

Optimizing Health Through Human-Centered Strategies

Team as Medicine : Community-Scale Health

BUILD TEAMS TO DRIVE ADHERENCE; BUILD COMMUNITY TO SUSTAIN IT.



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The Quiet Failure

We don't have an activity crisis—we have an adherence crisis.



Team as Medicine

Community-powered teams are a powerful tool for driving health adherence and long-term outcomes. By leveraging the power of social connection, accountability, and shared purpose, these teams can transform individual health journeys into collective well-being.

The Adherence Crisis



Post-rehab drop-off

Patients often struggle to maintain healthy habits after leaving clinical care



Desk-bound officer

Sedentary lifestyles and lack of physical activity amongst office workers



Event runner lapse

Sporadic exercise routines that fail to become consistent long-term habits

We don't have an activity crisis - we have an adherence crisis. Helping people build sustainable healthy habits is the key challenge.

The One Idea

Teams as Adherence Devices

A team provides the social support, accountability, and identity that helps individuals stick to healthy behaviors. Teams act as 'adherence devices' that drive sustained engagement.

Communities as the Battery

A thriving community provides the ongoing energy, motivation, and sense of belonging that powers team-based health initiatives. The community is the 'battery' that sustains long-term adherence.

The Powerful Combination

By combining the power of teams and communities, we can create a virtuous cycle where individuals are supported to build healthy habits, and those habits are reinforced by a wider network of peers.

A Scalable, Sustainable Approach

This model unlocks adherence and health outcomes at the community scale, going beyond individual willpower to drive lasting behavior change.

The Proven Approach



BiiB

BiiB is a community health technology company that partners with organizations to build sustainable, community-driven active challenges for health & social impact



Design Choices That Made It Stick



Team Identity

Fostered a strong sense of team camaraderie through branded uniforms, team names, and shared rituals.



Micro-Rituals

Incorporated daily check-ins, weekly challenges, and progress tracking to build a rhythm of engagement.



Friendly Rivalry

Encouraged healthy competition between teams and timely recognition of top performers.



Low-Friction Onboarding

Inclusivity is the key. Make it voluntary and simple with the sign-up process

These design choices helped create a strong sense of community, foster ongoing engagement, and make it easy for participants to join and stay connected to the program.

**“I don't even feel hard to
commit when everyone
is doing it TOGETHER”**

RELUCTANT MOVER



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To mark our 52nd anniversary, we have launched the 52 Days Step Up Challenge! 🧑🏻🧑🏻 We chose this event to increase employee wellness and health, encouraging everyone to walk more and reach a total of 300,000 steps each by the end of the event. In just 8 days, we've collectively achieved 9,165,405 steps, which is 16% higher than last year! Let's keep up the fantastic effort and keep those steps coming! 🧡

A big thank you to **BiiB** Malaysia for supporting this event perfectly! 🙏

[#WellnessMonth](#) [#CompanyAnniversary](#) [#EmployeeWellness](#)

**2024
52 DAYS STEP-IT-UP CHALLENGE**

Steven Leach
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**9,165,405
STEPS**

8/8/2024, 3:00 PM

THANK YOU TO ALL PARTICIPANTS FOR MAKING THIS CHALLENGE A SUCCESS!

Image & content credit: Steven Leach Group LinkedIn

Case Study

Steven Leach Group

8 cities across Asia Pacific

this program lasts for 52 days connecting Steven Leach Group offices in Taipei, Hong Kong, Seoul, Tokyo, Shanghai, Kuala Lumpur, Singapore, and Bangkok together to walk more for their team



Case Study

Grassroots Community

RUNLIGA MALAYSIA

this is the program where hundreds of grassroots community nationwide came together to inspire one another to enjoy daily run/walk activity to help their team to achieve the team goal.

Why Teams Work

Identity

Teams foster a sense of belonging and shared purpose, creating a powerful motivator for participation and sustained engagement.

Visibility

Peer visibility and accountability within the team encourages members to show up, contribute, and support one another, driving consistent participation.

Rituals

Regular team check-ins, challenges, and celebrations establish a cadence of healthy habits, making them easier to maintain over time.

Belonging Beats Willpower

Teams leverage the power of social connection and community, which are more sustainable drivers of behavior change than individual willpower alone.

