

SIDEKICKHEALTH™

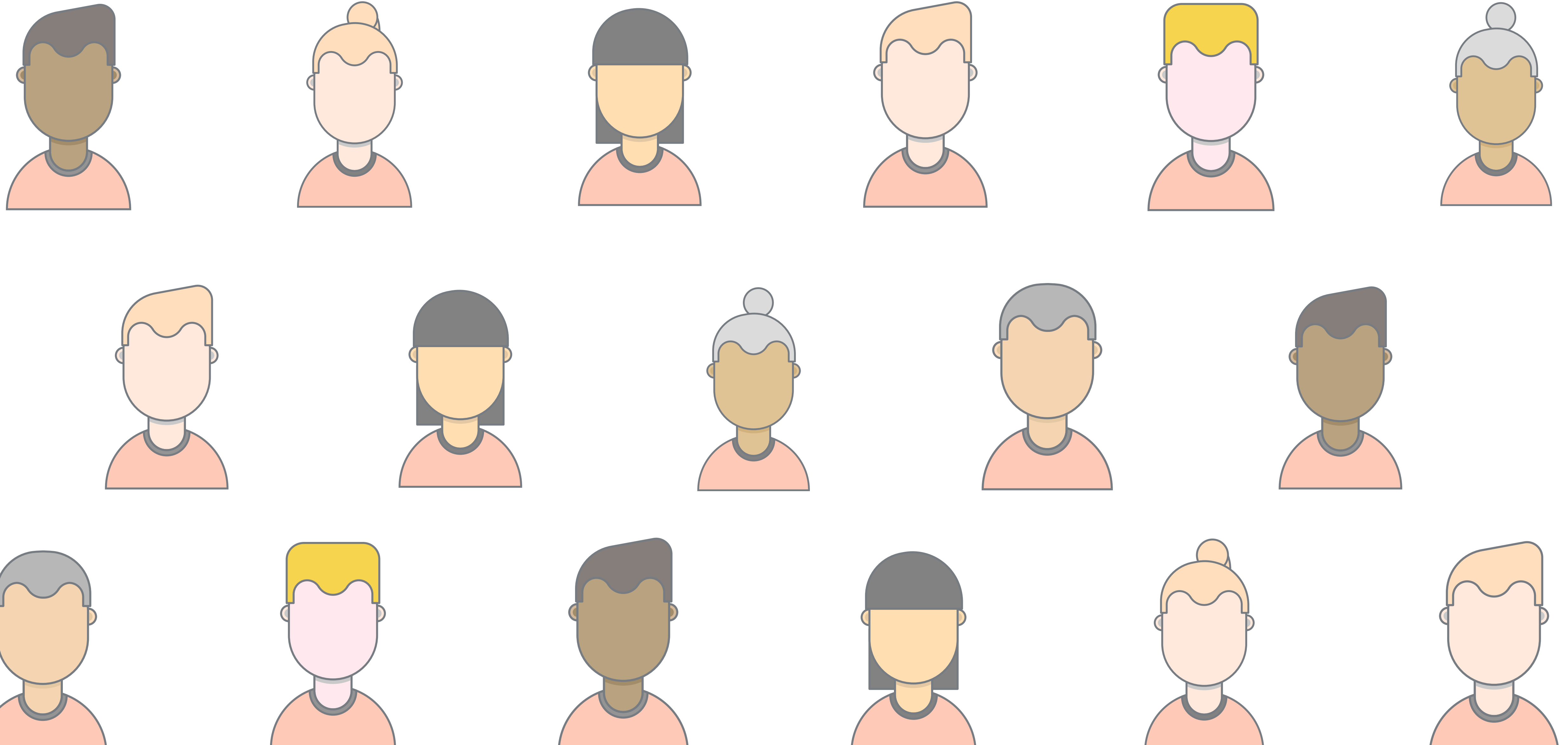
CREATING A CULTURE OF HEALTH & WELLBEING

