Assessing Moderated Effects of Mobile Health Interventions on Behavior

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The Dream!

“Continually Learning Mobile Health Intervention”

• Help you achieve, and maintain, your desired long term healthy behaviors
  – Provide sufficient short term reinforcement to enhance your ability to achieve your long term goal

• The ideal mobile health intervention
  – will engage you when you need it and will not intrude when you don’t need it.
  – will adjust to unanticipated life events
HeartSteps (PI Klasnja)

Goal: Develop an mobile activity coach for individuals who have coronary artery disease

Three iterative studies:
  - 42 day micro-randomized pilot study with sedentary individuals,
  - 90 day micro-randomized study,
  - 365 day personalized study
HeartSteps

• Tailored activity suggestions may be delivered around:
  – Morning commute, lunch time, mid-afternoon, evening commute, post-dinner

• Context:
  – **Wearable band** → step count;
  – **Smartphone sensors** → time, busyness of calendar, location, weather;
  – **Self-report** → user burden

In which contexts is it most effective to deliver to the user a tailored activity suggestion?
Structure of a mobile health intervention that uses wearable devices that sense and deliver treatments
Structure of Mobile Health Intervention

1) Decision Points: times, $t$, at which a treatment might be delivered or “pushed”
   1) Regular intervals in time (e.g. every 10 minutes)
   2) At user demand

Heart Steps: approximately every 2-2.5 hours (activity suggestions)
Structure of Mobile Health Intervention

2) Observations at decision point $t$
   1) Passively collected (via sensors)
   2) Actively collected (via self-report)

Heart Steps: classifications of activity, location, weather, step count, busyness of calendar, usefulness ratings, adherence…….
Structure of Mobile Health Intervention

3) Actions $A_t$
   1) Types of treatments that can be provided at a decision point, $t$
   2) Whether to provide a treatment

Heart Steps: tailored activity suggestion (yes/no)
Tailored Walking Activity Suggestion

Heartsteps
How about taking a few minutes to enjoy nature? Head outside & walk until you see a wild animal (even if it's just a squirrel...)

You have a suggestion!
Availability

Activity suggestions can only be delivered if the individual is currently available.

- Individuals are unavailable if operating a vehicle, walking or have turned off the intervention.

- Assess effect of activity suggestion conditional on availability.
Structure of Mobile Health Intervention

4) Proximal Outcome $Y_{t+1}$

Heart Steps: Step count over next 30 minutes (activity suggestions)
The tailored activity suggestions are designed to be near-term actionable: to impact activity in the near term.

Does the tailored activity suggestion influence step count in the subsequent 30 minutes?
• Does this effect deteriorate over time?
Heart Steps
Micro-Randomized Trial

On each participant, randomize delivery of a mobile intervention component (activity suggestion) each time that component may be delivered.

Activity suggestion (210 randomizations)

• If available, provide an activity suggestion with probability .6; do nothing with probability .4
Conceptual Models

Generally data analysts fit a series of increasingly more complex models:

\[ Y_{t+1} \sim \alpha_0 + \alpha_1^T Z_t + \beta_0 A_t \]

and then next,

\[ Y_{t+1} \sim \alpha_0 + \alpha_1^T Z_t + \beta_0 A_t + \beta_1 A_t S_t \]

and so on…

- \( Y_{t+1} \) is subsequent activity over next 30 min.
- \( A_t = 1 \) if activity suggestion and 0 otherwise
- \( Z_t \) summaries formed from \( t \) and past/present observations
- \( S_t \) potential moderator (e.g., current weather is good or not)
Conceptual Models

Generally data analysts fit a series of increasingly more complex models:

\[ Y_{t+1} \sim \alpha_0 + \alpha_1^T Z_t + \beta_0 A_t \]

and then next,

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and so on...

