



April 17th, 2018

Sanagate health insurance partners with Loylogic and dacadoo to launch an innovative points system on its health engagement platform SanaHealth to reward its users for healthy behavior

Lucerne, Küsnacht and Zurich, Switzerland - The Swiss online health insurer Sanagate AG, an independent subsidiary of CSS insurance, launches an innovative points system on its recently launched digital health engagement platform SanaHealth, to reward its users for healthy behavior. SanaHealth is powered by dacadoo. The new behavioral based points earning model was developed by both dacadoo and Loylogic, which also provides the state-of-the-art redemption platform for the programme.

Sanagate provides online health insurance in Switzerland since 2009 and is an independent subsidiary of CSS insurance with administrative headquarters in Lucerne. The online insurer made the next step in the digital health prevention for their customers in 2017 when it added the digital health engagement platform SanaHealth to their offering.

Loylogic, the global leader in e-commerce and e-payment solutions for loyalty programmes, implements and runs the programme's points redemption experience on its market leading reward platform REX. With its extensive experience in the loyalty industry and reward programs, Loylogic naturally became the strategic partner to provide for this loyalty programme for the health industry in its home market Switzerland.

SanaHealth was developed in Switzerland by dacadoo and is intended for Sanagate's Swiss customers. It engages users in holistic health, including exercise, nutrition, sleep, stress and mental wellbeing. The app's automated coach keeps users on track by providing personalized messages and by encouraging them to achieve their personal health goals. SanaHealth measures all aspects of a person's health and provides users with a Health Score – a number between 1 and 1000 which changes in real-time based on how their health is evolving. Today, Sanagate activates and launches an innovative loyalty points system on its SanaHealth platform to reward its users for healthy behavior. In a first pilot phase, this new system will be activated for a restricted group of 1'500 members. The new behavioral based points earning model was developed by both dacadoo and Loylogic.

The new model includes all types of users from active to not so active, and it covers all aspects of a healthy life/behavior by rewarding for exercise, healthy eating, good sleep and for mental wellbeing. Loylogic also provides the SanaHealth-branded loyalty points shop, so that the SanaHealth users can experience an end-to-end solution by earning points for healthy behavior and redeem these points in the full-featured loyalty shop.

Nuot Lietha, Head of Marketing at Sanagate, explains this innovative feature addition to SanaHealth: "The Loylogic Reward Shop is a perfect addition to the SanaHealth App, which was developed by dacadoo. Our customers can now be rewarded for tracking their activities throughout the year, which should provide an additional incentive to adopt and/or maintain a healthy lifestyle".

Dominic Hofer, founder and CEO at Loylogic, expressed: “This strategic collaboration with Sanagate and dacadoo shows how loyalty can positively impact human behaviour to inspire a better and healthier lifestyle. We are thrilled to reinforce this powerful vision in providing the choice and encouragement every individual may need to pursue their health goals with a strong reward programme and engaging redemption platform”.

Peter Ohnemus, founder and CEO of dacadoo, commented: "What motivates users to stay engaged and active differs from person to person. Some are motivated by gamification features, others by social elements on the platform, and again others by more data-driven feedback. By adding the behavioral-based reward system with the points shop of Loylogic, Sanagate adds an important engagement feature to SanaHealth, and thereby further increase overall user engagement of the platform. We're very happy that Sanagate takes this innovative step and look forward to follow the positive evolution and outcome”.

About Sanagate

Sanagate is a health insurer for cost conscious people and offers basic and supplementary insurance in Switzerland since 2009. Sanagate is an independent subsidiary of CSS insurance and fully recognized by the Federal Office of Public Health. As an online insurance, Sanagate bundles forces at its head offices in Lucerne and owns no expensive point of sales. This results in considerable savings of administrative costs compared to other insurers. Thanks to the customer login mySanagate, the insured have their entire insurance documents electronically at a glance at any time. Since the end of 2010 Sanagate is also ISO certified and in and reached the first EFQM level "Committed to excellence" in 2015. More information about SanaHealth in German, French and Italian is available at: www.sanagate.ch / www.sanablog.ch / www.facebook.com/sanagate

More information about SanaHealth: www.sanahealth.ch

360° Video: <http://bit.ly/2rXMxi5> Explanatory video: <http://bit.ly/2qJNBS0>

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About Loylogic, Inc.

Loylogic is the world's leading innovator and creator of points experiences, insights, commerce and engagement. By tantalizing members with more choices and arming programs with insights on behavior – anticipating both present and future needs – we deliver powerful solutions that amplify engagement and build loyalty. Founded in 2005 with offices around the world and a global content network of more than 500 merchants and 2,000 online stores offering millions products and services, Loylogic, the new paradigm of points-based e-commerce and e-payment solutions, is the partner that the world's leading loyalty programs trust with making their points and miles loved more. For more information, please visit loylogic.com.

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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 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, while also offering dacadoo's enterprise customers an effective way to measure the true health impact of wellness programs. 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.

For more information visit www.dacadoo.com.

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QUOTES

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— Nuot Lietha, Head of Marketing at Sanagate

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— Dominic Hofer, founder and CEO at Loylogic

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— Peter Ohnemus, founder and CEO of dacadoo

DOCUMENTS



2018 04 17 Pressemitteilung - Sanagate lanciert neues Punktesystem mit
dacadoo und Loylogic.pdf



2018 04 17 Press release - Sanagate launches points system with dacadoo
and Loylogic.pdf



SanaHealth
powered by dacadoo

dacadoo
It's all about you.

LOY
LO
G/C

SPOKESPEOPLE



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ABOUT DACADOO

Live healthy! Track and benchmark your health and fitness. Get your dacadoo [Health Score](#), share activities with friends, win challenges!

dacadoo has developed an easy-to-use, wireless, secure and fun way to manage your personal health & fitness from a lifestyle, wellness and chronic disease perspective called the dacadoo health platform.

The platform calculates your personal dacadoo Health Score, a number from 1 (poor) to 1'000 (excellent). It is a directional relative indicator of your current health and fitness status in real-time. By integrating gaming and social networking principles, dacadoo motivates you to be active in an easy way by automatically tracking and comparing your personal health, fitness and lifestyle.

The dacadoo health platform enables the tracking of over 100 fitness activities (outdoor and indoor sports) either over the mobile dacadoo tracker app or via manual entry. The dacadoo energy models are based on MET (metabolic equivalent of Task) which measures the intensity of a physical activity. *Compendium of Physical Activity, Stanford University*

Download the free dacadoo [smartphone](#) tracker app for [iPhone](#), [Android](#) and [BlackBerry](#) to track your fitness activities automatically.



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