

*July 19th, 2018*

## dacadoo and Liva Healthcare announce strategic cooperation

**Zurich, Switzerland and Copenhagen, Denmark - The Swiss digital health engagement platform company dacadoo and Liva Healthcare, an innovative digital health coaching platform for disease management, announce a strategic cooperation. dacadoo's platform focuses on health promotion of the healthy and at-risk populations, while Liva Healthcare focuses on specific disease conditions with its disease management coaching platform. By connecting both digital platforms, both companies offer a broader service to their payer and provider clients.**

The Swiss company dacadoo ag develops and operates a digital health engagement platform which helps employees actively manage their health in an easy and fun way. To engage users to remain active and healthy, the company applies motivational techniques from online games, collaborative features from social networks, personalized feedback and the patented dacadoo Health Score to better understand and improve health.

Liva Healthcare is an innovative digital health coaching platform for disease management. Liva Healthcare's platform facilitates ongoing personalised health coaching through an intuitive app, building strong bond between coach, GP and patient. Its focus lies on tackling chronic illnesses, such as Type 2 diabetes, obesity and heart disease, by driving behaviour change. It is based upon 9 to 18 months of continuous patient engagement to make new habits and behaviours stick. One health coach can manage 400-600 patients simultaneously without the loss of patient outcomes.

Both companies announce today that they have signed a strategic collaboration. The focus of the dacadoo health engagement platform is health promotion of the healthy and at risk populations, while Liva Healthcare's focus is on specific chronic disease conditions (e.g. Type 2 diabetes, obesity, etc.) with its disease management coaching platform. By connecting both digital platforms, dacadoo and Liva Healthcare allow their payer and provider clients to provide a better coverage of the population health management from healthy to not so healthy, in a connected offering.

Peter Ohnemus, founder and CEO of dacadoo, commented: "Our insurance clients want to take a more active role in the health management of their members and provide a good coverage across all health stages of their insured population. The connection of the platforms of both dacadoo and Liva Healthcare do respond well to exactly this need and we are very happy to collaborate with Liva Healthcare in this area."

Kristoffer From, co-founder and CEO of Liva Healthcare, added: "Liva's scalable platform was designed as a lifestyle intervention tool to help prevent and roll-back chronic diseases. A hybrid of technology and human intervention, Liva is used by its insurance clients to prevent and manage disease, cut costs and gain a competitive advantage. The strategic cooperation of Liva and dacadoo's complementary platforms will offer insurers a one-stop shop for managing and improving health and wellbeing of their customers."

### **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](http://www.dacadoo.com).

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### **About Liva Healthcare**

[Liva Healthcare](#) is an innovative digital health coaching platform for scalable lifestyle and disease management. Winner of the “Health IT Firm of the Year” Award at the HealthInvestor Awards 2018, Liva Healthcare is used by public healthcare, private insurance and pharma companies including NHS England and AXA PPP Healthcare. Liva Healthcare’s platform facilitates ongoing personalised health coaching through an intuitive app, building strong bonds between coach, GP and patient. Liva’s focus lies on tackling chronic illnesses, such as Type 2 diabetes, obesity and heart disease, by driving behaviour change. Liva Healthcare has been running in its native Denmark since 2014 with ex-Danish Health Minister Carsten Koch as its chairman. The app is multilingual across several languages, proven to work efficiently across all socio-economic backgrounds and is capable of engaging groups normally hard to reach. It is based upon nine to 18 months of continuous patient engagement to make new habits and behaviours stick. One coach can manage 400-600 patients simultaneously without the loss of patient outcomes. Implementation time from get-go is normally within weeks and the platform is available as a white-label SaaS platform, or as a turn-key solution, dependent on client specifications. University of Southern Denmark (SDU) is conducting extensive scientific research into the operational efficiency and clinical outcomes of the platform. Liva Healthcare has offices in Copenhagen, Denmark and London, UK. For more information visit [www.livahealthcare.com](http://www.livahealthcare.com). Media Contact: Jo Cresswell, [jo@milkanthoneypr.com](mailto:jo@milkanthoneypr.com)

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— Peter Ohnemus, founder and CEO of dacadoo



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# dacadoo

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## 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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