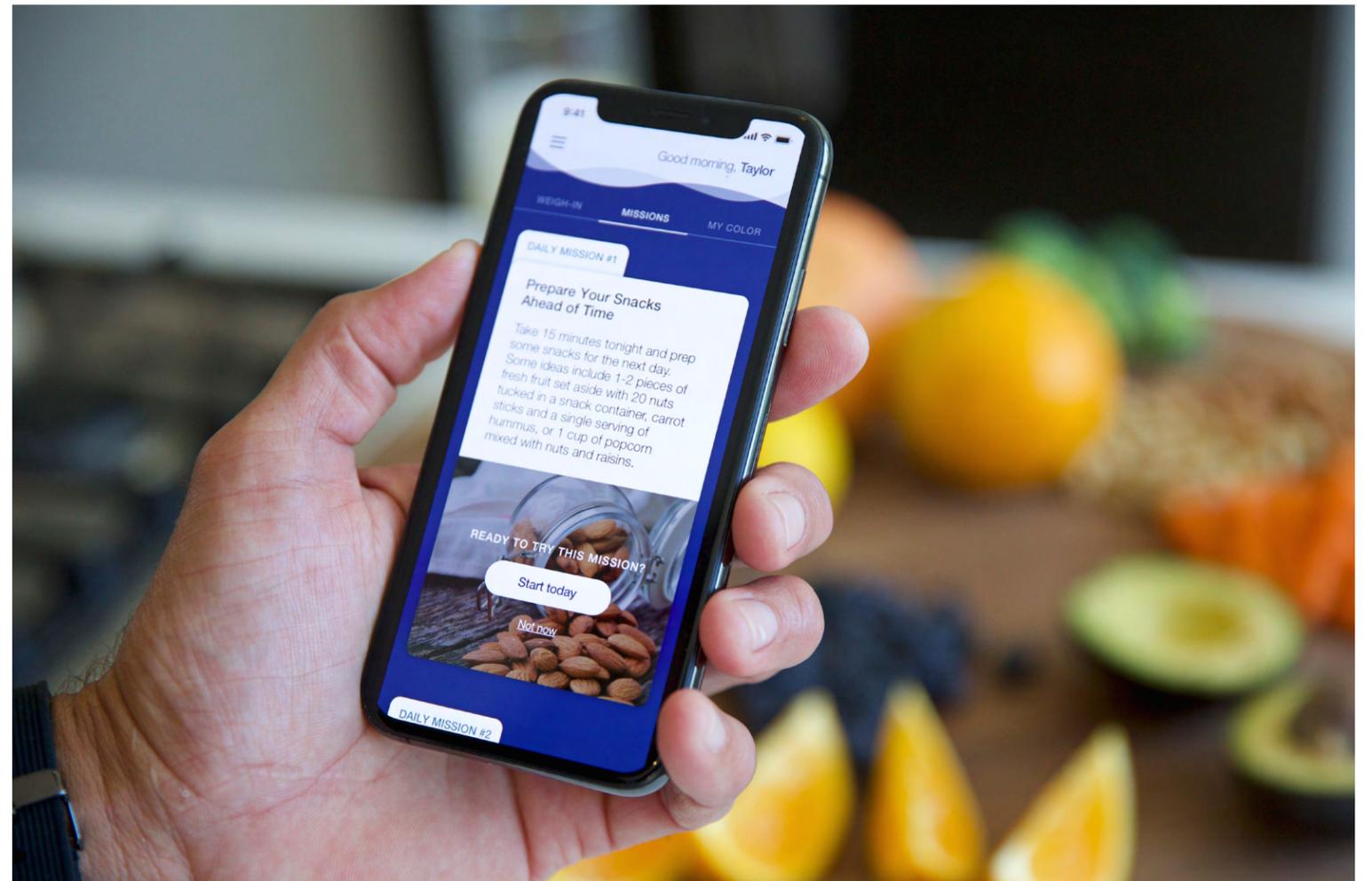
A few of these biases and theories are discussed below, followed by behavioral economics and health applications in the sections below.

Loss Aversion

An innovative concept from behavioral economics that was successfully implemented into the Shapa ecosystem to create lasting behavioral change is **loss aversion**. Dan wanted to explain the concept of loss aversion to the problem with the common weighing scale and why Shapa will help you achieve your health and wellness goals.² The principle of loss aversion is that people put much greater emphasis on losses than the gains.

