An internet-based five-week duration program to improve “health habits” using behavior analysis principles and e-health technology was developed and evaluated in this study. The “health habits” include recurring behaviors that impact health status such as physical activity, eating and sleeping.

Ten adult participants were recruited on-line from Mexico, a multiple baseline design was used and participants were randomly assigned into two different groups. (i.e., ABBAA and AABBA groups). Participants received on-line training using videos describing the characteristics of the program and its components. Each participant recorded selected health behaviors using a Microsoft Excel ® tool designed specifically for the program goals achievement. They did this by reporting their performance on a daily basis to their “performance manager” via text messages, and sending a photo shot of the tool and any preferred tracking device they wanted to use and have access to. Goal attainment, as reported via the text messages, was rewarded monetary compensation from the performance manager during the two weeks of intervention. During all the phases, participants, in consultation with their performance manager, set goals for improvement in health behaviors. These goals were adjusted on a weekly basis. Failure to attain goals resulted in feedback from the performance manager on how to overcome barriers. Additionally, a social validity survey was used to assess participant satisfaction.
The participants scored the program and its components as beneficial for the improvement of habits of physical activity, eating and sleeping.

It is concluded that health behaviors don’t increase and sustain only under the intervention phases (e.g., money contingencies) but during all the phases, which can be explained by the monitoring and feedback procedures.