



**Complete Transcript: HALO Talks with Anthony Diaz
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Pete Moore:

This is your host, Pete Moore. And I am pleased and humbled to announce the launch of my one and only book, *Time to win again*, 52 takeaways from playing and watching team sports to ensure your business success.

Pete Moore:

Those of you who know me personally, and then when it was listed as to halo talks for any length of time, know that I am an avid sports fan and a big believer in the value of team sports. What I've seen over the past 25 years, helping businesses grow raising capital, being an entrepreneur, myself in coaching and mentoring executives in the sector. It's the lessons learned on the field perfectly apply to business entrepreneurs, executives, managers, you name it. Every company that's a strong company has got a good team. So quick read. There's also illustrations in there from our good friend mark, and cruelty-free cartoons. You go to integrity, sq.com. Enter your email address, and we will send you information on the book and the wars survival kit as well. Be great. Take names go halo.

Pete Moore:

This is Pete Moore on halo talks NYC coming in from San Francisco, making people happy, a billion people at a time. Anthony is going to tell us how the health insurance and the landscape is going to change because we're going to change behavior. So Anthony, good to have you on the show.

Anthony Diaz:

Absolutely. Now. Great, great to be here, Peter. I really appreciate the time.

Pete Moore:

Awesome. So give us a little background on how you came to go help the hero and you know, how you turn just a passion into a profession.

Anthony Diaz:

Yeah, absolutely. So, you know, I'm your nontraditional kind of like startup trope by didn't go to Stanford, Harvard work at Facebook, Google, or vice versa. Any of that? I don't know any of that. I'm new Rican, I'm Puerto Rican descent grew up watching benevolently. My father care for generation that typically is forgotten. Nursing home in Brooklyn is where he worked at. It was a really good nursing home. He was a dietician and had nutritionists there. I got to see him help elderly people through food

and nutrition. And so that that's in my DNA. And he inspired me heavily to, to focus in that area or just, I saw the passion in him and I just naturally gravitate towards helping people. Right. my dad was very spiritual as well. My dad passed away from heart disease and that put a big fire in my belly, but yeah.

Pete Moore:

Awesome. So, you know, as you look at behavior changes, you know, I'd say some of the behavior changes are very positive. I think people from you know, the pandemic have definitely understood that if you're obese, you know, you're probably at much higher risk of ended up in the hospital or, or leaving the planet. But on the same side, you've still got supersized meals. You've got casual restaurants that are expanding the size of their booths to accommodate larger people. So do you think we finally hit this breaking point? You know, people taking better care of themselves and money flowing in to the preventative side?

Anthony Diaz:

I think so. I think so. So yeah, our belief that health Euro is a behaviors. Everything, but life gets in the way media gets in the way self-control gets in the way. And so our core belief is, you know, will is everything willpower and, you know, but what is the source of willpower? Why does one need to have a strong will about guarding their own behaviors and standards to, you know, great movement, great fitness eating, lots of plants, eating lots of plants and veggies and, and, and fitness and mindfulness and spirituality is very important, but what do you align your will to? And so we believe that in a deeper sense that we're entering a modern area, that it's a, it's, it's, it's a spiritual thing more than anything these days and people get broken spirits and sometimes that results in them losing jobs and other things. So, so that I think we are at a nexus point behavior wise, but there's, you know, we're all wired with fun and games. And so that's the, that's the high road. We take it healthier. We take a gamification and health engagement very seriously. And you provide those elements. You, you can change behaviors and we, we we've seen that. We've done that. We continue to do that. Yeah.

Pete Moore:

So give us a little background on a typical client and you know, give us the, you know, everyone talks about gamification, but you know, it sounds like you've kind of figured out the special sauce.

Anthony Diaz:

Yeah, no, absolutely. I mean, I think it goes back to my background. So manage mental health you're out of school. So when my dad inspired me to go into this area, you know, I built some coded claim systems and managed mental health care for the largest managements, a health care company. So we got to see a lot of how health has changed from a mental perspective. And when someone declines it's, it's usually a life circumstances, social determinants of health that affect that. And but I also grew up in Brooklyn playing a lot of video games and everything. And so I had no choice, but to weave that into my day and we're having a lot of fun and that's transpired, it's supporting an average client. That's like we're supporting 4,200 plus clients around the world. And I also have a background in marketing technology at Nielsen.