Gamification

We live in a world of gamification, with punch cards, streaks and mulligans, we are used to receiving rewards in one way or another. Gamification and incentives are often seen as an integrated concept. The concept of gamification is to integrate points or competition into an activity. An incentive is a reward provided to motivate an individual to perform an action. Research suggests that incentives whether intrinsic or extrinsic, have been found to be effective in encouraging behavior change by helping people form desirable lasting habits and break undesirable ones.³ Additionally, people tend to repeat behaviors that are rewarded, regardless of whether those behaviors lead to success or not.



Theories from behavioral economics highlight few key features that determine the success of the incentive, the type of incentive, nature and the timing can play a great role in determining the success of interventions in influencing a given behavior.

Incentives also provide immediate gratification and help people overcome the barriers to behavior change, by improving lifestyle choices in the context of non-communicable diseases (NCDs) and can enhance healthy behaviors.

To understand gamification within the realm of behavioral science, gamification is referred to the elements (such as: badges, levels or points) that are added to encourage engagement within a product that serve as an extrinsic motivation for the members. Research suggests that gamification is an effective method to boost health behaviors (exercise, eating healthy) and earning rewards can help people develop intrinsic motivation and healthy habits to achieve long-term goals.⁴

Ostrich Effect

The ostrich effect, also referred to as the ostrich problem, is a cognitive bias in which people tend to avoid information that could be bad news or unpleasant, even if the information might be useful for them (such as progress on reaching a goal).⁵ To avoid the unpleasant effects, we bury our heads in the sand, similar to the ostriches. But avoidance only makes things worse, incurring repercussions, we may not have had to face, if we had faced the situation head-on.

For example: Let's say you've been eating out more often than you would, but ignore checking the account balance. You may start feeling anxious, even though the situation is avoided, it still exists. In the end, the loop continues with your bad spending habit building up into a routine that you almost forget to check to see how much you're spending.

Pre-Commitment

As humans, we always seek a continuous and consistent self-image. Uncertainty creates confusion and delays in our brain, and can further delay the progress toward goals and developing routine healthy behaviors. In order to ensure alignment with the future behavior and being consistent, there is a need for adopting a commitment. Precommitment has been proven to be one of the most effective and frequently applied behavioral concepts to achieving positive behavior change.⁶ By committing for a future action (eg. weigh-in every day) at a specific time (eg. at 6:30 am after brushing my teeth) research has proven to motivate people, while reducing the effects of procrastination.

Furthermore, research suggests that behavioral economics interventions used to enhance health, particularly in the context of non-communicable diseases (NCDs), need to have long-term effects and create new sustainable habits that replace unhealthy choices with healthy ones.⁷

FROM THEORIES TO INNOVATION

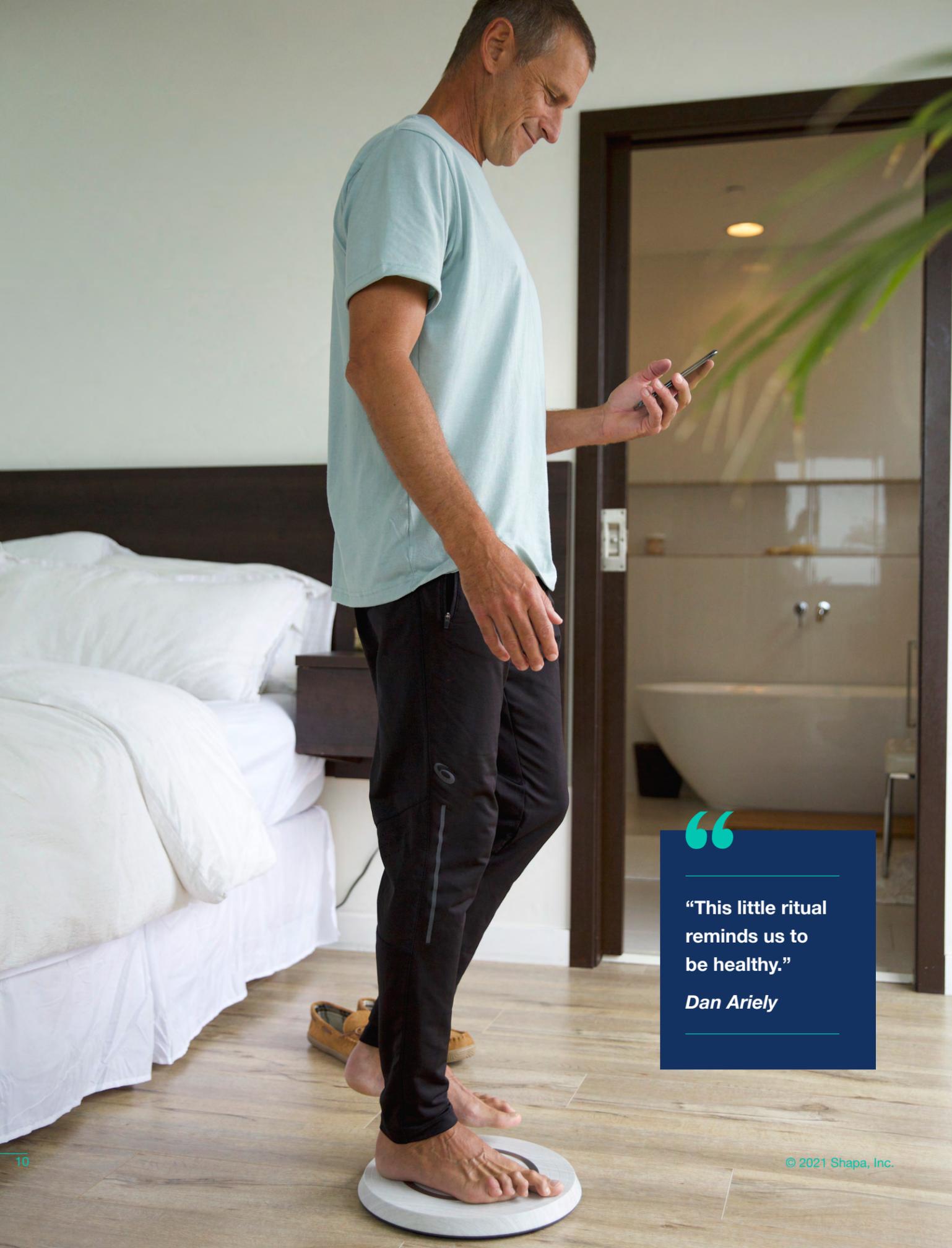
With Shapa, the focus was developing a program that leverages the behavioral economic principles into an innovative digital health product to support health and disease management. A few of the behavior science principles behind Shapa include:

Motivation through Commitment

Considering the increased prevalence of obesity and its association with an increased risk of developing other chronic diseases, it is important to develop a commitment to reducing the risk factors. The new guidelines from American Heart Association (AHA) suggest that even 3% weight loss among obese and overweight individuals can mitigate the risk factors of developing chronic diseases.⁸ It is evident that “even small amounts of weight loss accounts for a clinically meaningful outcome.” Few behaviors that can improve in achieving weight loss are self-monitoring behaviors and self-weighing behaviors.⁹ The self-monitoring behaviors are further supported by the self-regulatory theory, which suggests that by reinforcing the self-regulatory behaviors, individuals can self-monitor and evaluate current behavior and goals. This confirms the correlation that self-monitoring allows for increased self-awareness and self-correction. Research also confirms that developing self-monitoring strategy of

consistent self-weighing can improve self-regulation of body weight, improve decision making and can create changes in diet and exercise habits.¹⁰ The development of a new habit of daily weigh-in further strengthens the commitment with the scale and can lead to greater adoption of weight control behaviors.

With Shapa, the self-regulatory behavior of stepping on the scale every morning, not only reinforces the commitment to self-weighing, but also functions as a gentle reminder in improving the awareness, motivation and commitment to health, which can translate into the entire day for the development of healthier choices and behaviors (eating more consciously during the day). Dan Ariely explains that the commitment to the device every morning acts as a medium to remind yourself of the commitment to health, and that's why stepping on the scale every morning is a good thing, as compared to the evening.



“

“This little ritual reminds us to be healthy.”

Dan Ariely

When a member is part of the Shapa program, in order to build the habit of stepping on the scale, members are encouraged to pair the habit of stepping on the scale with other existing habits (after brushing teeth) and choose a time during the day that works best for them. This method of pairing a cue to create a “if-then” process is called the implementation intention.¹¹ If the situation (if, I finish brushing teeth) occurs, the member creates a plan (then, I will step on the scale). Research confirms the use of implementation plan and the pre-commitment principle to act as an effect cue to impact the occurrence of desired behavior of stepping on the scale and further increase the probability of health behaviors across various domains (such as: exercise, intentional eating) by creating health reminders for the entire day.