HOW TO SUSTAIN
BEHAVIOUR CHANGE

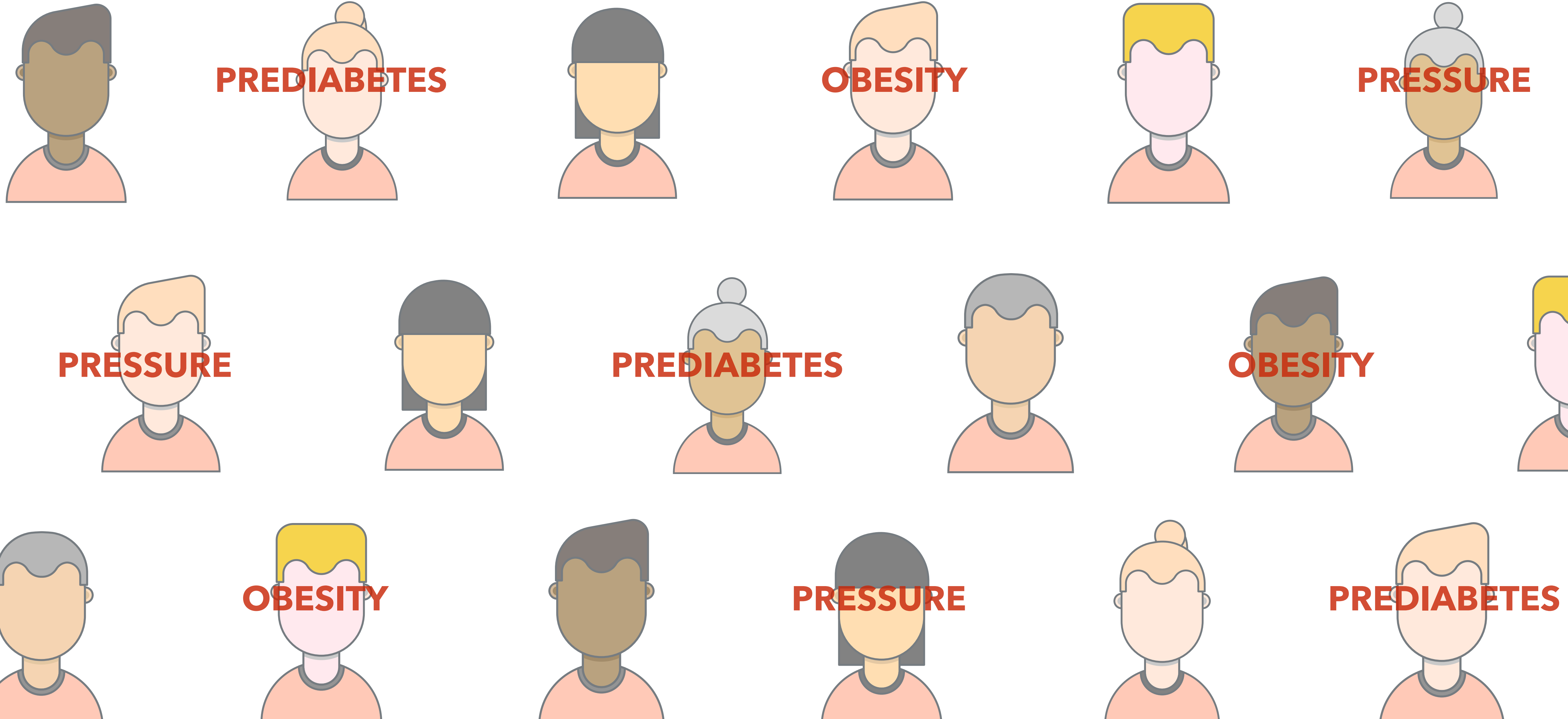


DO YOU KNOW THE TOTAL HEALTH COST OF YOUR WORKFORCE?

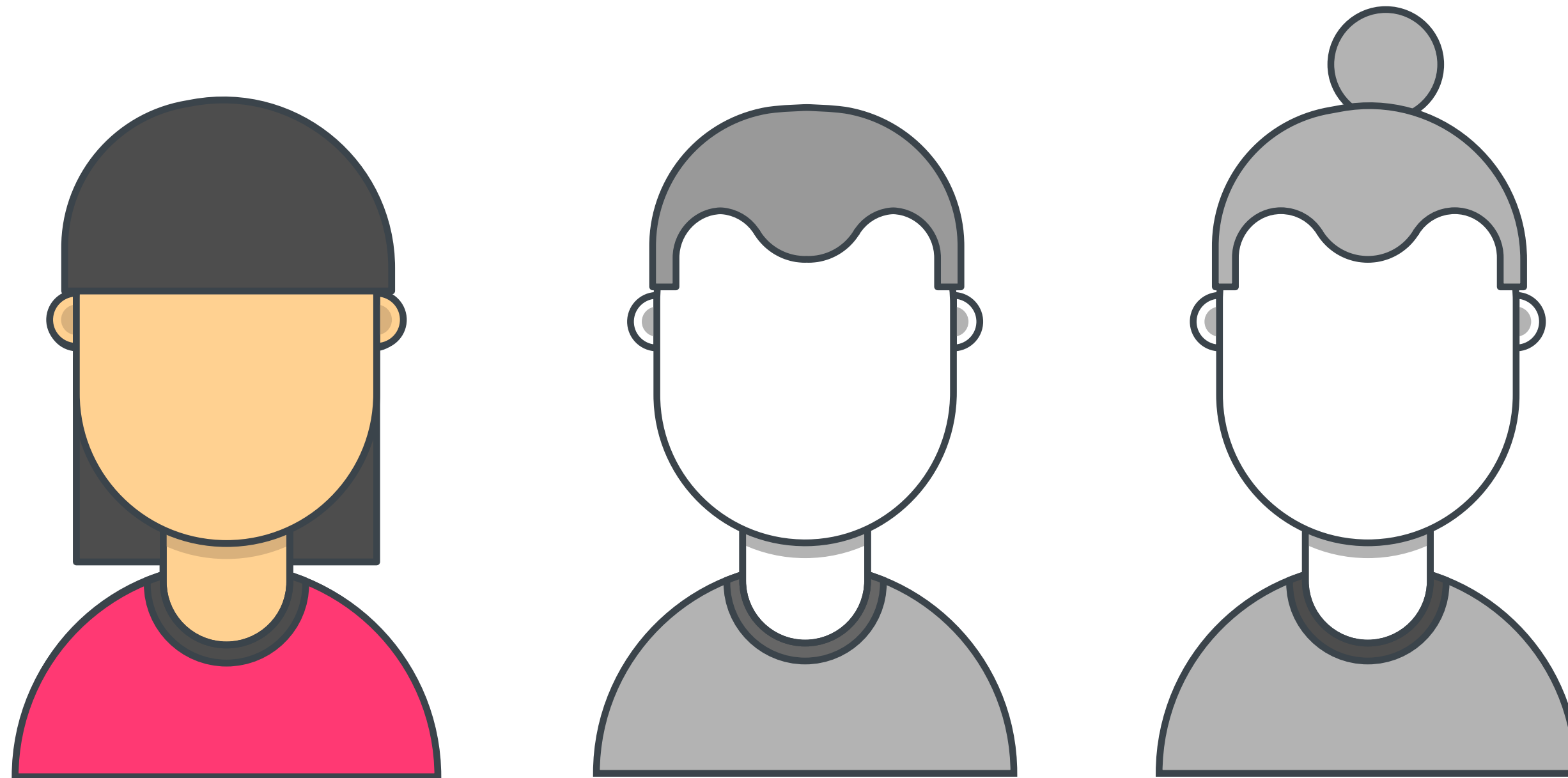
DO YOU KNOW THE TOTAL HEALTH COST OF YOUR WORKFORCE?



DO YOU KNOW THE TOTAL HEALTH COST OF YOUR WORKFORCE?



DO YOU KNOW THE HIDDEN COST OF PREDIABETES?



1 in every 3 people in England has prediabetes
(35.3% of the adult population)*

* Prevalence of prediabetes in England from 2003 to 2011: population-based, cross-sectional study - Arch G Mainous III, Rebecca J Tanner, Richard Baker, Cilia E Zayas, Christopher A Harle (2014).

