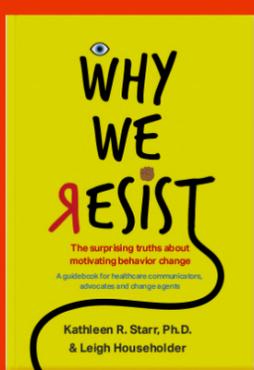


Why We Resist: The Surprising Truths about Motivating Behavior Change

Why do people resist healthcare change and how do we move them from resistance to action? Our just-launched book **Why We Resist** translates the complex field of behavioral science into actionable insights for healthcare brands. It points to new ways to design communications, interventions and programs to help people make better, more confident decisions about their health. Read to quickly upskill your team on how to use what motivates people to unlock real healthcare change.

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These emails are designed to give you the latest thinking on the changing consumer expectations of marketing and health experiences, how leading brands are keeping up, and the important political and regulatory shifts that impact the context and content of healthcare communications. Brought to you by the experts at [Syneos Health Communications agencies](#).

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