Gain Aversion

An average adult’s body weight can fluctuate naturally up to 3 to 5 pounds per day. This natural occurrence can be frustrating and can create confusion when an individual steps on the scale at inconsistent time intervals during the day. Furthermore, body weight can vary due to salt intake, hormonal changes, etc. A traditional digital scale only captures the weight at the present moment, and does not take into account the fluctuations. At Shapa, we re-imagined the practice of weight management by applying the principle of loss of aversion from behavioral economics, Dan Ariely calls it, “gain aversion” — on the days there is a gain weight, you feel miserable, but on days weight reduces, you feel happy. As this loop of happiness and distress continues, when there is more misery than happiness, a person may stop weighing, due to the randomness and frustration. When the world around feels random and uncertain, as humans it can be hard to equate cause and effect relation, leading to confusion and demotivation. This can defeat the purpose of the scale acting as a health reminder, break the commitment of stepping on the scale, and further slow down the development of healthier behaviors. With Shapa’s 5 point color feedback mechanism the unnecessary noise is removed by separating the process of stepping on the scale and receiving feedback.

DEMONSTRATED EFFECTIVENESS - A CASE STUDY

The current case study explores the application of behavioral economic principles to Shapa, a personalized behavior change program paired with screenless, numberless scale as a proposed solution to improve employee health and wellness. The program was conducted in conjunction with a large Life Insurance Provider. Shapa brings behavioral science insights that help people successfully manage their health and lose weight without demotivation to the employer wellness program.

The combination of a numberless scale and a personalized behavior change program paired with the Life Insurance Provider's clinical and incentive program aims to connect to a broader health ecosystem. Working to improve employees' productivity at work and weight management by connecting employees with meaningful resources that improve healthier choices and creates long-term sustainable behavior changes.

Through integrating AI, machine learning and Dan Ariely's cutting edge insights, Shapa provides a weight management solution as part of a robust health and behavior change platform.

Shapa's personalized program aims to influence behavior by creating healthier environments and lifestyles through the right knowledge and effective nudges to improve daily habits and routine. The result is a continuous real-time feedback loop that drives behavior change and improves health outcomes. This model aims to create high engagement and sustainable long-term results by improving behaviors and preventing the risk of developing non-communicable diseases (NCDs).

The engagement with Shapa's program is achieved by the following 4 stages: Understand, Remind, Personalize and Reward.



UNDERSTAND:
Members's goals
and lifestyle

An important aspect of Shapa is driving long-term behavior change by understanding the personality, lifestyle and environment of the members.

The environment plays a big role in our decision making and the small changes we can make automatically improve our outcomes.

Through an initial assessment the Shapa AI begins to learn about the members environment, behaviors and activities. Now the Shapa program can more effectively nudge the member with health tips and daily missions focused on developing new habits and behaviors that can be seamlessly integrated into their life. The Shapa missions allow members to focus on the opportunities within daily life where seemingly small changes can lead to big results in overall health and wellness with time and repetition.



REMIND:
Provide daily
health reminders
and nudges

With Shapa, members receive daily health reminders in the three forms 1) The Shapa scale and weigh-in ritual is one daily health reminder. 2) The Shapa missions as a part of the personalized program act as an additional daily nudge that can be integrated into their daily routine. 3) The goal of the Shapa tips and motivations are to provide additional ideas and motivation to prioritize health, long-term goals and bring more awareness to help the members make progress towards developing daily habits that provide a lift or motivations to continue the journey towards being a healthiest self.



PERSONALIZE:
Deliver action-oriented feedback on progress

Shapa measures progress, not just weight. With Shapa, a member sets their own weight goal then Shapa provides feedback on progress towards that goal. When a member steps on the Shapa scale with bare feet, every morning, Shapa looks at the trend over the past few days compared to the past few weeks to determine the Shapa Color. This process removes the unnecessary fluctuations and noise caused by the number on a traditional digital scale. The color feedback is personalized such that Shapa will follow weight trends and confirm it's a true weight change versus natural weight fluctuation.

The action oriented feedback system with Shapa is focused more on the trends over time and less on the numbers. Furthermore, members can also understand their progress across different aspects of their program besides weight including missions completion, weigh-in streaks and consistency with daily fitness goals and changes in Shapa Age, a proprietary health age feedback model within Shapa.



REWARD:
Use incentives to encourage engagement and progress

Incentives play a crucial role in motivating people to engage in any behavior. Shapa embraces behavioral science research and data and by translating the activity into rewards that influence people's lifestyle and behaviors. The Shapa badges integrate gamification and incentive to reward the members for certain actions and milestones within the program such as: completing a certain number of missions from a specific category, setting up their profile within the app, daily weigh-in streaks, and more. As Dan Ariely says, "when trying to develop healthy habits, we should focus on rewarding the behavior instead of the outcome." At Shapa the program is designed in the way of rewarding the behavior at every step.

