



- (51) **International Patent Classification:**
G06Q 50/22 (2012.01) *G06K 17/00* (2006.01)
- (21) **International Application Number:**
PCT/US2012/020542
- (22) **International Filing Date:**
6 January 2012 (06.01.2012)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**
61/431,416 10 January 2011 (10.01.2011) US
- (71) **Applicant (for all designated States except US):** **PROTEUS BIOMEDICAL, INC.** [US/US]; 2600 Bridge Parkway, Ste. 101, Redwood City, California 94065 (US).
- (72) **Inventors; and**
- (75) **Inventors/Applicants (for US only):** **O' REILLY, David** [US/US]; 2508 Waverly Street, Palo Alto, California 94301 (US). **IONESCU, Arna Diana** [US/US]; 1258 York Street, San Francisco, California 94110 (US). **DUFFY, Sean Patrick** [US/US]; 1080 Potrero Avenue, San Francisco, California 94110 (US). **SILVER, Jesse Amos** [US/US]; 1560 22nd Street, San Francisco, California 94107 (US). **FETERSTONHAUGH, David Rae** [US/US]; 1808 Silverwood Court, Danville, California 94526 (US). **RITHCER, Schirin Lucie** [DE/US]; 500 Palo Alto Ave, Apt #F, Palo Alto, California 94301 (US).
- (74) **Agent:** **FIELD, Bret E.**; Bozicevic, Field & Francis LLP, 1900 University Avenue, Ste. #200, East Palo Alto, California 94303 (US).
- (81) **Designated States (unless otherwise indicated, for every kind of national protection available):** AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) **Designated States (unless otherwise indicated, for every kind of regional protection available):** ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:**
— without international search report and to be republished upon receipt of that report (Rule 48.2(g))

(54) **Title:** SYSTEM, METHOD, AND ARTICLE TO PROMPT BEHAVIOR CHANGE

(57) **Abstract:** System, method, and article to prompt behavior change are provided. Various aspects of the system include health promotion data generated and / or communicated from / to a device; a methodology module associated with software / processor to identify at least one behavior change methodology associated with the health promotion data; and an instruction module associated with a software / processor to initiate the identified at least one behavior change methodology.