Anthony Diaz:

And when I was at Nielsen, what we understood is about reach, reach resonance and reaction. And so design your products to reach people everyone's working and typing in Microsoft teams, slack or Salesforce daily to communicate 97% of the planner to using those apps. So put a fun health

engagement app right there in center. And you're going to get high participation. That experiment has turned out amazing throughout COVID in this remote dispersion economy rent. And so basically companies, small, medium, and larger come into his daily, they type in employee wellness, they download the app and Microsoft teams, slack, or Salesforce, it's free up to 10 users and they don't have to upgrade, but if they do, they want more users, they pull up their corporate credit card. We rinse and repeat from there.

Pete Moore:

Yeah. So, you know, you've been doing this since 2015. There's probably a lot of competitors that sprouted up in, you know, March, 2020, you know? So how do you kind of sell the fact that, you know, look, we've got experience with this we've kind of nailed it. This isn't something you just kind of, you know, do with your employees as a test, you know, w with a startup.

Anthony Diaz:

Yeah. There's a L we're playing in a blue ocean space. And one that, that, it's not an easy decision for a lot of the employee wellness platform companies, digital health companies, patient engagement, health companies to go at. But one belief of what we do, that's different is social determinants of health. And it's a fancy term out there in the market, but we believe in something deeper than that called spiritual determinants of health that base physiological needs. Maslow's hierarchy of needs that bottom foundational layer of the need for employment, education, food, shelter, mental great mental health, nothing else is going to work on unless that foundation is there that usually gets disrupted by disabilities, mental health, you know, alcoholism, drug abuse, and life events, people losing a child, losing a parent, and people don't realize that. But to get at that data, it's a very awkward question to ask people, but if you do it in the context of fun and games and through employee wellness programs and patient engagement programs that work through epic, Cerner EHR is Microsoft Salesforce. You can get at that data. So we're going the high road using fun and games for our bot. That's coded once deployed many to ask those questions while people are getting points, connecting their apple health or Fitbit, and we solve for those problems as well down to zip code level. So if you're hungry, we're giving you an offer. And 99% of the other cats in the market don't do that. And that's how we're different.

Pete Moore:

So we had a guy on our show, who's good friends with Dave gallon, a guy named Matt Richter. And he doesn't let go into a health club cause he feels like every time he goes to sign up, there's a challenge or they going to tell him how much weight he's going to lose and he never loses it. So he kind of, you know, made it very simple to us and said, look, just make it fun. You know, I played tennis because it's fun, you know, I'd go out. And I you know, I go to a walk around the park or I play a pickup game of soccer cause it's fun, you know, and you know, the gaming industry, I was just in Arizona with my adopted nephew. We'll call him Ashton. You know, he's got 10, 12 friends on, you know, his gaming and uses that as a break from playing sports. You know, so, you know, gaming, I think, you know, started off as a sedentary activity. And I think it's now turning into more of a social activity and also infusing fitness and exercise. So what, what are your thoughts on the future of that?

Anthony Diaz:

I think it's, I think it's an amazing future right now. You know, if you think of the concept of how we're wired as humans than what drives us to evolve and to grow and to be social, it's the subtle gamification, you know, reward benefit elements. And the more that you can make things social and competitive and

fair and set rules and conditions and get something in return, it triggers this natural thing in our DNA to be able to collect, to compete, to challenge each other and to get rewarded for the efforts that we're doing, either from a calorie perspective, a step perspective, and that's natural in there. The sinful thing kind of, if you look at video games, they hijack that, that ability in our DNA and our urine to do that. So our goal at healthier is to rehydrate that and to reinvest that in the right way, because there's so much energy in that. And if you do that and you align that properly, you can change behaviors. And so all that energy is being escaped right now into these virtual Mehta verses where you don't really get much in return. If anything, you're getting you know, bagless seem to connect by sitting in your chair all day and gaming. And so it's there, it's just where we hijacked the refund at rechanneling that. So you're getting rewarded on all different dimensions, intrinsically and extrinsically. So,

Pete Moore:

So, so how much of the use of the gamification is because people know it's, it's good for them and they're trying to better their routine and how much of it is, you know, peer pressure in a good,

Anthony Diaz:

I think what we, we, you know, we believe business-wise, you know, the way I was raised business-wise was, you know, design your business to have as many network effects as possible. But, but when you apply gamification tactics with rewards, for dollars back on your paycheck for doing healthy things, like a health risk assessment, biometric screening competitions, challenges, you compound that with a Glo, a global leaderboard on a global perspective, but also on an overall perspective, allow teams to compete with each other individuals, to compete with each other, add different dimensions for people to compete with each other. So you make it fair. So someone doesn't want to compete against steps. Maybe they want to compete against nutrition or mindfulness or, you know, their ability to, to, to just do other different types of activities. And if you make it social, you have a network effect in the behavior and in the game and itself. So we think that those combinations are important. And then along the way we sprinkle our bot, that's coded once that is smart uses NLP, we'll sprinkle and add these moms, you know, these subtle, empathetic mom's side questions, no different than, you know, Peter, me and you, me and, you know, you're going to probably talk to your parent or I'm going to talk to my parents the next two you know, two days or, or ideally today, I actually just talked to her a little while ago,

Pete Moore:

20 minutes ago. So

Anthony Diaz:

There you go. So what's the context of your mom's conversation in my mom conversation, how are you doing struggling with anything? And then we're listening to any tone or sentiment and personality elements relative to anything that may be struggling, any stress or anxiety in the voice or bot does that at scale and a partner really awkward and creepy to do that in isolation. If you're not embedding that in the context of gamification,

Pete Moore:

I want to take a minute and tell our audience about two awesome workout recovery products I've been using for the last 18 months from higher dose.com leader in infrared technology for athletes. Like all of us are, we're an investor in the company. That's not why I'm telling you this. I'm telling you this because it works. You got an infrared sauna blanket. I hop in there, Alyssa, some podcasts burn, 800 calories, get

a med detox and a PEMF, which is a pulsed electromagnetic field crystal mat that I lay on and are recalibrate my cells to normalize level the earth. You got somebody like that. You looking for a pretty awesome gift. They will love it. You could use this code halo seven, five it's \$75 off, and you will not be disappointed higher dose.com, promo code halo 75. And now let's get back to our regularly scheduled program.

Pete Moore:

So, you know, as you look at apple and you know, them kind of putting more of the tools in the hands of the user you've got all these health care companies that are saying that they're trying to reduce their healthcare costs. I'm not sure their business model actually ascribes to that. We, we had a podcast, we've got him Les Morales, who we should introduce you to you know, that this is basically the only industry where you get a procedure done and you don't know what it costs until afterwards, which is pretty crazy. You know, do you view your apple obviously is pretty steadfast on saying the privacy of that data is your data. Other companies are basically mining that for revenue sources, you know, where do you think things kind of settle out over time?

Anthony Diaz:

Yeah. You know, it's funny, I, one of these elements I mentioned, unless there's right. Yeah. I'm one of these elements I actually just talked about on a clubhouse session about decentralization and why that's important in its modern world. So if you look at the healthcare industry it's been tacked on along the years, and let's just not get into controversy in anything saying that it's an inverted system, but it's an improperly stack build system that has compounded over decades and it, and then now it's reflective. It's just like the system doesn't work well. What if you were to deconstruct that and work backwards, you would have, you know, monetizing of individuals, user data, to be more decentralized in a modern version of the health record that people can consent to different people. So my dentist doesn't need to know all the chapters of my health story.

Anthony Diaz:

Maybe the last two are primary care needs to definitely know most of my last chapters of my health story, but maybe my specialist over here just needs one aspect. So being able to consent controller data, how's it, we think the apple health record is really phenomenal, but you know, that, that also negates though, all the Google users that don't use apple health. So how do you have something that's consumer control decentralization. Block chain helps a lot with that consenting as well. We've taken a lot of our gamification elements and we kind of commoditize and token them up, tokenized them to be on the consumer front. That's a whole other separate episode in itself, but decentralization, consenting. And also if you want to be involved in different healthcare or health studies that are out there, we should get monetized for that as well. So enabling consumers to do that as well as really important, obviously the smart element, the artificial intelligence of our body, that's an important component, but if you built a United healthcare backwards or you built a Kaiser Permanente in reverse, that's exactly the playbook we're running, literally build it in reverse.

Anthony Diaz:

And so you start off with health engagement, you start off with virtual health plans. We have partners that are that give us a 50 state spread. A virtual health tele-health is getting commoditized. But what if you were to stack virtual primary care on top of a game of flight health engagement platform, that's what we are, that's what we're doing. And then you start to become well. Does it make sense to target

hundreds of more dollars for health insurance, which is really for base, or can you come up with a product that's a little bit more relative for the modern person that needs to keep another 200 to 400 bucks in their pocket based on inflation these days, they answer for us as the ladder and just put that front and center, make it community driven, make it smart, decentralized, decentralized, gamified, and you really have something that makes more sense in the modern world without all that legacy costs that, you know, the United's and the Kaisers haven't built. We've got a lot of love for those companies. We're inspired by them, but literally our algorithm is very simple. Just build it, build them in reverse and you can do it with a fraction of the capital. Yeah.