Shapa also creates a unique rewarding metric called Shapa Age to reward engagement not only within the app but also for developing healthy habits and behaviors. The Shapa Age algorithm is based on the member's feedback provided during the on-boarding process as to what age they felt the healthiest and also takes into account the weight, member's desired goals, daily choices and progress. As the members move closer to their "ideal age", the Shapa Age changes from their chronological age to subtracting or adding year and provides a rewarding metric, Shapa Age. This principle is adapted from the ostrich effect bias, the "old chronological age" is replaced with a rewarding metric "Shapa Age" which members would prefer seeing as compared to progress of their chronological age and increases the motivation towards developing healthier habits.



OUTCOMES

Within the first year of using Shapa, members hit major engagement and weight loss milestones.

The case study analysis highlights the results achieved by the Shapa members in conjunction with a large Life Insurance provider. The commitment and engagement by the Shapa members has led to numerous outstanding results, as well as increase in member engagement, reduction in health risks, difference in Shapa Age, weight, BMI and overall improvement in member satisfaction.

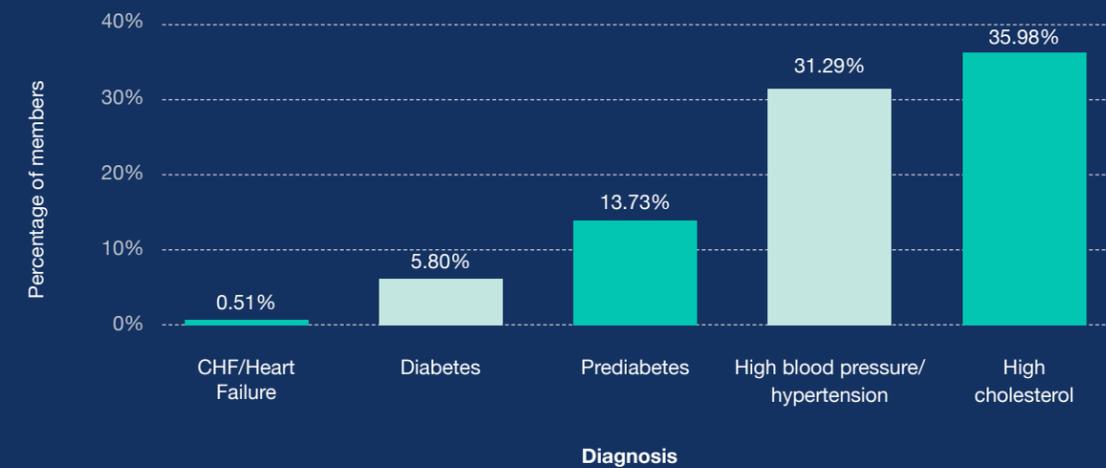
Members voluntarily selected to use the Shapa program as a part of their employer wellness program. For the purpose of this study, members who were active at 6 months and at one year were considered for the analysis. The results are discussed in this section.

Demographics Analysis

2038 members were considered for this analysis. 68% (1399) of the members were female, 31% (636) were males and 0.1% (3) preferred not to answer. The average age of the members was 48 (SD ± 10). During the initial assessment members voluntarily provided information regarding any chronic diseases they were currently managing, this feedback is visualized below.

Figure 2

Percentage of Members Diagnosed with a Chronic Condition



Main Outcomes

1) Weight Analysis

66% (1337) of members achieved an average weight loss of 3.8% of their body weight at 6 months and 57% (1160) of members achieved an average weight loss of 5.4% of their body weight from their initial weight at one year. There is a steady increase in the average percentage weight loss and clearly indicates that the longer the member stays active within the program, they are more likely to achieve an average weight loss of 5.4% of their body weight at one year. The average weekly weigh-in at 6 months and one year was 5.

2) BMI Analysis

Of the 2038 members, 1091 (53%) of the members were obese at the beginning of the Shapa program. Overall, 9% of members moved from obese to overweight BMI category and 13% moved from overweight to normal BMI category at 6 months.

At one year, 11% of members moved from obese to overweight BMI category and 14% moved from overweight to normal BMI category, achieving a significant change in percentage weight change and lower BMI at 6 months and one year.

