

Investigating the Role of Health Coaching Attendance in Sustained mHealth App Use: An Exploratory Analysis

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BACKGROUND



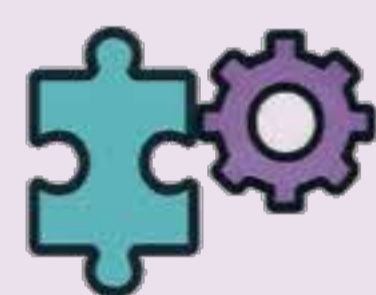
User engagement often declines over time in mobile health (mHealth) interventions, limiting their long-term impact.

OBJECTIVE



Assess whether regular health coaching (HC) attendance is linked to sustained engagement with an mHealth app.

SIGNIFICANCE



Insights may guide future intervention design, combining human support with digital tools to improve adherence.

MHEALTH INTERVENTION



Patient



Health coach

METHODS



Patient




1 HC session
per month






Full HC
attendance (FA)

Partial HC
attendance (PA)



Monthly action score for FA

-  Medication logging
-  Food tracking
-  Educational videos

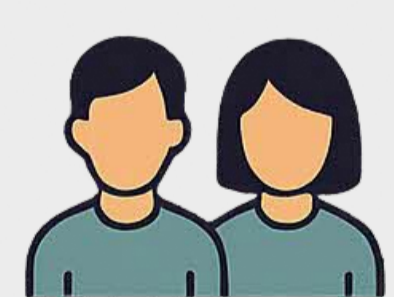
Monthly action score for PA

-  Medication logging
-  Food tracking
-  Educational videos

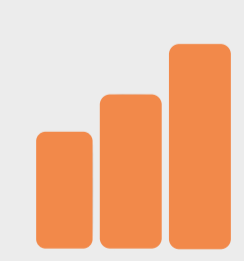
Statistical analysis

-  Mann-Whitney U tests compared FA vs PA each month.
-  Linear mixed-effects model assessed engagement trends over 6 months.

RESULTS



- N=26 (62% male, 73% Chinese),
- Median age = 62 years (IQR: 56.25–66.5),
- 58% had full HC attendance (FA).



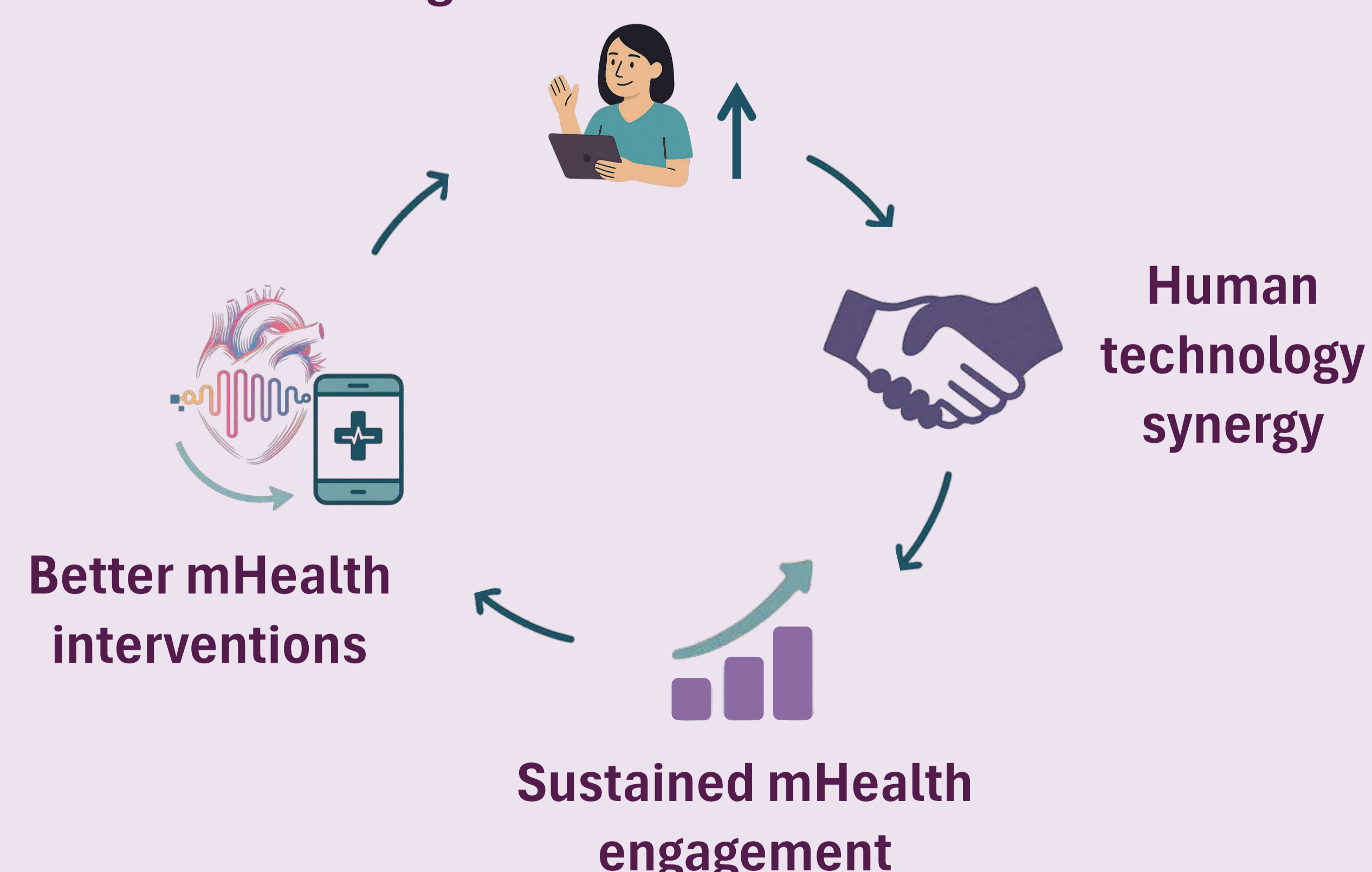
FA group had consistently higher scores, but no significant differences at individual months.



The PA group had a significantly lower monthly score ($\beta = -3.034$, 95%CI: -5.917 to -0.151, $p = 0.039$) compared to the FA group.

CONCLUSIONS

Higher HC attendance



Acknowledgements

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