Pete Moore:

So how do you think those companies are handling, you know, the piece of innovation and you know, when they talk to a company like yours, are you a potential partner? Are you a collaborator? Are you a risk?

Anthony Diaz:

Yeah, I think, you know, you take your traditional eighth slide on us on a slide deck, the competitive landscaping to put the X and Y on there. So I would say very minimally right now, direct competitor, I think indirect and obtuse is where you categorize us where, you know, one of our first investors was, was a blue, right? And we built our product to be like a private label offering. So health insurance companies can top down and release these private label experiences for their customers. And so that architecture has been there from the get-go. So, you know, we do a call with you know, a PEO company or, you know, EAP company or health insurance company or broker once a day that wants to use our private label products. So there's absolutely a harmonious opportunity there. And we sell that, not for a small ticket item as well, right.

Anthony Diaz:

That's kind of almost like a sell the company type of deal. So these are big mega deals we're working on. And so they look at us, the pace, the pace of the appetite is large, right? These large companies have no appetite to carve out 30 people in a room for eight, nine months to run an experiment. They just look at a company like us and say, oh, they got reached. They got efficacy. It's fun. They already architected it to work with a company like ours. It's just a matter of just evaluating this company and inking it. Right. So that's the way we look at innovation. It's just hard for these companies to innovate that fast. For us, if you build an architect, things that the right way and the right foundation, it just, it just yeah, it makes more sense. So yeah,

Pete Moore:

Shifting gears to being a, you know, an entrepreneur and working in industry of this size and scope, you know, a sales cycle with a hospital group or an insurance company is probably the longest sales cycle. You know, health club industry is, you know, you make a sale. If you can actually get the owner on the phone you know, software sales anywhere between six to 12 months. So how do you, you know, as a type a hard-charging entrepreneur, it's, we're all entrepreneurs on the in the audience here kind of, you know, pace yourself and understand that we're making progress. We got a pipeline. If somebody tries to get a pipeline tomorrow, they're going to be X number of months behind us, you know, how do you kind of manage that internal, you know, conflict, if you will.

Anthony Diaz:

Yeah. You know, I'm a, I'm like a Neo hippie natural, like I'm all into natural, I'm a vegan. I think of things in basic principles and kind of simply right. But the net is to sell in today's enterprise world. You have to not sell. And what you mean, what we mean by that is make it buyable. And we did that in COVID. It ushered in this phenomenon, this dispersion economy where I was working remote. So just make the product consumer friendly. There's no dog and pony show. You find us on an app store because you're looking for health engagement. You download the app, you try it upgrader, don't pull out your credit card or don't. And if you do great, you know, fast forward nine months later, 4,200 companies on our platform with a good, healthy conversion rate every single day, you just make your product awesome and fun to use.

Anthony Diaz:

The enterprise user is a consumer and they're using engaged apps on the front page of their iPhone. So you have to be just as engaged as those things and that's it. And then the selling you do there's really is no selling. I mean, we do have to get on the phone with some of these you know, companies for some of these big mega deals, but it's just telling our story and our stats, but there's so many opportunities. We'll turn our feet very quickly to, to the other direction, because there's no need to write. No one has attention span anymore. And we're not into the business of wanting to jump on planes and do the sushi dinners and steak dinners that anchor that, you know, still be at the 90% mark at the nine month sales cycle, mark is try and sign a deal. It's better just, you know, for handle it virtually. So, so volume is the name of the game, consumer's name of the game. And yeah, that's how we sell you just make your product Bible. And that's it.

Pete Moore:

Awesome. Last question on how you manage the business you know, w what are some of the KPIs that you focus on? Cause you've got, I've got an interesting spot in the ecosystem.

Anthony Diaz:

Yeah, I think KPI's, for me, net promoter score is most important because, you know, it echoes that consumer. So you got to have a, you know, a 70% of above we use amplitude. So we always think of it in terms of like, are we delighting our users and are they like willing to put skin in the game and tell other people about it? As long as that usually works out, most things in the business, everything else works out. If you focus on, on your net promoter score for your core product, and then amp score amplitude, we love amplitude product analytics. We'd say what's the five steps of the happy path we want a user go through and are we statistically tracking those? And we S we, we put insane months mounts of our own personal caffeine, energy brain power meditations on just making sure we can get one to 10% clips in every single one of those steps on the, on the five steps of the happy path.

