

SELF-DIRECTED WALK WITH EASE PORTAL



Advancing Osteoarthritis Awareness,
Resources and Education



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Background & Intro

- OAAA's experience with WWE mini-grantees showed demand for Self-Directed WWE (SD WWE)
- OAAA wanted to begin offering SD WWE and leverage our national reach
- Goals:
 - ▣ Increase dissemination of SD WWE
 - ▣ Collect responses to baseline survey and post-program survey
 - ▣ Connect with participants via email → engagement emails

WWE Portal 1.0 | 2019-2020

□ OAAA

- Launched at the end of January, 2019
- 1,000+ registrants by March, 2019
 - Social media campaign
- All are enrolled in an automated email engagement campaign tailored to their start/end time.
 - Weekly messages to keep them engaged
 - Embedded survey links to capture self-reported walking days and minutes.
- 8 organizations piloted the Portal

WWE Portal 2.0 | Spring 2021

- Enhanced portal
 - ▣ More robust data management and reporting
 - Aggregate
 - Walking data
 - Coming soon: Integration with Workshop Wizard
 - ▣ Administrator logins
 - ▣ Participant login
 - Track progress
 - Set goals
 - Access tools/resources for printing or saving
 - Complete post-program survey
 - Receive Certificate of Completion
 - ▣ Automated book delivery – print and/or digital books

WWE Portal Costs

- Your organization will receive:
 - A unique URL for your participants to use when registering.
 - Customized & automated engagement emails to all participants to keep them motivated.
 - Individual accounts for all registrants, allowing them to login regularly.
 - Adherence features including goal setting, progress tracking & Certificate of Completion.
 - Ability to set registration limits by # or registration period. (Ideal for those offering the enhanced self-directed program.)
 - Personalized onboarding training & technical assistance.
 - Discounted price on the Walk With Ease guidebook for participants + automated shipping and handling.

Portal Price: \$2,600 for first year

\$1,500/year for each additional year

Book Pricing: Digital Books = \$5/book

Print Books = \$4.95+ \$7.75 S&H = \$12.70/book

More info

- www.walkwitharthrititis.org
- www.startwalkwithease.org
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