**PREDIABETIC STAGES ARE LINKED
TO A LOSS IN HUMAN EFFECTIVENESS**



Quality of sleep



Energy levels



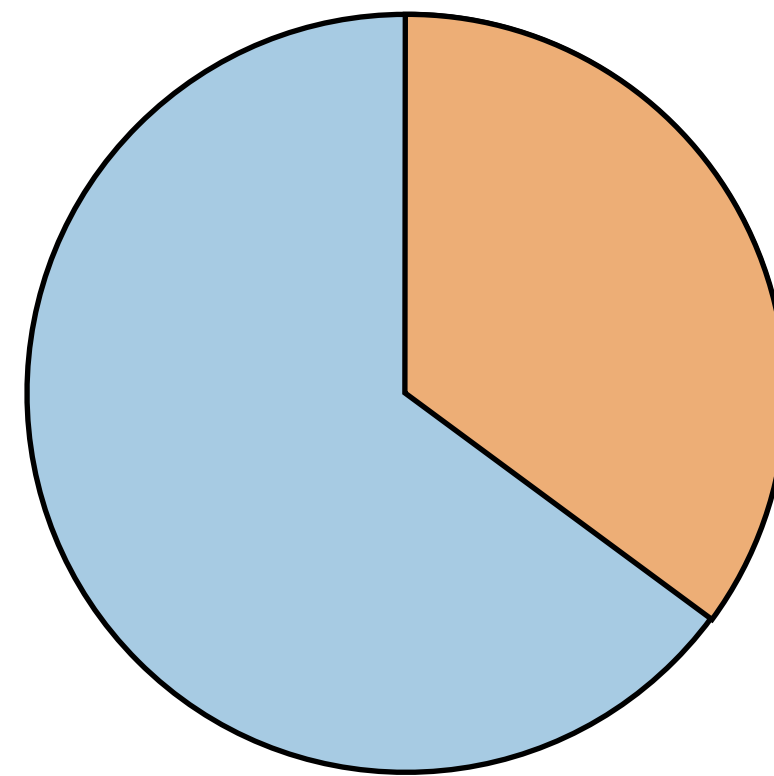
Pressure

HEALTH BEHAVIOUR CAN MAKE A REAL DIFFERENCE

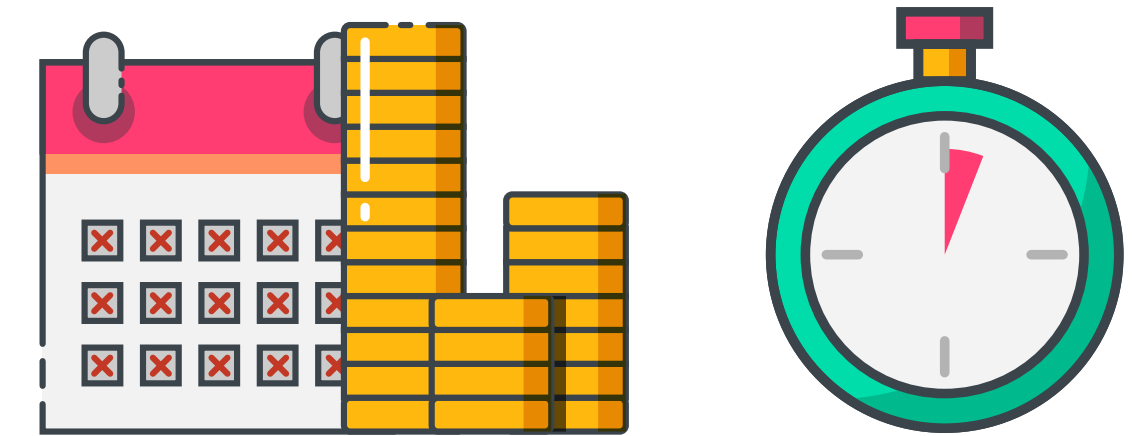
ON PEOPLE'S LIVES, ORGANISATIONAL CULTURE AND CORPORATE COST



UK employer of 10,000 people



3,530 have prediabetes*



£5.2 Million Total Health Risk**

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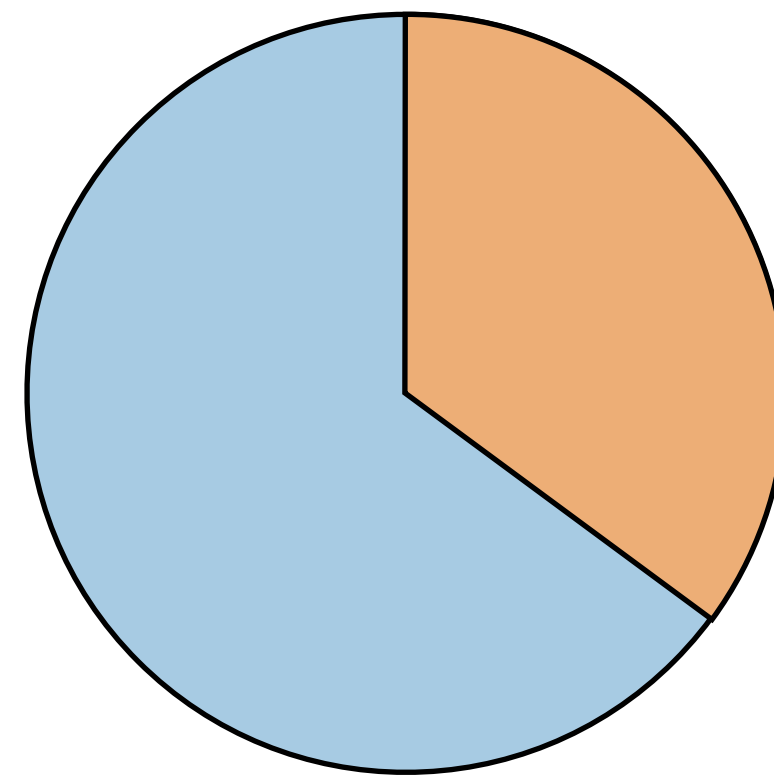
** UK Industry Benchmark Health Cost - Salubrium

