2 September 2020

STANDING ON A PLATFORM

Longtime readers will have heard us mention Perx, a dedicated (and homegrown) health app that helps support people managing chronic illness using a structured program based on the principles of Behavioural Economics.

The Perx model is all about positive re-enforcement, which sometimes means working towards stated goals and sometimes means using what's called 'gamifying' programs that help you engage with the app in a fun and positive way.

Sometimes positive re-enforcement is more concrete, and that's where CFA comes in. For the registered users on the Perx App who are living with cystic fibrosis, CFA are able to provide prizes and incentives each month, ranging from small fun prizes to substantial grand prize items like equipment purifiers or steam inhaler equipment.

CFA believes in Perx and that is why we are planning on stepping up our game to reward Perx users for making changes in their lives.

With this in mind we have three major goals. Firstly, we want to maintain engagement with the app from those who have downloaded it but not used it to full potential. This means rewarding effort. Complete at least 8 daily tasks on time in the Perx app between now & midnight September 30th, 2020 and you will win a nebuliser.

We also want to reward those who are continuing to engage well with the App by giving prizes for top adherence. Finally, we want to deepen the conversation around this tool by reaching out to you, our community. If you are a Perx user or are interested in the platform and have any feedback or ways of improving our digital outreach, please contact CFA's communications teams at williamb@cfa.org.au

If you are interested in trying out Perx and getting access to its amazing tools and insights (as well as some great CFA prizes), then simply click HERE through this dedicated link.

Kind regards

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