



***For Immediate Release: September 12, 2017***

**dacadoo partners with frog on next generation user experience for its award-winning digital health engagement platform**

**Zurich, Switzerland and Munich, Germany – The Swiss digital health company dacadoo that develops and operates the dacadoo digital health engagement platform, announced today that it is collaborating with frog, the global design and strategy firm, on the next generation user experience of its award-winning dacadoo health engagement platform set to launch in 2018.**

dacadoo is a global technology company and innovative business partner that is driving the digital transformation in healthcare. It develops and operates the award-winning digital dacadoo health engagement platform that helps individuals actively manage their health in an easy and fun way. To encourage users to remain active and healthy, the company applies motivational techniques from online games, collaborative features from social networks, A.I.- and rule-based automatic feedback and the patented dacadoo Health Score to better understand and improve their health. Available in 11 languages, dacadoo's technology is provided as a fully branded, white-label solution to health and life insurance companies, health & wellness service organizations as well as large and mid-size employers for health promotion in the workplace.

frog is working closely with dacadoo to develop the next generation user experience of the dacadoo digital health platform. frog brings its unique blend of design and healthcare expertise to the process of creating compelling solutions that people love to use. frog is a well-established and internationally acclaimed design and strategy firm with deep experience designing innovative digital and physical customer experiences that transform behavior and businesses at scale.

Peter Ohnemus, President & CEO of dacadoo, commented the choice for frog: "We went through a systematic selection process for the best fitting partner for the next generation user experience we plan to introduce on our dacadoo platform in 2018. Given that many of our insurance customers opt to use our client-facing applications, we must ensure an attractive user journey on our apps and engage our users long term."

"The challenge of living a healthy life in modern industrial societies are significant and complex," said Thomas Sutton, Vice President of Design at frog. "To help people meet that challenge, we need to design solutions that resonate with their basic aspirations and beliefs, that integrate seamlessly into their everyday lives, and that are fun and engaging to use. dacadoo's mission is to do exactly this, making it a natural collaboration for frog. Combined with our empathetic and systems-driven approach, dacadoo's new platform will offer effective and engaging solutions for individuals, while also improving business outcomes for dacadoo customers."

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### **About frog**

frog is a global design and strategy firm. We transform businesses at scale by creating systems of brand, product and service that deliver a distinctly better experience. We strive to touch hearts and move markets. Our passion is to transform ideas into realities. We partner with clients to anticipate the future, evolve organizations and advance the human experience.

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### **About dacadoo**

dacadoo is a global technology company and innovative business partner that is driving the digital transformation in healthcare. Based in Zurich, Switzerland, dacadoo develops and operates a mobile-first digital health engagement platform that helps people live healthier, more active lives through a combination of motivational techniques from behavioral science, online gaming and social networks, as well as artificial intelligence and automated coaching. Based on over 200 million person-years of clinical data, its patented, real-time Health Score makes health individually measurable, which provides users with a unique engagement experience, while also offering dacadoo's enterprise customers an effective way to measure the true health impact of wellness programs. Available in over 11 languages, dacadoo's technology is provided as a fully branded, white-label solution or it can be integrated into customer products through its API. dacadoo's customers include health and life insurance companies, health & wellness service organizations as well as large and mid-sized employers for health promotion in the workplace. For more information visit [www.dacadoo.com](http://www.dacadoo.com).

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