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**CONDITIONS THAT CAN HAVE NOTHING TO DO WITH WORK
HAVE AN IMPACT ON ENGAGEMENT AND EFFECTIVENESS**

RESTING CONDITIONS



Shiv et al. J Consumer Research, 26:3. 1999

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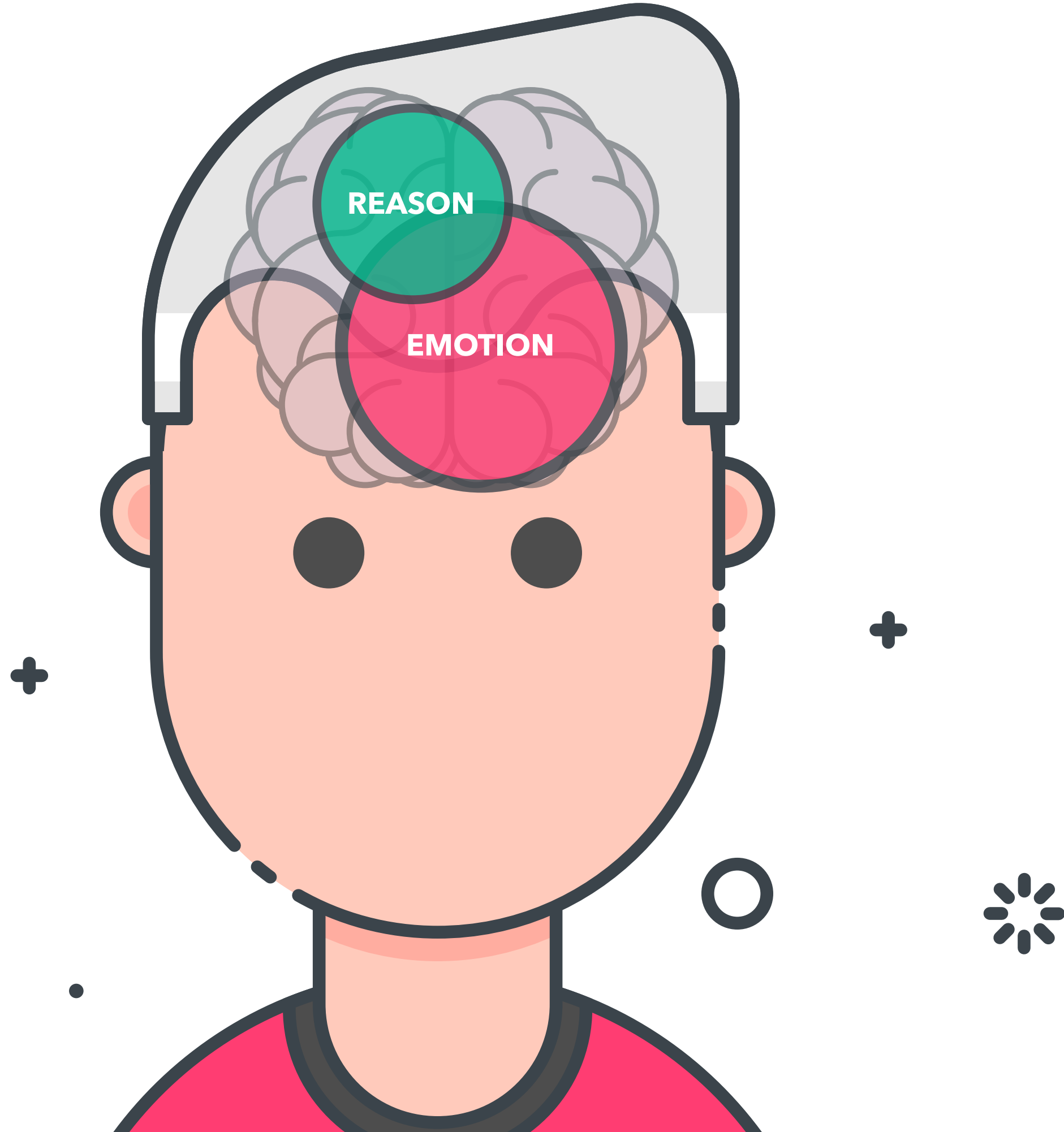
UNDER PRESSURE