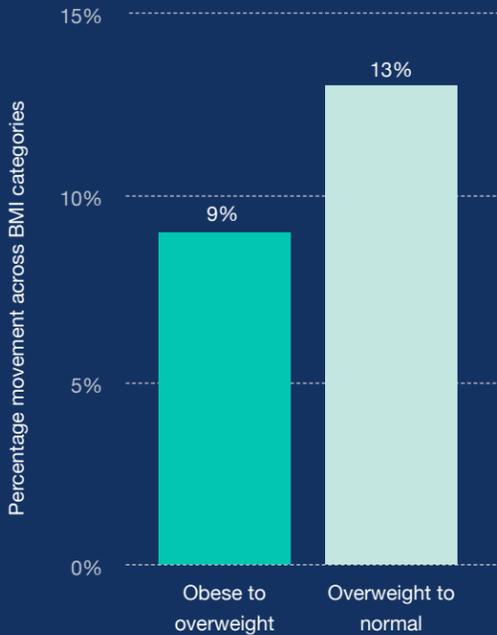


Figure 3
Percentage Movement Across BMI Categories at 6 months

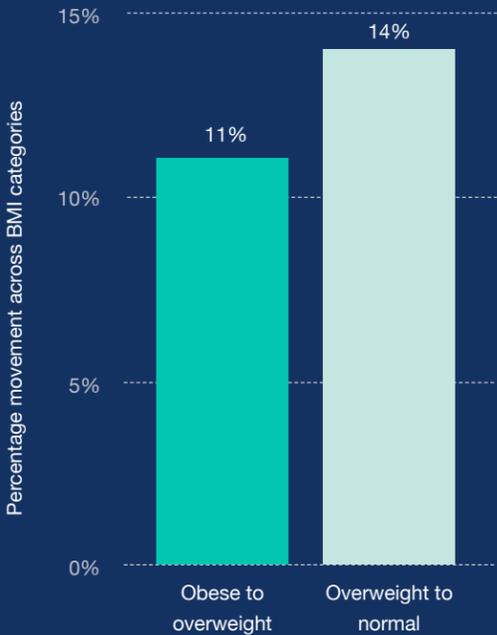


Figure 4
Percentage Movement Across BMI Categories at 1 year

3) Engagement Analysis

The member’s level of engagement within the Shapa program and percentage change in body weight were analyzed. Consistent engagement was observed throughout the year one of the program, with 48% of the members stepping on the scale and weighing in five or more times per week. Correlation analysis indicates higher engagement (weigh-in frequency) to be a significant contributor for greater percentage weight loss at one year. ($r=-0.191, p<0.05$).

Of the 2038 members, 1401 (69%) were considered as highly engaged (members who step on the scale and weighed in 4 or more times a week). At one year, 139 (10%) members achieved an average weight loss of $\geq 10\%$ of their body weight. Daily engagement appears to be a strong indicator of a setting a health intention for the day and acts as an indicator of sustainable long-term behavior change, weight loss and development of healthier behaviors. ($r=-0.168, p<0.05$).

The high level of engagement within the Shapa program is further rewarded with two major metrics, Shapa Age and badges. Rewarding desired behavior is key to improving the occurrence of the behavior in the future. Shapa leverages the principles of behavioral science by rewarding desired behavior, celebrating milestones and integrating gamification and incentives as badges to recognize healthier habits and progresses made towards achieving long-term success.

The Shapa Age analysis indicated that 96.4% of members within the Shapa program made progress towards their desired health goals and weight and received a rewarding metric of a decrease in Shapa Age within one year.

