

No	Question	Answer
1	<p>In relation to behavior change, do you have any advice on how the collected data can be used to optimize individualized interventions?</p>	<p>Although we assume that individualized interventions will provide better outcomes than standardized (i.e. "one size fits all") treatments, this is ultimately an empirical question. Also, it is difficult to know how the treatment should be tailored to adequately meet specific needs, and thereby have an incremental utility (over the standardized intervention). Thus, assumptions regarding the importance of individualizations should be treated with caution. However, it may be that process targets such as treatment compliance may benefit from a solution that is able to adjust the form and format to meet personal preferences. Again, this is an empirical question that should be addressed as part of the development process.</p> <p>Also, in successful treatments it is possible that the (general) outcome is achieved through different change processes (mediators) for different individuals, or subgroups of individuals (i.e. moderated mediation). A digital, and flexible, treatment format may be ideal to collect data as well as to design micro studies to evaluate the relevance and effects of specific treatment components for different subgroups of patients. Ideally, clarify what type of data that is critical for such analyses, how the solution will collect that data, and how the data will be used (analyzed) and interpreted (i.e. understood in relationship to the theoretical framework) to increase the understanding of a) the utility of specific treatment components, and b) the variability of effects across different subgroups of patients.</p>
2	<p>Could you elaborate on the importance of contextual data?</p>	<p>From a contextual point of view, a behavior is inseparable from its current and historical context, and is defined as the actions by which an organism adjusts to its environment. Thus, understanding a behavior requires an analysis that takes the context in which it occurs into consideration.</p> <p>Therefore, contextual data should be collected, to maximize the solution's ability to understand and change behaviors.</p>

3	How will the possible post-PCP procurement process work?	<p>The process post PCP will most likely differ between countries and regions, an individual decision in each procuring body, and it is too early to determine at this stage.</p> <p>In Sweden for example, the Swedish Public Procurement Law (LOU 2016:1145) is the base for all public procurements. We intend to pursue a possible post-PCP procurement with Stockholm County Council (SLL) as procurement body together with Karolinska University Hospital. If other hospitals in the region will join or not will be decided later. What type and exact timing of a public procurement following this PCP is yet to be determined, but it is likely to be in an open public procurement procedure.</p>
4	Should our solution include medical exclusion criteria for using the intervention?	<p>We are looking for a solution that enables the HCP to make the relevant medical decisions. We envision a system with flexibility to support different clinical/hospital contexts.</p>
5	From a clinical point of view, should the solution have an ability to be combined with other medical interventions?	<p>For the aspect of sustainability it could be relevant for the solution to have the infrastructure to work as a stand alone as well as in combination with other interventions.</p>
6	What are the benefits of only using a clear theoretical framework as basis for the behavior change programme?	<p>A clear theoretical framework facilitates the use of coherent and consistent behavior change techniques. This clarity allows for meaningful organization and analyses of the collected data. Notably, using a clear theoretical framework allows you to use a wide range of techniques that can be described, evaluated and communicated using a common terminology.</p>
7	Can we assume that behavior change techniques that are empirically supported in a face-to-face format are also effective as digital interventions?	<p>The core principles for behavior change are the same in both face-to-face and digital interventions. Given the novelty of digital interventions it is important to continuously evaluate their effectiveness.</p>
8	When creating the user profiles, could contextual data be combined with data from personality tests?	<p>Any type of data is potentially important, therefore the solution should be able to collect different types of data. However, the utility of the data depends on the solution's ability to organize, analyze and interpret it .</p>