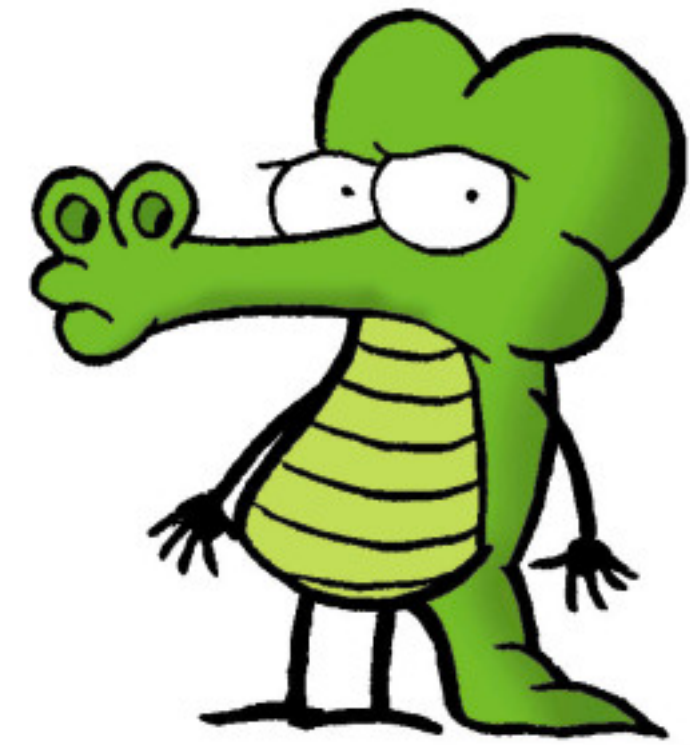
+50%



WHY INSUFFICIENT HEALTH BEHAVIOUR?
HEURISTICS AND BIASES



REASON-BASED THINKING OUTSOURCES
MOST LIFESTYLE CHOICES TO OUR CROCODILE BRAIN



REASONING WITH PEOPLE CAN BE FUTILE

HEALTH LITERACY LEVELS ARE LOW



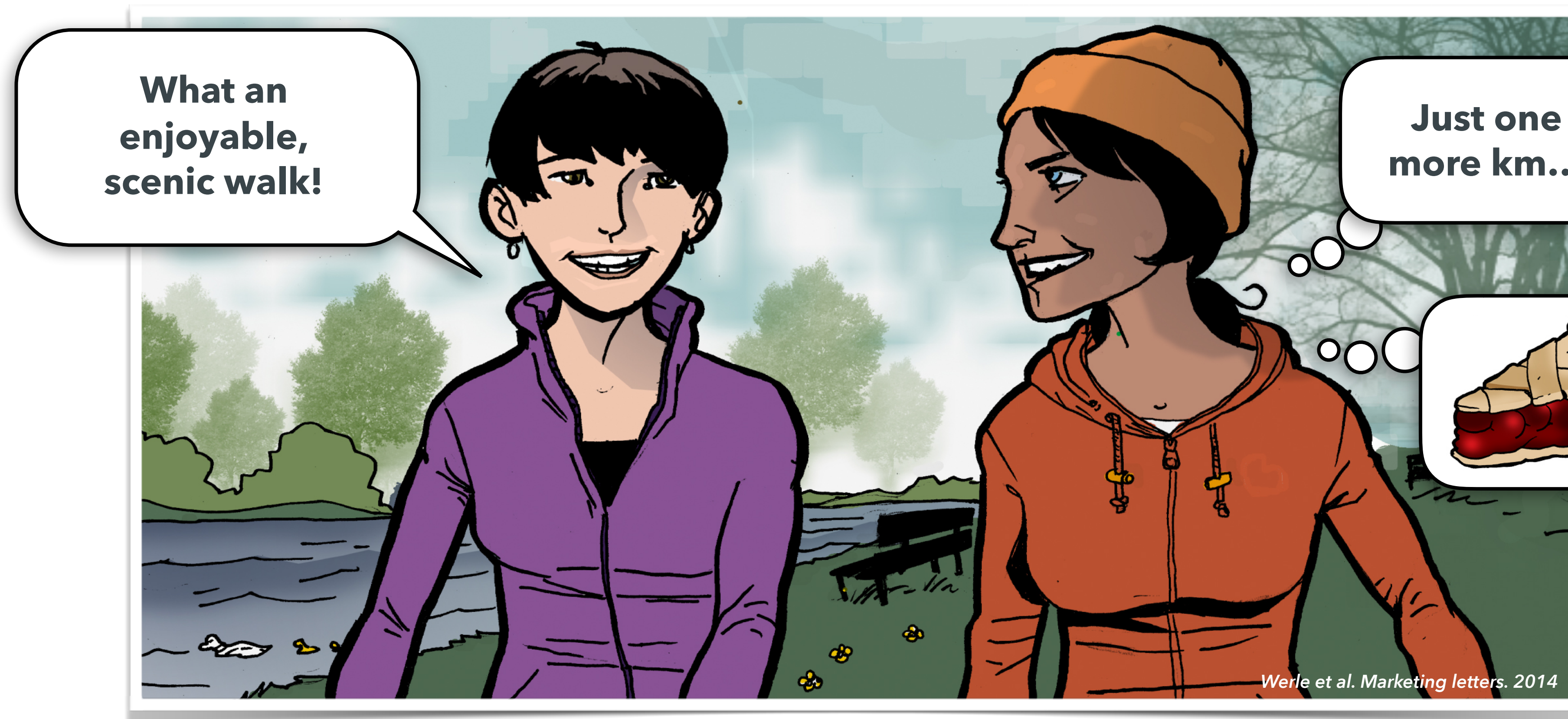
Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per 2/3 cup	
Calories	230
% DV*	
12%	Total Fat 8g
5%	Saturated Fat 1g
	Trans Fat 0g
0%	Cholesterol 0mg
7%	Sodium 160mg
12%	Total Carbs 37g
14%	Dietary Fiber 4g
	Sugars 0g