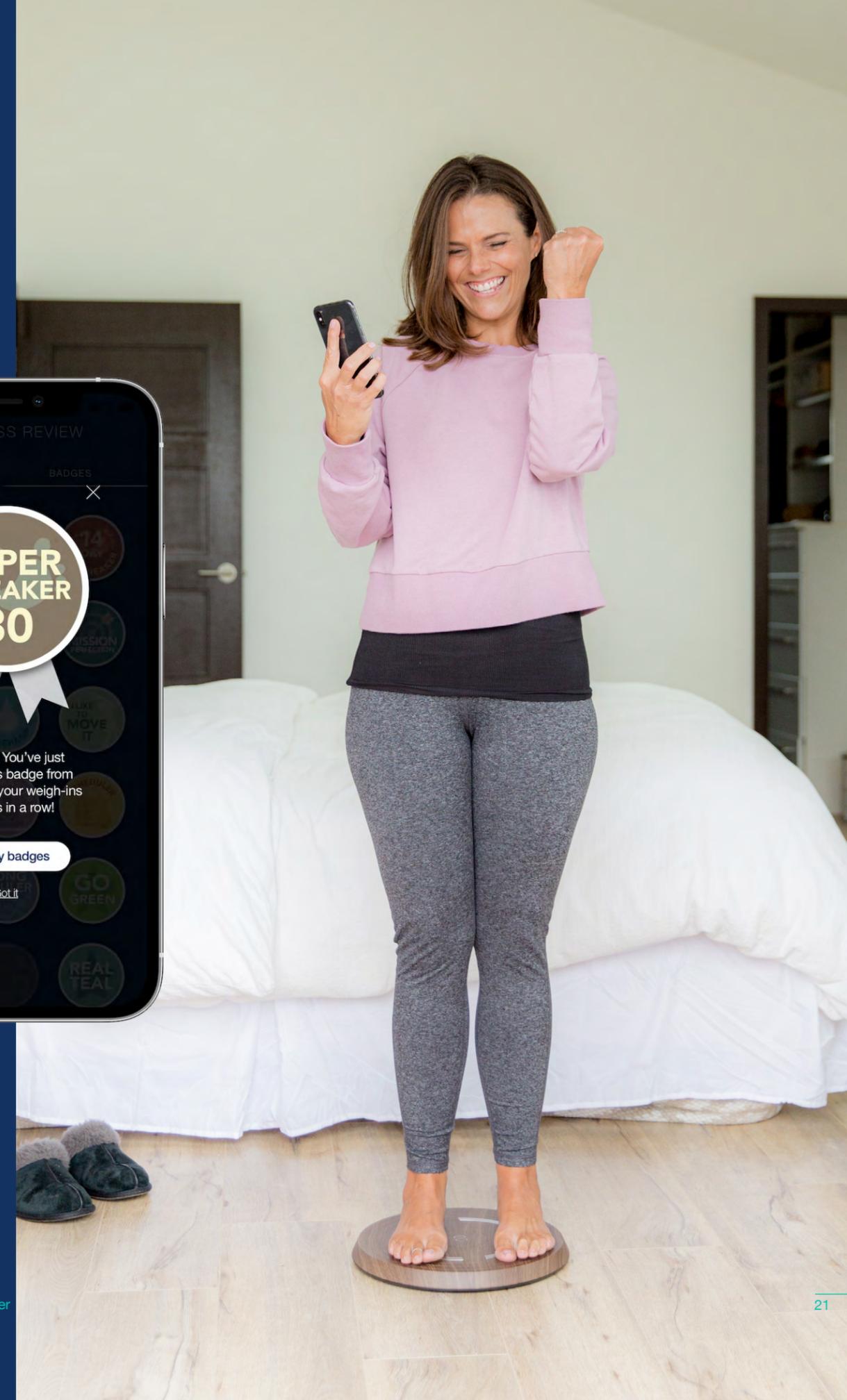
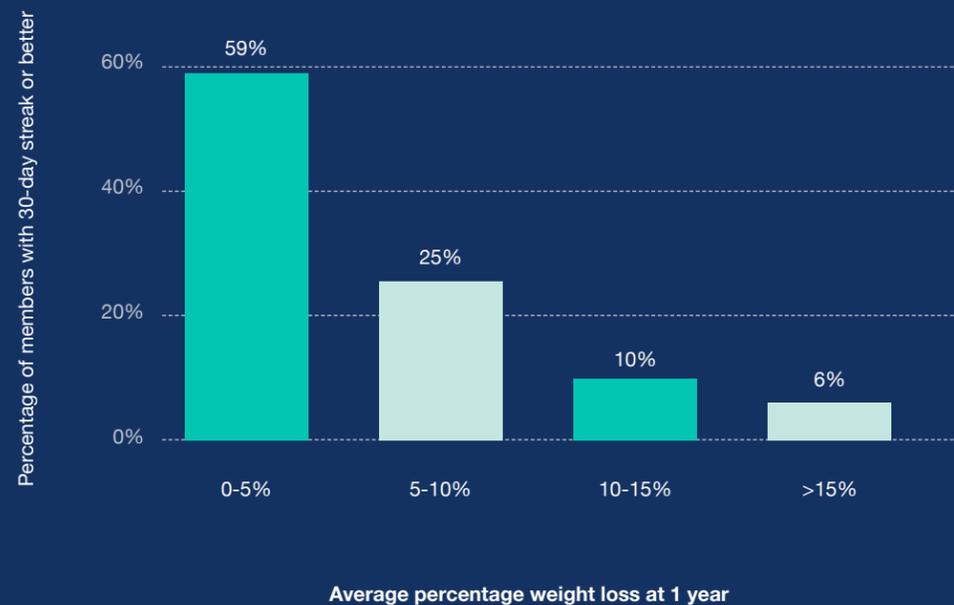
Furthermore, of the 2038 members, 1477 (72.5%) members were successful in earning a badge for “30 day streak or better”. The Shapa program is not just a way to measure progress but it is a daily commitment to health. Shapa streaks record consistency or the number of days a member has consecutively stepped on their Shapa scale for a weigh-in.