\( \alpha_0 + \alpha_1^T Z_t \) is used to reduce the noise variance in \( Y_{t+1} \)

\( Z_t \) is sometimes called a vector of control variables
Causal Effects

\[ Y_{t+1} \sim \alpha_0 + \alpha_1^T Z_t + \beta_0 A_t \]

\( \beta_0 \) is the effect, marginal over all observed and all unobserved variables, of the activity suggestion on subsequent activity

\[ Y_{t+1} \sim \alpha_0 + \alpha_1^T Z_t + \beta_0 A_t + \beta_1 A_t S_t \]

\( \beta_0 + \beta_1 \) is the effect when the weather is good (\( S_t = 1 \)), marginal over other observed and all unobserved variables, of the activity suggestion on subsequent activity.
Data Scientist’s Goal

• Challenges:
  • Time-varying treatment ($A_t, t=1,\ldots,T$)
  • “independent” variables: $Z_t, S_t, I_t$ that may be affected by prior treatment

• Develop data analytic methods that are consistent with the scientific understanding of the meaning of the $\beta$ regression coefficients

• Robustly facilitate noise reduction via use of controls, $Z_t$
“Centered and Weighted Least Squares Estimation”

• Simple method for complex data!
• Enables unbiased inference for a causal, marginal, treatment effect (the $\beta$’s)
• Inference for treatment effect is not biased by how we use the controls to reduce the noise variance in $Y_{t+1}$

https://arxiv.org/abs/1601.00237
Application of the “Centered and Weighted Least Squares Estimation” method in an initial analysis of Heart Steps
Heart Steps Pilot Study

On each of $n=37$ participants:

a) Activity suggestion, $A_t$
   - Provide a suggestion with probability .6
     - a tailored sedentary-reducing activity suggestion (probability=.3)
     - a tailored walking activity suggestion (probability=.3)
   - Do nothing (probability=.4)

• 5 times per day * 42 days = 210 decision points
Conceptual Models

\[ Y_{t+1} \sim \alpha_0 + \alpha_1 Z_t + \beta_0 A_t \]

\[ Y_{t+1} \sim \alpha_0 + \alpha_1 Z_t + \alpha_2 d_t + \beta_0 A_t + \beta_1 A_t d_t \]

- \( t=1, \ldots, T=210 \)
- \( Y_{t+1} = \) log-transformed step count in the 30 minutes after the \( t^{th} \) decision point,
- \( A_t = 1 \) if an activity suggestion is delivered at the \( t^{th} \) decision point; \( A_t = 0 \), otherwise,
- \( Z_t = \) log-transformed step count in the 30 minutes prior to the \( t^{th} \) decision point,
- \( d_t = \) days in study; takes values in \((0,1,\ldots,41)\)
Pilot Study Analysis

\[ Y_{t+1} \sim \alpha_0 + \alpha_1 Z_t + \beta_0 A_t, \] and

\[ Y_{t+1} \sim \alpha_0 + \alpha_1 Z_t + \alpha_2 d_t + \beta_0 A_t + \beta_1 A_t d_t \]

<table>
<thead>
<tr>
<th>Causal Effect Term</th>
<th>Estimate</th>
<th>95% CI</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>( \beta_0 A_t )</td>
<td>( \hat{\beta}_0 = .13 )</td>
<td>(-0.01, 0.27)</td>
<td>.06</td>
</tr>
<tr>
<td>(effect of an activity suggestion)</td>
<td></td>
<td></td>
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<tr>
<td>( \beta_0 A_t + \beta_1 A_t d_t )</td>
<td>( \hat{\beta}_0 = .51 )</td>
<td>(.20, .81)</td>
<td>&lt;.01</td>
</tr>
<tr>
<td>(time trend in effect of an activity suggestion)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>( \beta_1 )</td>
<td>( \hat{\beta}_1 = -.02 )</td>
<td>(-.03, -.01)</td>
<td>&lt;.01</td>
</tr>
</tbody>
</table>
Heart Steps Pilot Study

