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

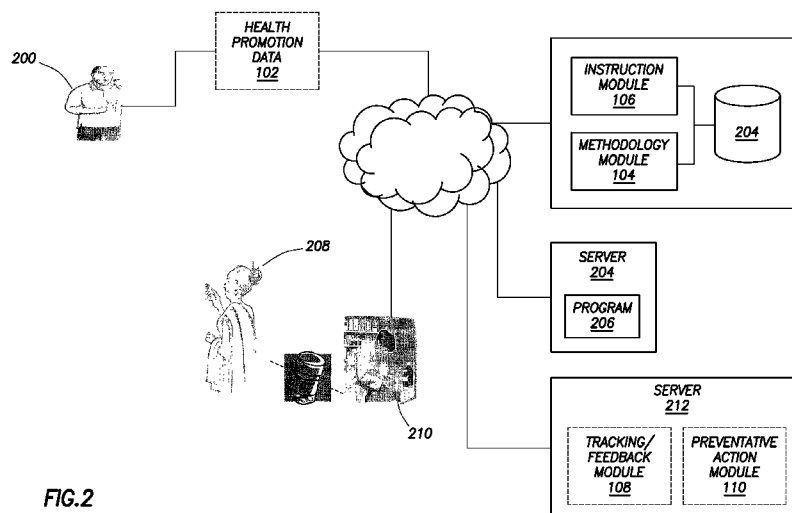


FIG.2

(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.