



☾ 28 July 2020, 08:36 (CEST)

*July 28th, 2020*

## SOMPO Himawari Life partners with leading health tech company dacadoo, to launch health engagement app “Linkx score”

**Tokyo/Zurich** – SOMPO Himawari Life Insurance Inc., with president Yasuhiro Oba, announces their business partnership with dacadoo, a Swiss-based digital health tech company to launch its health app “Linkx score”.

Founded in Zurich, Switzerland by President & CEO, Peter Ohnemus, dacadoo collects and analyzes valuable medical data from all over the world, including Japan, and offers digital services with their Health Score technology, making health measurable.

SOMPO Himawari Life, will be transforming itself into a health support company with the aim of motivating customers to lead a healthier lifestyle and support their health through Insurance and Health, “Insurehealth”, that combines existing “Insurance” with “healthcare” functionalities. The platform will also connect health activities and be able to implement the collected data with health risk prediction and illness prevention in order to promote health awareness by utilizing the dacadoo Health Score technology.

### **Developing a Health Engagement platform**

SOMPO Himawari Life is now in the process of customizing the health app provided by dacadoo for users in Japan and will offer it to its policy holders and insured customers. The more users engage with the app, the more they can receive relevant advice and feedback about health activities and lifestyle.

SOMPO Himawari Life continues to connect with customers on a constant basis and provides added value as a health support company. SOMPO Himawari Life aims to improve their customers' overall health by actively utilizing dacadoo's innovative digital technology through this partnership.

### **About SOMPO Himawari Life**

Sompo Himawari Life provides customers with a new value called "Insurhealth" which integrates an original insurance function and a health support function as "health support enterprise" supporting them through life insurance products and services.

For more information, visit <https://www.himawari-life.co.jp/>

### **Media Contact**

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### **About dacadoo**

dacadoo is a global technology company and innovative business partner, driving the digital transformation of the healthcare market. dacadoo develops and operates a mobile-first digital health platform that helps people live healthier and more active lives through a combination of motivational techniques from behavioral science, online games and social networks, as well as artificial intelligence and automated coaching. The digital healthcare platform is available in over 15 languages and is offered as a fully integrated white-label solution or implemented into enterprise solutions via API.

For more information, visit [www.dacadoo.com](http://www.dacadoo.com)

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# dacadoo

It's all about you.



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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*



dacadoo