On each of $n=37$ participants:

a) Activity suggestion

• Provide a suggestion with probability .6
  • a tailored walking activity suggestion (probability=.3)
  • a tailored sedentary-reducing activity suggestion (probability=.3)
• Do nothing (probability=.4)

• 5 times per day * 42 days = 210 decision points
Pilot Study Analysis

\[ Y_{t+1} \sim \alpha_0 + \alpha_1 Z_t + \beta_0 A_{1t} + \beta_1 A_{2t} \]

- \( A_{1t} = 1 \) if walking activity suggestion is delivered at the \( t^{th} \) decision point; \( A_{1t} = 0 \), otherwise,
- \( A_{2t} = 1 \) if sedentary-reducing activity suggestion is delivered at the \( t^{th} \) decision point; \( A_{2t} = 0 \), otherwise,

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<td>( \beta_0 A_{1t} + \beta_1 A_{2t} )</td>
<td>( \hat{\beta}_0 = .21 ) ( \hat{\beta}_1 &gt; 0 )</td>
<td>(.04, .39) ns</td>
<td>.02 ns</td>
</tr>
</tbody>
</table>
Initial Conclusions

• The data indicates that there is a causal effect of the activity suggestion on step count in the succeeding 30 minutes.
  • This effect is primarily due to the walking activity suggestions.
  • This effect deteriorates with time
  • The walking activity suggestion initially increases step count over succeeding 30 minutes by 271 steps but by day 20 this increase is only 65 steps.
Heart Steps Pilot Study

On each of $n=37$ participants:

b) Evening planning prompt, $A_t$

- **Provide a prompt with probability** .5
  - Prompt using unstructured activity planning for following day with probability=.25
  - Prompt using structured activity planning for following day with probability=.25

- **Do nothing with probability**=.5

- 1 time per day * 42 days= 42 decision points
Conceptual Models

\[ Y_{t+1} \sim \alpha_0 + \alpha_1 Z_t + \beta_0 A_t \]
\[ Y_{t+1} \sim \alpha_0 + \alpha_1 Z_t + \alpha_2 W_t + \beta_0 A_t W_t + \beta_1 A_t (1-W_t) \]

- \( t=1, \ldots T=42 \)
- \( Y_{t+1} \) = square root-transformed step count on the day after the \( t^{th} \) day,
- \( A_t = 1 \) if activity planning prompt on the evening of the \( t^{th} \) day; \( A_t = 0 \), otherwise,
- \( Z_t \) = square-root step count on the \( t^{th} \) day,
- \( W_t = 1 \) if Sunday through Thursday; \( W_t = 0 \), otherwise
Pilot Study Analysis

\[ Y_{t+1} \sim \alpha_0 + \alpha_1 Z_t + \beta_0 A_t \], and

\[ Y_{t+1} \sim \alpha_0 + \alpha_1 Z_t + \alpha_2 W_t + \beta_0 A_t W_t + \beta_1 A_t (1-W_t) \]

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<tr>
<td>( \beta_0 A_t ) (effect of planning)</td>
<td>( \hat{\beta}_0 = 1.7 )</td>
<td>ns</td>
<td>ns</td>
</tr>
<tr>
<td>( \beta_0 A_t W_t + \beta_1 A_t (1-W_t) ) (effect of planning for weekday ( W_t = 1 ) and for weekend ( W_t = 0 ))</td>
<td>( \hat{\beta}_0 = 3.6 ) ( \hat{\beta}_1 &lt; 0 )</td>
<td>(.74, 6.4)</td>
<td>&lt;.02 ns</td>
</tr>
</tbody>
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Heart Steps Pilot Data

On each of $n=37$ participants:

b) Evening planning prompt

- Provide a prompt with probability .5
  - Prompt using unstructured activity planning for following day with probability=.25
  - Prompt using structured activity planning for following day with probability=.25
- Do nothing with probability=.5