OVER
60%
OF ADULTS STRUGGLE TO UNDERSTAND NUMERICAL HEALTH INFORMATION



WE CAN'T TRUST OURSELVES
WITHOUT THE RIGHT MOTIVATION



**35%
MORE
CHOCOLATE
PUDDING**

**124%
MORE
M&M's**

EMOTION

REASON

Werle et al. Marketing letters. 2014

GAMIFIED HEALTHCARE COMBINED WITH COACHING

A CLINICALLY VALIDATED APPROACH

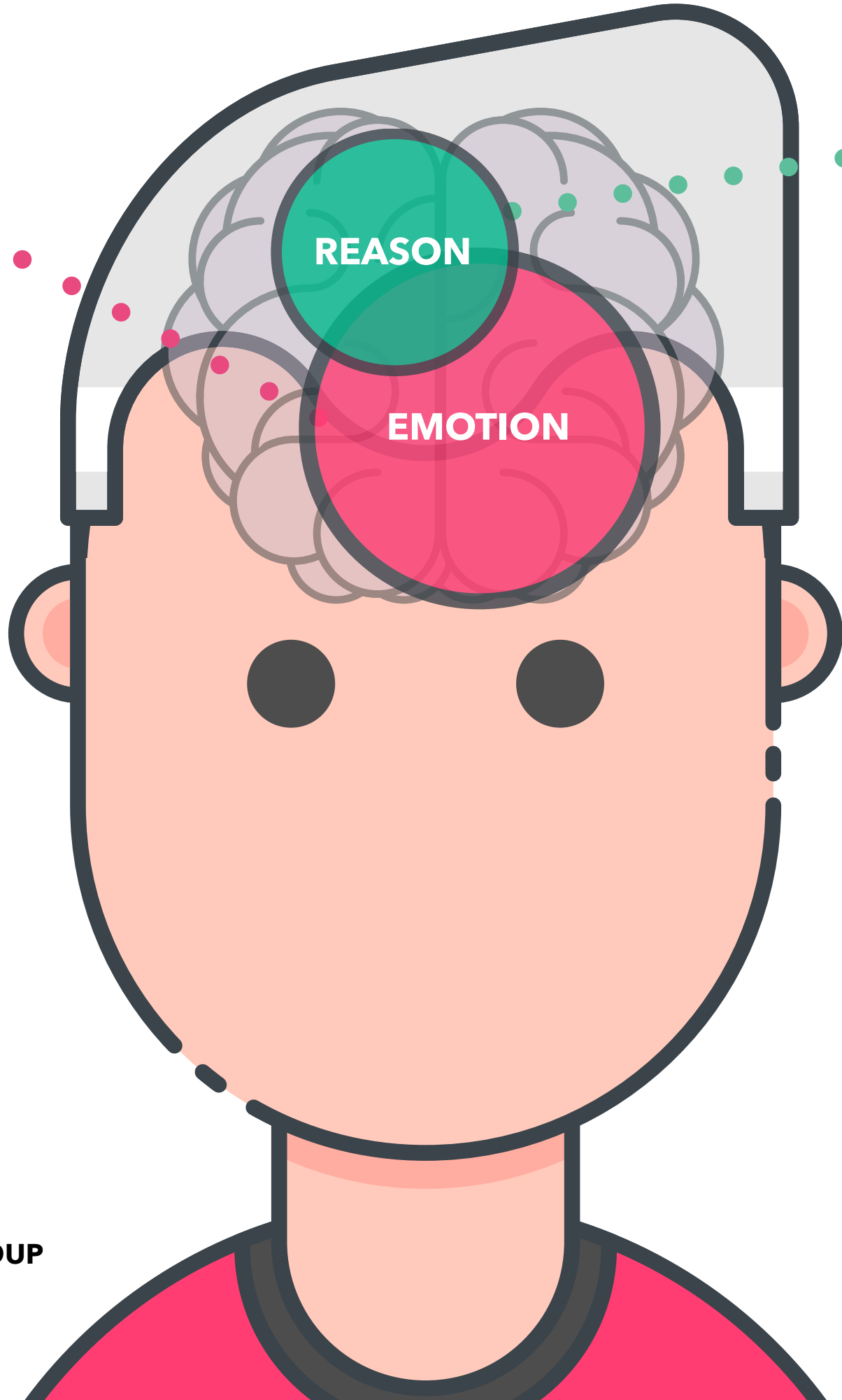
Gamified Health Care



Coaching



Mobile Technology



STRUCTURED AND EVIDENCE-BASED PREVENTION PROGRAMS

MOBILE TECHNOLOGY PROVIDES SCALE TO THE INTERVENTION

Example: Diabetes Prevention Program

WEEK 1	WEEK 2	WEEK 3	WEEK 4
<ul style="list-style-type: none"> ● Introduction ● 60 mins of physical activity ● Lifestyle booster: 150 	<ul style="list-style-type: none"> ● Get active ● 70 mins of physical activity ● Lifestyle booster: 200 	<ul style="list-style-type: none"> ● Track your activity ● 80 mins of physical activity ● Lifestyle booster: 250 	<ul style="list-style-type: none"> ● Eat well ● 90 mins of physical activity ● Food points: 100 & Prize
WEEK 5	WEEK 6	WEEK 7	WEEK 8
<ul style="list-style-type: none"> ● Track your food ● 100 mins of physical activity ● Food points: 150 & Prize 	<ul style="list-style-type: none"> ● Get more active ● 110 mins of physical activity ● Lifestyle booster: 350 	<ul style="list-style-type: none"> ● Your energy balance ● 120 mins of physical activity ● Lifestyle booster: 400 	<ul style="list-style-type: none"> ● Food shopping and cooking ● 130 mins of physical activity ● Lifestyle booster: 450
WEEK 9	WEEK 10	WEEK 11	WEEK 12
<ul style="list-style-type: none"> ● Manage pressure ● 140 mins of physical activity ● Mind points: 80 	<ul style="list-style-type: none"> ● Find time for fitness ● 150 mins of physical activity ● Lifestyle booster: 500 	<ul style="list-style-type: none"> ● Coping with triggers ● 150 mins of physical activity ● Lifestyle booster: 600 	<ul style="list-style-type: none"> ● Keep your heart healthy ● 150 mins of physical activity ● Lifestyle booster: 700
WEEK 13	WEEK 14	WEEK 15	WEEK 16
<ul style="list-style-type: none"> ● Take charge of your thoughts ● 150 mins of physical activity ● Mind points: 80 	<ul style="list-style-type: none"> ● Get support ● 150 mins of physical activity ● Lifestyle booster: 800 	<ul style="list-style-type: none"> ● Eat well at home ● 150 mins of physical activity ● Food points: 200 	<ul style="list-style-type: none"> ● Stay motivated ● 150 mins of physical activity ● Lifestyle booster: 800