Earning a streak for 30 days, shows consistency and recognition. The reward of earning badges increases the desired behavior of stepping on the scale and weighing in

everyday, building the daily ritual, and setting the health intention for the day. In addition, 60% (884) of the members who have a 30 day streak or better, achieved an average weight loss of 5.66% at one year with an average weekly weigh-in of 5. ($r=-0.123$, $p<0.05$).

Additionally, the average weight loss percentage achieved for the members with a 30 day streak or better at one year was analyzed across buckets along with an increment of 5% average weight loss. The results are highlighted in the graph below.

Figure 5
Average Percentage Weight Loss at 1 Year for Members with a 30-Day Streak or Better



BRING ABOUT POSITIVE BEHAVIOR CHANGE: THEORIES TO PRACTICAL SOLUTION

Shapa continues to create a positive impact on how employees develop lasting habits by creating a holistic ecosystem that can help them thrive in the workplace and home environment by encouraging and rewarding healthier lifestyle choices.

Member Highlight

Wondering what a 100-lb difference looks like? Meet Amanda, “The Woman Who Lost 100 lbs with Shapa” by challenging herself to achieve not just once in the weight loss journey but consistently succeeded in more ways than just once.

Shapa spoke to Amanda to learn some of the engagement secrets and celebrated her successful journey with Shapa.



What made you pursue this journey?

I was a 340 lb woman with unhealthy food choices, following a sedentary lifestyle, walking less than 5000 steps a day. I also had horrible back pain and found it difficult to walk continuously.

I was introduced to Shapa through my employer’s wellness program and I voluntarily signed up for Shapa.

What was your relationship with the scale before you started Shapa?

I absolutely hated the digital scale and did not have a traditional digital scale in my house. I was extremely uncomfortable with my weight, and didn’t want to discuss it about it.

What’s your relationship with the Shapa scale now and how has the program been a success for you?

I started loving to step on the scale, it doesn’t tell me the daily fluctuations, it’s numberless and gives me a 10 day average,

you don’t have to see the half a pound gain and lose motivation. I can still continue and make progress!

It’s been existing and rewarding. I’m able to weigh-in every single day, I follow Shapa’s facebook community page and also encourage others in this journey. My relationship with a digital scale was zero. I hated it, with Shapa, it’s the first thing I do every morning.

The colors really motivate me, through the motivation from the Shapa program and the Shapa community, I made changes to my workout routine and eating habits. I was able to change from gray to teal, to blue. By seeing the colors, I can understand, modify my lifestyle, make changes to workout routine and eating habits!

I am able to HIIT workouts, eat healthy, follow intermittent fasting and Shapa helps me realize that I can modify things and fit things according to my needs. I was able to pick up my 3 year old daughter while we were on a walk and didn’t have any pain. With Shapa, I am able to think positively and make a difference by adding healthy behaviors for long-term success!



Final thoughts

“I would have never weighed myself on a scale or bought a digital scale, and Shapa made all the difference. I step on the scale everyday, it’s part of my daily routine and I love it.” - Amanda

Finding inspiration, against odds: My Journey with Shapa

May 2020

I just cannot believe how well this initiates my motivation. I bought it at the end of April, and finished my calibration around May 1st. Today I hit 21 lbs down. It has motivated me to exercise, eat well, and get blue! I love it! you can really see the difference in my face. I still have a long way to go on this journey, but the journey is actually happening.

August 2020

I have lost 68 pounds and have a 173 day weigh-in streak, without missing a single day of weigh-in!

January 2021

Ever wondered what 100-lb difference looks like? This wouldn't have happened without Shapa and the wellness program. I used every excuse. That 340 lb girl ate horribly, was sedentary and was miserable (other than being a mom, that has always

made me happy). The 240 lb girl I sometimes don't even recognize. There's more results coming, in 2021, I will no longer be considered obese, that's my goal. My Shapa streak is literally how long it took, never missed a day, 253 days lost 100lbs.

APPLICATIONS

The Shapa Health platform, grounded in behavior science, pairs innovative digital tools with focused programs for health, wellness, and disease prevention. The daily member engagement with the Shapa program and weigh-in experience highlights the importance and success of getting and keeping employees engaged as members of the program to positively impact their health outcomes over time.

With Shapa's ability to adapt and localize program content and feedback within a member's experience allows the platform to have a global presence for national and international companies focusing on employee wellness. The current fragmented health ecosystem can be seamlessly integrated with Shapa's model, breaking barriers and extending health resources accessible to a global population.

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