- 1 time per day * 42 days= 42 decision points
Conceptual Model

\[ Y_{t+1} \sim \alpha_0 + \alpha_1 Z_t + \beta_0 A_{1t} + \beta_1 A_{2t} \]

- \( Y_{t+1} \) = square root-transformed step count on the day after the \( t^{th} \) day,
- \( A_{1t} = 1 \) if unstructured activity planning prompt on the evening of the \( t^{th} \) day; \( A_{1t} = 0 \), otherwise,
- \( A_{2t} = 1 \) if structured activity planning prompt on the evening of the \( t^{th} \) day; \( A_{2t} = 0 \), otherwise,
- \( Z_t \) = square-root step count on the \( t^{th} \) day,
Y_{t+1} \sim \alpha_0 + \alpha_1 Z_t + \beta_0 A_{1t} + \beta_1 A_{2t} \quad t=0, \ldots T=41

- \quad A_{1t} = 1 \text{ if unstructured activity planning prompt on the evening of the } t^{th} \text{ day; } A_{1t} = 0, \text{ otherwise,}

- \quad A_{2t} = 1 \text{ if structured activity planning prompt on the evening of the } t^{th} \text{ day; } A_{2t} = 0, \text{ otherwise,}

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<tr>
<td>\beta_0 A_{1t} + \beta_1 A_{2t}</td>
<td>\hat{\beta}_0 = 3.1</td>
<td>(-.22, 6.4)</td>
<td>.07 ns</td>
</tr>
<tr>
<td></td>
<td>\hat{\beta}_1 &gt;0</td>
<td>ns</td>
<td>ns</td>
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Heart Steps Pilot Study Analysis

\[ Y_{t+1} \sim \alpha_0 + \alpha_1 Z_t + \alpha_2 W_t + \beta_0 A_{1t} W_t + \beta_1 A_{1t} (1-W_t) \]
\[ + \beta_2 A_{2t} W_t + \beta_3 A_{2t} (1-W_t) \]

\( A_{1t} = 1 \) if unstructured activity planning prompt on the evening of the \( t^{th} \) day; \( A_{1t} = 0 \), otherwise,

\( W_t = 1 \) if Sunday through Thursday; \( W_t = 0 \), otherwise

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<td>( \hat{\beta}_0 = 5.3 )</td>
<td>(2.2, 8.5)</td>
<td>&lt;.01</td>
</tr>
<tr>
<td></td>
<td>( \hat{\beta}_1 &lt; 0, \hat{\beta}_2 &gt; 0, )</td>
<td>all ns</td>
<td>all ns</td>
</tr>
<tr>
<td></td>
<td>( \hat{\beta}_3 &lt; 0 )</td>
<td></td>
<td></td>
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</table>
Initial Conclusions

- The data indicates that there is a causal effect of planning the next day’s activity on the following day’s step count.
  - This effect is due to the unstructured planning prompts.
  - This effect occurs primarily on weekdays.
  - On weekdays the effect of an unstructured planning prompt is to increase step count on the following day by approximately 780 steps.
Discussion

Problematic Analyses

- GLM & GEE analyses
- Random effects models & analyses
- Machine Learning Generalizations:
  - Partially linear, single index models & analysis
  - Varying coefficient models & analysis

--These analyses do not take advantage of the micro-randomization. Can accidentally eliminate the advantages of randomization for estimating causal effects--
Discussion

• Randomization enhances:
  – Causal inference based on minimal structural assumptions

• Challenge:
  – How to include random effects which reflect scientific understanding (“person-specific” effects) yet not destroy causal inference?
It takes a Team!
Sense2Stop Smoking Cessation Coach

- Wearable bands → activity, stress, cigarette smoking classifications; smartphone sensors → location, phone activity…; self-report → craving…

- In which contexts should the wrist band provide a reminder to access the phone apps for stress reduction support?