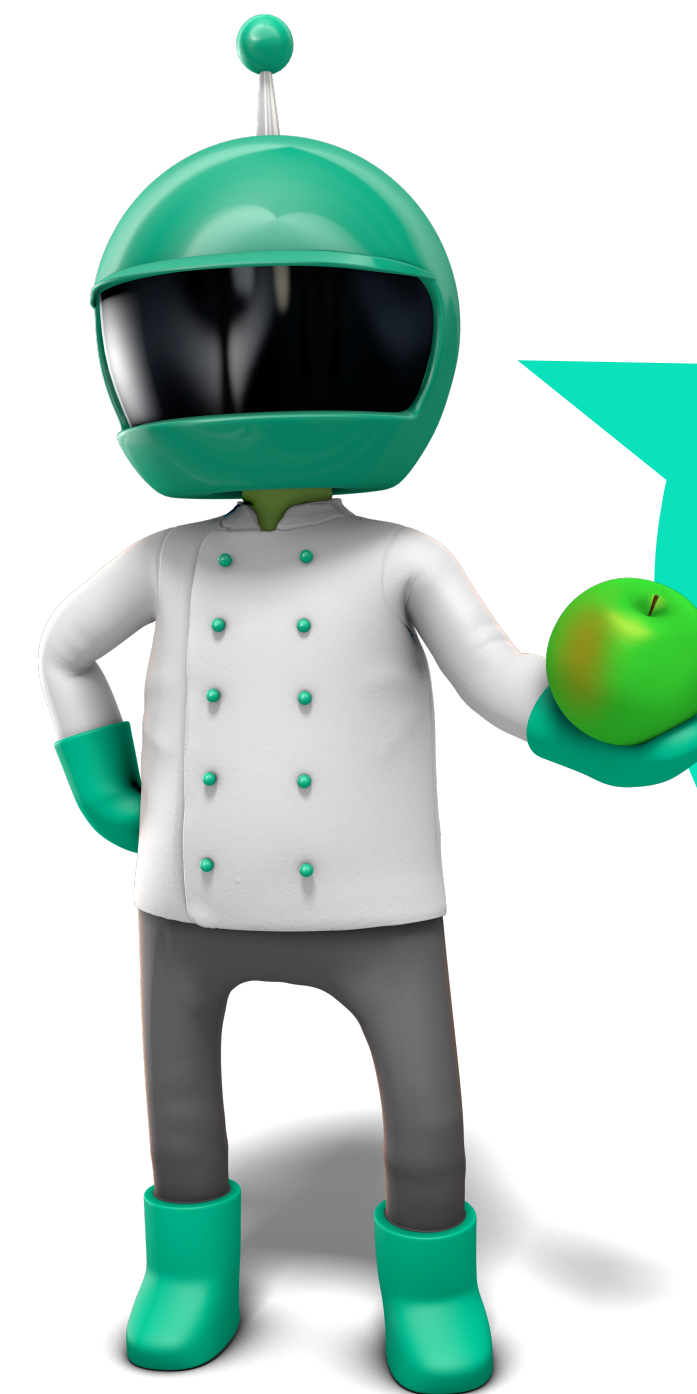
SUPPORTING SUSTAINED BEHAVIOUR CHANGE
CLINICALLY VALIDATED



65%
**REDUCED
SOFT
DRINK
CONSUMPTION**



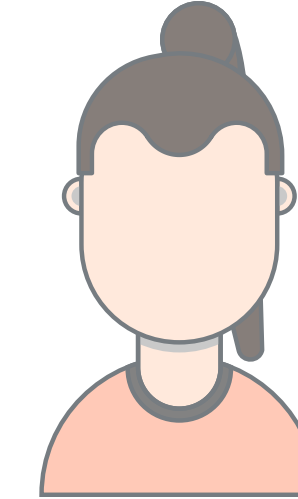
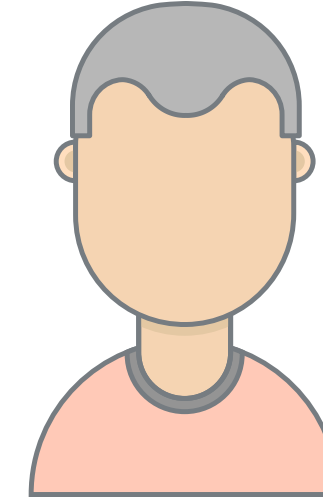
76%
**MORE
WEIGHT LOSS**



92%
**LESS LIKELY
TO CONSUME
SWEETS DAILY**

*Randomised controlled trial in collaboration with Harvard researchers. Adami et al.
SidekickHealth + standard care, compared to standard care only.
N= 160; participation rate: 78.3%; p<0.05 for all above outcomes.*

THE WORKFORCE IS NOT HOMOGENOUS
DATA SHOWS DIVERSITY OF HEALTH PROFILES



Log healthy foods and water

+15 to 30%

+5 to 25%

Skip unhealthy foods

+15%

Take stairs

+35%

Use step counter

Go out for a walk

+101%

Activity level after 6 p.m.