Anthony Diaz:

And that's it. Everything else works itself out. Obviously byproduct, derivative metrics that we look out from there are outcomes, biometric improvement in users over at 3, 6, 9 and 12 month period. The percentage of social determinants of health data that we get percentage clip upwards week over week. Obviously we go revenue month over month revenue week over week, user growth month over month, user growth, obviously good AR good AP stuff. And we put these front and center in a dashboard. We make it fun. And, you know, simple enough that we can look at it on an iPad and, you know, at least two minutes post dinner, as we're having dessert with our spouses, we can look at the same screen and our spouses are happy, you know?

Pete Moore:

Yeah, no, that's great. I think a lot of people have the KPI reports, but they're difficult to go through. It needs to be more visual and they need to tell you what you have to change and tweak. So that's great. So given that we're in a health, mostly doing health club and fitness boutique deals and franchise wars, do you have any clients in our core halo, bricks and mortar sector, or is that something that people should be starting to think about doing with their employees and maybe even their members kind of combined?

Anthony Diaz:

We do. Yeah. And so basically since, you know, the employee side of what we have is basically we have this digital health engagement platform. That's gamified, that's applied best to employers because it's such a clean, known procurement cycle. Right. But the same product can apply to any type of group that has a fitness group. So there's so many fitness influencers that have, you know, a million plus followers that just want to use like a mini, private label product to manage their, their people. And they're willing to pay us 10 to \$30,000 a month just for that. Right. So fitness gyms, absolutely. They have members. They want to engage them and they need to stay flexible with in-person and on, on online hybrid models as well. Right? And so if you can get those remote people showing up on the leaderboard and their Peloton is at home connected to a leaderboard and for the person that goes into the, the, you know, the cycle in person, we're connected to all the different IOT devices.

Anthony Diaz:

And we take pictures, we take video and we allow people to upload those as well. Very good social content. We apply AI against those pictures and we extract out the sentiments not to get too much detail there, but absolutely it applies to the fitness area. Anytime that someone could be referred to as a member community member is a, is where our product, the private label, one, since we've commoditized or in decentralized, the gamification aspects become something that's very consumer friendly, same thing that you can just walk into trial, the product upgrade or not for user community. And, you know, if you have more than 5,000 members, the economics are going to work well for your brand. So

Pete Moore:

Awesome. So in closing here, you got any business quotes or life quotes that you live by?

Anthony Diaz:

I, my number one is fear. Not, you know, that's, that's mentioned the number one thing mentioned in the Bible the most right. Fear not. And there's a lot of like talk about entrepreneur, like oscillation and like mental health and everything like that. You know what it's in our DNA to not fear and just don't give into fear and just be brave and be courageous. You know, God loves courageous people, right. And, and everyone does everything in the world and there's so much hoopla out there to get you to do X, Y, and Z. Most important thing for business is, you know, don't fear. There's a really good dune quote, right? The new do movies coming out to fear is the mind killer. Right? that's another side. So some people may know that reference, but be courageous. Life is short and, you know, we're here on this planet to help people and have fun doing it.

Anthony Diaz:

That's the most important thing. And if you're working on a business, that's a slog, you're doing it wrong. You know, take all that fun stuff. When you were a kid that you love and integrate that into the business. That's the number one rule. When I look at a business, I start to think like an investor, more importantly, I think about does this guy, does this guy or gal have they started a business where they wove in all of their passions in a business, because then it's not a hobby. Right. Then your spouse is looking at you at night. Like you're playing, you're literally playing like X-Box halo at night. And it's just like, are you going to come to bed? Like, no, you look like you're having fun. Right. You're like, that's my, that's my life. Every day. I was like, oh man, this guy looks like he's having so much fun. Like so that's the way to do it right in my book.

Pete Moore:

Awesome. Well on that note about you know, doing things that are important when the players walk into the us open to the main court, there's a quote on the wall and it says pressure is a privilege. Amen. Amen. So love what you're doing, man. Taking on a big industry, doing it, right. Starting with a white piece of paper at six years in look forward to seeing you in person. And let's get your technology reach into our core client base. And thanks for everything you're doing.

Anthony Diaz:

Absolutely, absolutely. Yeah. Theater. This is, this is great. Thank you so much. This is amazing.

Speaker 5:

[Inaudible].