



**Press release: November 21st, 2018 – 3pm CET**

## **dacadoo named as one of Europe's 100 digital pioneers**

**Zurich, Switzerland – The Swiss digital health innovator dacadoo has been recognized by the Financial Times, Google and leading European policy makers as one of 100 digital pioneers in Europe.**

dacadoo develops and operates its comprehensive digital Health Engagement Platform to motivate users to achieve and maintain healthy lifestyle habits. The digital user journey is optimized to engage clients of Health Insurers, Life Insurers and vendors of Corporate Health programs, and it is delivered through mobile apps (iPhone & Android) and a web app built in responsive design. It combines motivational techniques derived from behavioral science, with functions from online gaming and social networks that involve users in their holistic health – Body, Mind and Lifestyle. By combining the patented dacadoo Health Score with personalized health coaching by the rule- and AI-based automated coach, dacadoo customers can achieve high levels of long-term user engagement and produce positive outcomes. The white-label option provides customers with full branding and content customization.

The company announced today that it has been named as one of Europe's 100 digital pioneers by the Financial Times, Google and leading European policy makers. dacadoo has been included in a special report from the Financial Times called Europe's Road to Growth [ft.com/europe-growth](https://www.ft.com/europe-growth). The company was selected for their technological innovation and use of digital skills. The achievement was celebrated at an event at Google's Digital Atelier in Brussels, where EU Commissioner Mariya Gabriel congratulated all the winners, alongside Matt Brittin, President of Business & Operations for Google Europe, Middle East, & Africa.

Peter Ohnemus, President and CEO of dacadoo, has been invited to the winner celebration in Brussels and commented proudly: "We are so proud to be part of Europe's Top 100 digital pioneers list as selected by the highly respected Financial Times, Google and leading European policy holders. It is a great recognition for all the hard work our team has invested in our dacadoo, which is slowly but surely getting the recognition it deserves."

**Notes to editors: The full list of digital pioneers can be found at [ft.com/europe-growth](https://www.ft.com/europe-growth)**

### **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 300 million person-years of clinical data, its patented, real-time Health Score makes health individually measurable, which provides users with a unique engagement experience. Available in over 13 languages, dacadoo's technology is provided as a fully branded, white-label solution or it can be integrated into customer products through its API. More: [www.dacadoo.com](https://www.dacadoo.com). Media contact: [manuel.heuer@dacadoo.com](mailto:manuel.heuer@dacadoo.com)