+45%

Stress levels for introverts

+10%

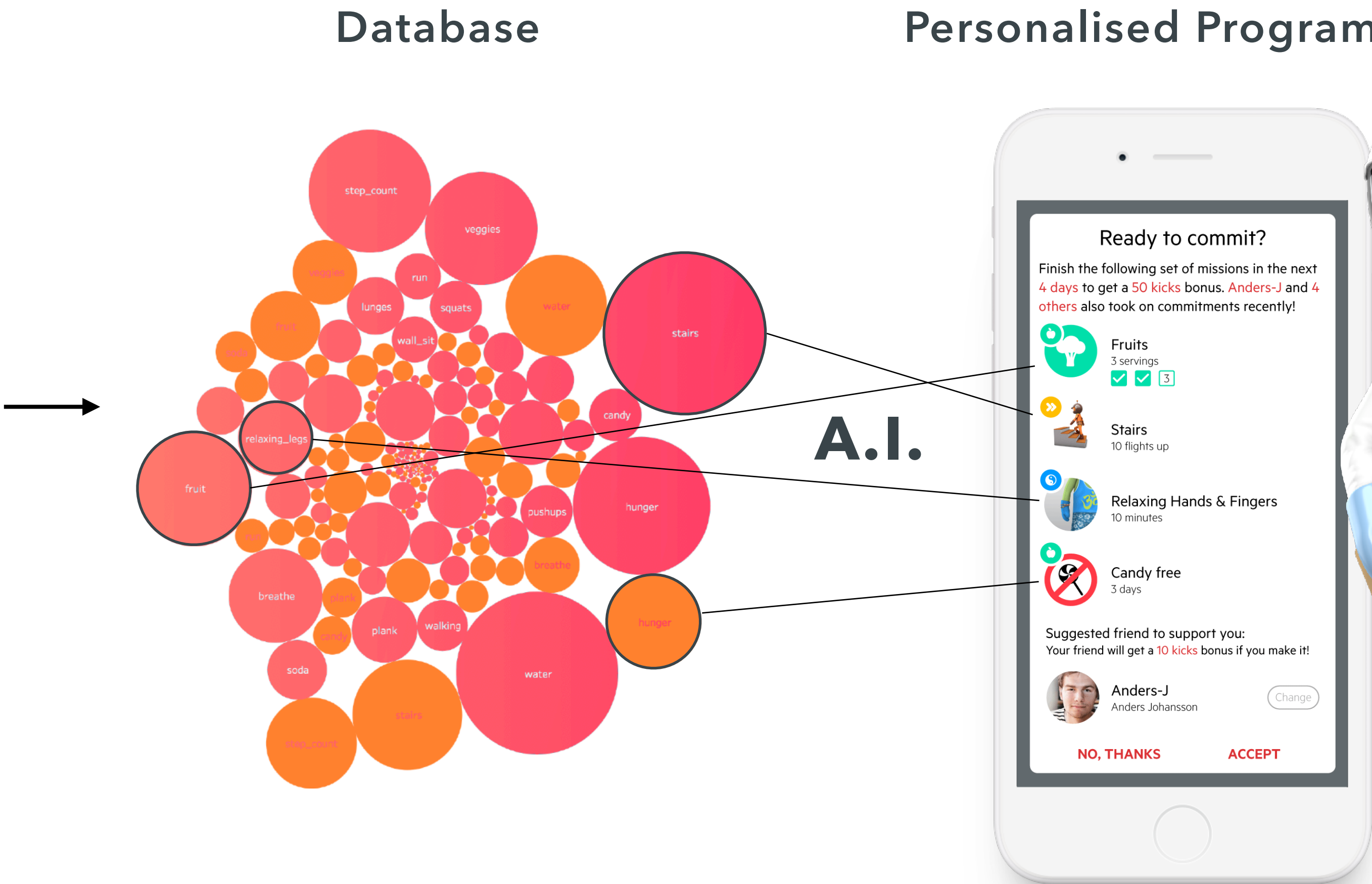
+10%

TECHNOLOGY ENABLES COST-EFFECTIVE PERSONALISATION

TARGETED INTERVENTIONS FOR AN AUDIENCE OF ONE

Millions of Health Choices
>120 different types of health activities
(diet, physical activity, stress management)

Dozens of user characteristics
(age, gender, history, personality type,
stress level, location, time of day, etc.)



MOTIVATING LIFESTYLE CHANGE ACROSS THE WORKFORCE

HOW A LARGE EMPLOYER CREATED A CULTURE OF HEALTH

 **2,271** REYKJAVIK CITY
EMPLOYEES

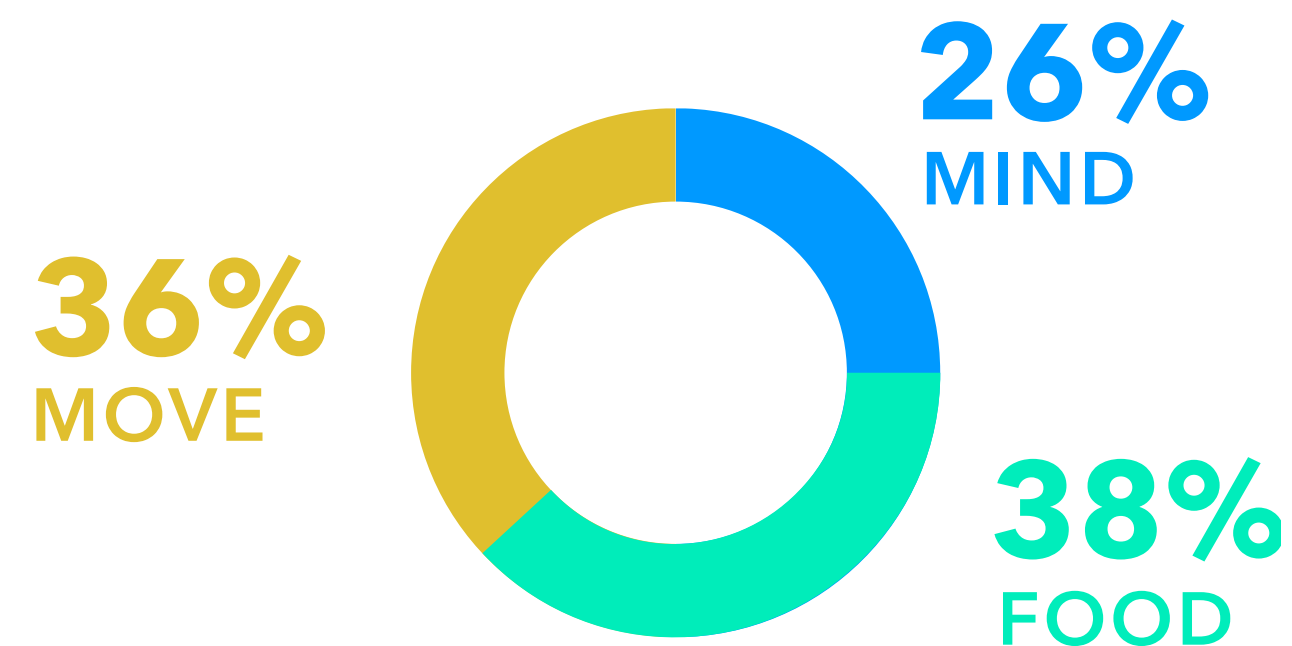
 **3 WEEKS**

NUMBER OF ACTIVITIES


 **500,000**
COMPLETED

 **11** PER PERSON
PER DAY

TYPES OF ACTIVITIES



HEALTH ACHIEVEMENTS

 **2x**
Took 126M steps, enough to circle the globe twice

 **100x**
Climbed 387K flights, enough to summit Mt. Everest 100 times

 **10x**
Avoided 1,000 kg of sugar, equal to the weight of 10 baby elephants

 **1,800x**
Spent 363K minutes reducing stress, enough to watch Titanic 1,861 times

DIABETES PREVENTION

 **712**
Employees completed screening for prediabetes

 **220**
Employees were referred to a lifestyle change program

 **30%**
Of employees screened were at risk for prediabetes

ALTRUISTIC REWARDS

 **229,000 Litres**
of water earned and donated to children in need through charity

 **31 Children**
Enough water to supply 31 children with drinking and sanitation for a year

WHAT IS YOUR HEALTH STRATEGY?