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A Japan-first: SOMPO Himawari Life offers Linkx score app to enhance customers' mental and physical wellbeing

Tokyo/Zurich – SOMPO Himawari Life Insurance Inc. together with Swiss digital health engagement company dacadoo, have developed a health app called Linkx score, that supports holistic health by providing a comprehensive overview of the user's body, mind, and lifestyle.

The platform features dacadoo's award-winning Health Score and provides personalized digital coaching to motivate and inspire users into leading healthier lifestyles. The Linkx score service will be available exclusively to SOMPO Himawari policyholders and insured customers from January 14th, 2021.

A perfect match

As part of its evolution into a customer health support enterprise, SOMPO Himawari Life now provides a new health support feature called "Insurhealth®" that integrates healthcare functions with its traditional insurance operations.

dacadoo offers digital services using its Health Score technology that makes health quantifiable based on the analysis of over 300 million person-years of clinical data from all over the world, including Japan. The business partnership between dacadoo and SOMPO Himawari Life will use dacadoo's technology to link health-related activities in everyday life with health risk quantification and illness prevention methodology, with the aim of increasing health awareness and promoting a healthier lifestyle.

Service features

SOMPO Himawari Life will offer the Linkx score platform, customized for Japanese users, as a version of the health app developed by dacadoo. For the first time in Japan, it will be provided as an exclusive service to SOMPO Himawari policyholders and insured customers.

The app supports leading a healthy lifestyle through the cycle of “Understanding one’s own health status” → “Provision of coaching matched to that health status” → ”Tracking and reflecting on health activity” → ”Interaction with other users”.

Customer experience using Linkx score

Users are supported in a fun way to be more health-aware, through the scoring (visualization) of their body, mind & lifestyle, personalised digital coaching, and interacting with other users within the app.

A revolutionary app for the Japanese market

Linkx score supports a healthy lifestyle by providing customers with personalized information to become aware of their overall health through Health Scores and personalized digital coaching, which entices the user to make healthy changes in their everyday life.

To allow the customer to really understand their overall health, the app also utilises measurement tools such as BMI and step counters, which are fed back to the user via the app or email, as part of the communication that will promote a behavioural change.

The digital health engagement solution provided by dacadoo, has been demonstrated to improve user’s Health Scores over time, as the user becomes more aware of their health and understands the changes needed to improve it. Surveys are also conducted to solicit user feedback for the improvement and evolution of the app.

SOMPO Himawari Life will continue on its mission to contribute to society as a health support enterprise, by supporting its customers through the provision of services that promote healthier lifestyles and enhance wellbeing.

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About SOMPO and dacadoo’s partnership

Please refer to a previous press release: SOMPO Himawari Life partners with Swiss health tech company dacadoo [[Japanese](#)] [[English](#)]

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/>

About dacadoo

dacadoo licenses its Digital Health Engagement Platform, including its Health Score, to Life & Health insurance operators (B2B), supplying Insurtech and health-tech solutions to over 35 of the top 100 Life & Health insurance operators globally. Available in over 15 languages, dacadoo’s technology is provided as a fully branded, white label solution or it can be integrated into customers’ products through its API. Through its ‘Connect, Score, Engage’ offering, dacadoo supports Life & Health operators to motivate their clients to lead healthier lifestyles through its SaaS-based Digital Health Engagement Platform. dacadoo also provides its Risk Engine, which calculates relative risk on mortality and morbidity in real-time. dacadoo has over 115 employees across locations in Europe, North America and Asia-Pacific and over 100 filed patents around their digital Life & Health solutions.

For more information, visit www.dacadoo.com

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ABOUT DACADOO

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