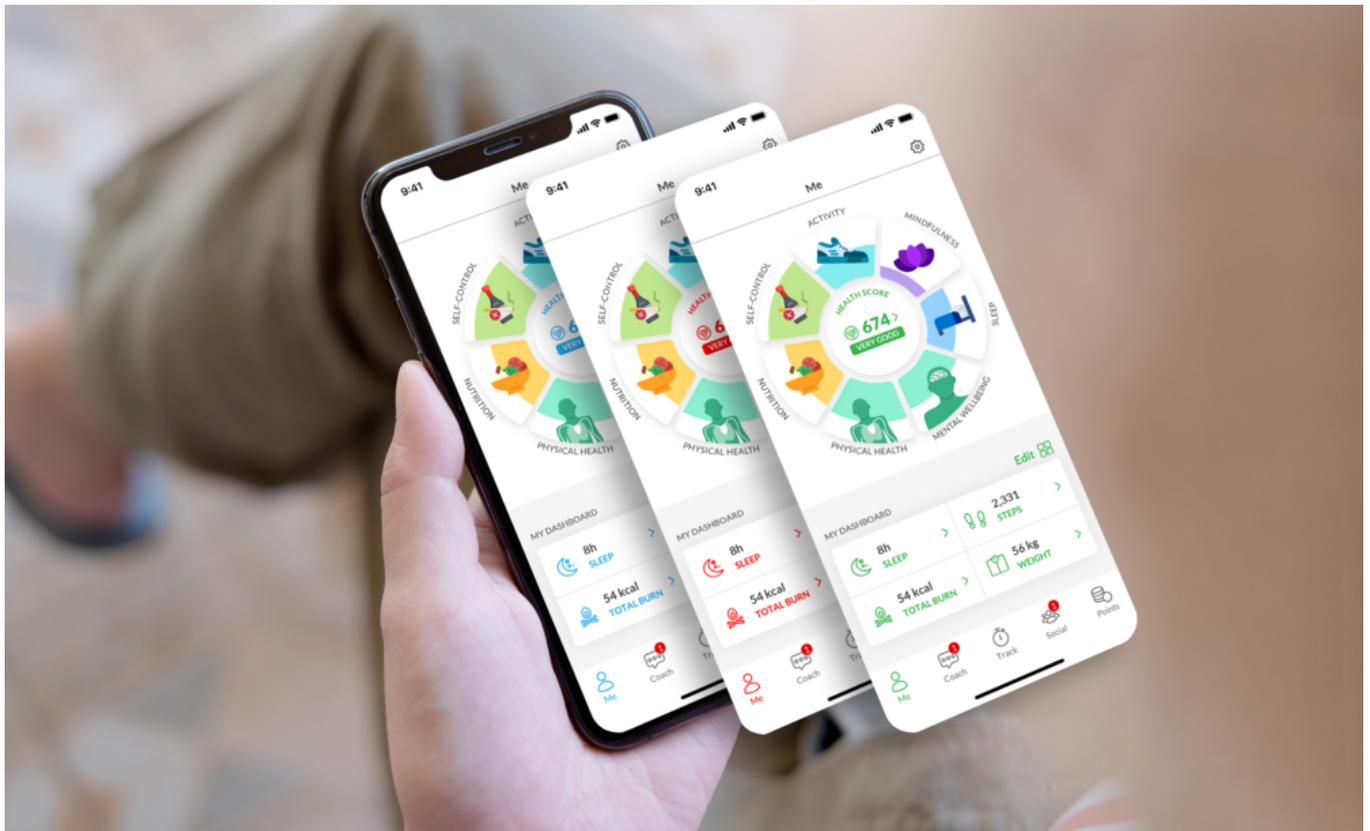




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Wheel of Life™ – The Digital Health Engagement Platform Insurers Have Been Waiting For



Zurich, Switzerland – Leading Insurtech dacadoo officially launches its next generation Digital Health Engagement Platform, Wheel of Life™, which will revolutionize the way Life & Health insurers connect with their members.

dacadoo, with headquarters in Zurich, Switzerland, develops and operates a mobile-first Digital Health Engagement Platform that helps people live healthier and more active lives through a combination of motivational techniques from behavioral science, gamification principles and social networking, as well as artificial intelligence and digital coaching.

Their latest product launch, Wheel of Life™ – which is now available to download on the Play Store and the App Store (access only for prospective clients via access code) – is set to elevate the digital health engagement experience for Life & Health insurers.

Whether for individual insurance policyholders or for group coverage plans, insurers now have a universal solution to streamline member acquisition, increase the upsell and cross-sell of insurance products, and Public enhance member retention and loyalty. Integrating the Swiss-born solution allows insurers to gather unique insights about their audience, thus being able to offer relevant, personalized products and services. The platform was first announced in November 2020, when it gained considerable traction among Life & Health insurers as well as media outlets globally.

“We have been overwhelmed with the amount of interest Wheel of Life™ has generated so far. We’re proud to see our efforts come to fruition after many years of perfecting our platform and technology! Our team is now working around the clock to get this exciting update of our platform implemented for many insurers worldwide very soon.”

— Yasmina Tregan, Chief Product Officer, dacadoo

Why Is Wheel of Life™ So Crucial Right Now?

Research has shown that lifestyle choices alone can affect an individual’s overall health outcome by over 40%, so the importance of maintaining a healthy lifestyle is paramount. Globally, leading causes of death are increasingly being attributed to Non-Communicable Diseases, which are mostly derived from lifestyle components, such as smoking or harmful alcohol intake, lack of exercise or a poor diet.

Additionally, Covid-19 has propelled the importance of preventing poor lifestyle choices that lead to the prevalence of NCDs or preventable chronic health conditions. Data has shown that those suffering from certain conditions, especially obesity, high blood pressure or diabetes, have been hit the hardest by the Covid-19 pandemic.

On the other hand, a recent industry survey conducted by dacadoo, states that 81% of Life & Health insurers are now turning their attention to attaching a health and wellbeing proposition to their product offering as a result of the global Coronavirus pandemic.

Quantifying Holistic Health; Revolutionizing The Insurance Landscape

dacadoo's Digital Health Engagement Platform (DHEP), Wheel of Life™, presents an engaging experience to combat poor lifestyle choices globally. Encompassing seven different areas, users of Wheel of Life™ will be able to measure and quantify their physical and mental health, the quality of their sleep and nutrition, their mindfulness, their physical activity and even their smoking habits or alcohol intake; resulting in a single Public number from 0 (poor) to 1,000 (excellent) which is their Health Score. The award-winning dacadoo Health Score is a scientific, tangible solution to measuring holistic health, based on over 300 million people years of clinical studies.

With a better understanding of one's current health status, it will be easier for the user to take the lead and start making positive changes. The Wheel of Life™ DHEP offers various functionalities to motivate users to remain active and engaged on the platform. It features an interactive digital coach, which is available 24/7, and works as the user's private health trainer in their pockets, offering personalized health and wellbeing advice. The platform also includes a range of pre-set goals, challenges, and expert-curated content to motivate its users into making the right health-driven decisions.

"The Life & Health insurance industry is getting serious about their digital transformation. This means that they will be moving from a payer only partner to an Insurance as a Service (IaaS) provider. Our Wheel of Life™ Digital Health Engagement Platform allows insurers to connect and engage with their policyholders in a unique manner, whilst providing a relevant and useful service that helps them lead healthier lifestyles. That's why I'm so excited about our global roll-out of Wheel of Life™, which is revolutionizing the Life & Health insurance landscape!"

— Peter Ohnemus, President & CEO, dacadoo

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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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