



## THE NEXT GENERATION OF DIGITAL HEALTH ENGAGEMENT: WHEEL OF LIFE™

Boost consumer engagement with new user experience

## LIFESTYLE HAS GREATEST IMPACT ON HEALTH OUTCOMES

Research shows that over 40% of an individual's general health can be influenced by their lifestyle and behavioral factors alone. Leading causes of death are being attributed to Non-Communicable Diseases (NCDs), which are mostly caused by lifestyle behaviors, such as smoking, lack of exercise or a poor diet. Besides the risk of developing NCDs, leading an unhealthy lifestyle poses a big threat to emotional and mental wellbeing.

Therefore, the importance of improving or maintaining a healthy lifestyle is paramount. The dacadoo Digital Health Engagement Platform (DHEP), featuring our award-winning Health Score, takes a holistic approach to health. Users are engaged in all aspects of their health, such as: nutrition, sleep, activity, physical & mental wellbeing, their mindfulness and even their smoking and alcohol habits.

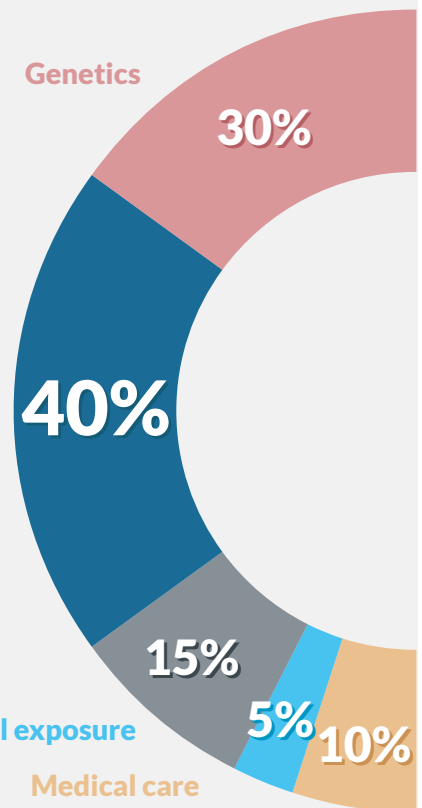
“ We know that now, more than ever, lifestyle choices matter. ”

### Lifestyle

### Social circumstances

### Environmental exposure

### Medical care



Source: "The combined effects of healthy lifestyle behaviors on all cause mortality: a systematic review and meta-analysis" Martin Loefer, Harald Walach, 2012



## THAT'S WHERE DACADOO COMES IN

dacadoo is a global technology company that is driving the digital health engagement transformation. Founded in 2010, dacadoo is based in Zurich, Switzerland, with client services offices in USA, Australia and Japan. We partner with Life & Health insurers to ensure member engagement and improve profitability through personalized offerings.

We develop and operate a comprehensive Digital Health Engagement Platform (DHEP) to motivate users to achieve and maintain healthy lifestyle habits. The platform combines motivational techniques from behavioral science with functions from online gaming and social networking as well as automated, interactive coaching to activate and engage users.

It works as a personal health coach in users' pockets, rewarding them for personal achievements and helping them to attain their goals.



Connect



Score



Engage

# A NEW GENERATION OF DIGITAL HEALTH ENGAGEMENT

Our newly launched Wheel of Life™ is our enhanced lifestyle navigator; it's the trusted, evidence-based dacadoo Digital Health Engagement Platform, but with a fresh User Experience (UX) makeover.

The Wheel of Life™ makes digital health engagement easier than ever. Encompassing seven different dedicated areas to track a user's holistic health and offering even more personalized goals, our Wheel of Life™ is our most accurate and engaging lifestyle navigator to date.

Our smart digital coach is available 24/7 for users to receive relevant health and wellbeing advice. The pre-set user goals are better tailored, challenges are more frequent and personalized and our expert-curated content is more motivating than ever.

To enjoy the full power of dacadoo's Wheel of Life™ Digital Health Engagement Platform, you can license it as a white label offering, and gain access to our out-of-the-box solution.

Alternatively, if you desire to build your own apps or extend features on your existing apps by using our technology, you may access our state-of-the-art API.



## WHY WHEEL OF LIFE™ FOR INSURERS?

Our recent [industry research](#) has shown that Covid-19 is propelling Life & Health insurers to introduce or enhance their wellbeing services. And independent studies, such as Deloitte's, are pointing to consumers favoring those companies that offer a "#wecare" strategy to their customers and stakeholders.

**“Differentiate your company among a saturated market.”**

Implementing our Digital Health Engagement Platform (DHEP) will allow your organization to rise above the rest. It poses the perfect solution to member engagement, as you'll be able to increase their retention and satisfaction with your services. The dacadoo DHEP allows you to learn more about your key audience thus enabling you to tailor your products and services for your customers' personal needs.

In addition, tracking lifestyle data opens up enormous opportunities for more personalized products and services, such as Pay-As-You-Live insurance based on an individual's own lifestyle, or cross-selling wealth management services based on the continuously updated understanding of a client's longevity – creating the ultimate win-win scenario for both insurer and consumer.

## MAIN FEATURES AND BENEFITS

Our Wheel of Life™ DHEP has been designed with your organization in mind. We know what your needs are as insurers and we understand how solve your key pain points.



Complete branding of mobile apps (iOS, Android) and the web application



Compliant with GDPR, HIPAA & Swiss data privacy laws



Wide range of secure Azure Cloud hosting locations



The science-based dacadoo Health Score



Content available in over 16 languages



Reporting tools or access to reporting database via APIs



The dacadoo digital Coach including many wellbeing goals and the ability to send direct notifications to users



Connector hub for wearables and tracking apps



Ability to implement Single Sign On (SSO)



Support tools such as the Content Manager and Administration Portal



Ability to create / customize your own content for your end-users



Access to RESTful API



**JUMP INTO THE FUTURE  
OF DIGITAL HEALTH  
ENGAGEMENT WITH  
WHEEL OF LIFE™.  
CONTACT US TODAY.**

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## ABOUT DACADOO

dacadoo licenses its Digital Health Engagement Platform, including its Health Score, to Life & Health insurance operators (B2B), supplying Insurtech and health-tech solutions to over 35 of the top 100 Life & Health insurance operators globally. Available in over 16 languages, dacadoo's technology is provided as a fully branded, white label solution or it can be integrated into customers' products through its API. Through its 'Connect, Score, Engage' offering, dacadoo supports Life & Health operators to motivate their clients to lead healthier lifestyles through its SaaS-based Digital Health Engagement Platform. dacadoo also provides its Risk Engine, which calculates relative risk on mortality and morbidity in real-time. dacadoo has over 115 employees across locations in Europe, North America and Asia-Pacific and over 100 filed patents around their digital Life & Health solutions.