Inclusive by Design



Opt-in Intensity

Allow participants to self-select their level of engagement and challenge



Non-Athlete Imagery

Use relatable, everyday visuals to make the program feel inclusive



Plain-Language Prompts

Provide clear, accessible instructions and guidance



Dignity-First Comms

Prioritize empowerment, motivation, and positivity in all communications

By designing the program to be inclusive, accessible, and empowering, we can ensure that all participants feel welcome and supported in their health journey, leading to greater engagement and long-term success.

Measure What Matters

Metric	Description	Measurement
Participation	Registration vs. active participation	80% of target population enrolled, 65% weekly active
Continuity	Retention and consistent engagement over time	85% retention at 3 months, 75% at 6 months
Sentiment	User sharing their achievement, net promoter score, qualitative insights	NPS of 8.2, 92% report feeling supported by team
Function Proxy	Improvement in physical/mental function, quality of life	12% increase in self-reported physical function, 18% in mental wellbeing
Activity/Result	Daily/weekly step counts as an activity proxy	Average of 7,800 steps per day, 20% increase from baseline

*Data aggregated from Langkah Sehat Putrajaya program evaluation

Safety & Governance



Risk screening

Robust protocols to identify and mitigate potential risks to participants



Privacy & consent

Transparent data collection policies and opt-in mechanisms to protect participant privacy



Data minimization

Collecting only the essential data required to deliver the program and support participants

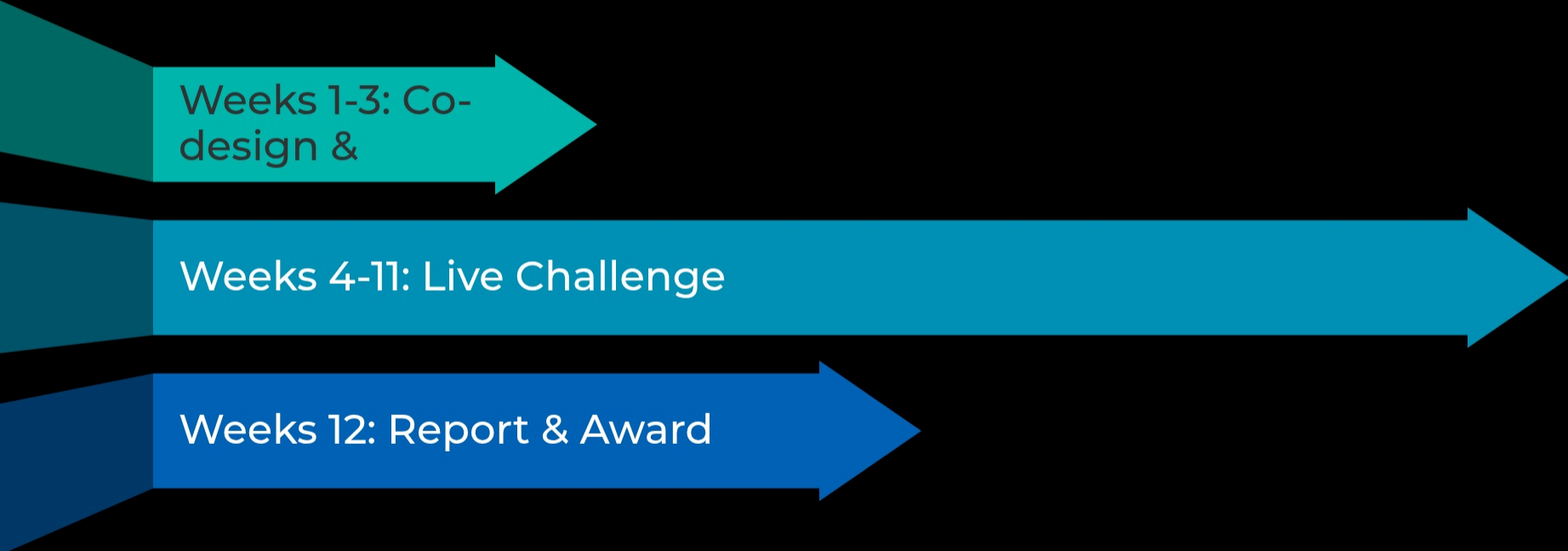


Ethics & escalation

Clear guidelines for identifying and addressing ethical concerns or participant issues

By establishing robust safety and governance protocols, we can ensure the wellbeing of participants while building trust and driving sustainable community-powered health initiatives.

90-Day Playbook with BiiB



Weeks 1-3: Co-design &

Weeks 4-11: Live Challenge

Weeks 12: Report & Award



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TOP 5 WELLNESS TECH STARTUP
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