

DIGITAL THERAPEUTICS AND THE FIGHT AGAINST CHRONIC CONDITIONS: **THREE KEYS TO SUCCESS**

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Technology is poised to improve health outcomes for employees—and financial outcomes for employers.

DIGITAL TRANSFORMATION IS ALL AROUND US

The proliferation of smartphones and advanced data and analytics technologies have made day-to-day living easier and more rewarding for more people. Just think how your own life has changed because of Google Maps, Spotify, Amazon, and a host of other intelligent services.

The next wave of digital transformation is happening in healthcare, and it goes far beyond the hundreds of thousands of health-related apps already in the marketplace: Digital therapeutics are finally solving the engagement problem, driving superior outcomes, and enabling greater access to care.

KEY TO SUCCESS #1: SUSTAINED BEHAVIOR CHANGE

Most health apps do little more than deliver common-sense information that people already know—and typically choose not to follow. This education-only approach, which tries to engage users exclusively through activity logging, fails to engage users because it doesn't address the individual factors that most impact whether or not someone's condition will improve.

For most chronic conditions—diabetes, high blood pressure, obesity, etc.—behaviors play

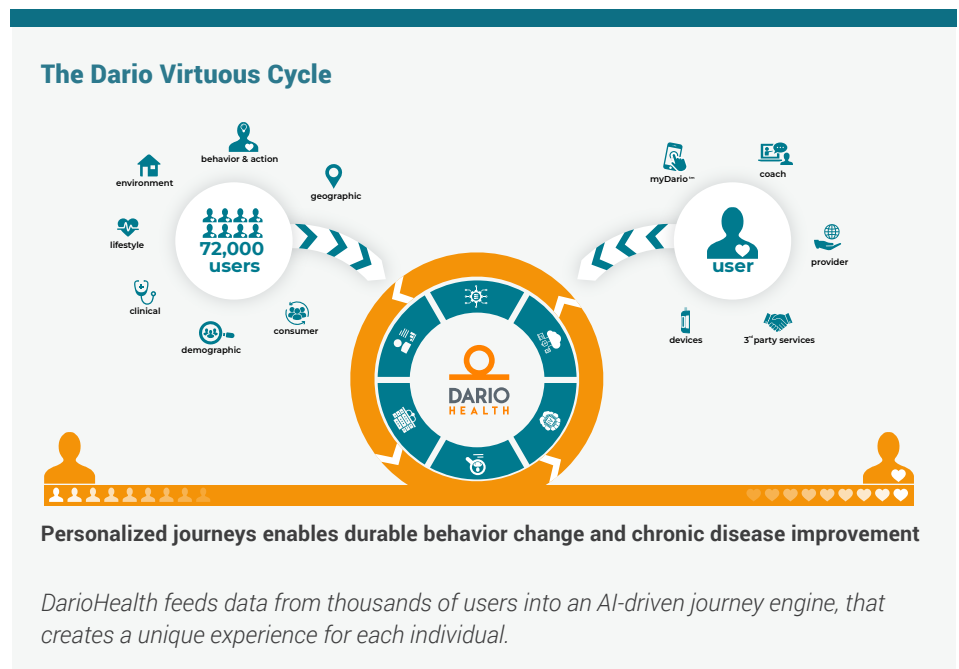
an outsized role in determining outcomes. If people can change just a few things on a daily basis, they'll start to see real results and continue making better choices, even when occasional setbacks occur.

To really change behavior, solutions must focus on **what matters to people**, not just what's the matter with them.

KEY TO SUCCESS #2: ADAPTIVE PERSONALIZATION AT SCALE

Thanks to the availability of vast amounts of data and the development of analytics and artificial intelligence (AI) technologies, it's now possible to help the millions of people who have been diagnosed with one or more chronic conditions.

At DarioHealth, we analyze more than 5 billion data points annually to create a unique experience for each user, based on individual preferences, demographics, changing conditions, and other factors. The dynamic analysis of real-time data drives a comprehensive picture of each person's health and behaviors, allowing for tailored recommendations and insights every day. Unlike other solutions that allow some initial personalization, DarioHealth anticipates within-user changes and adapts individual care journeys to drive increased engagement and superior clinical outcomes.



KEY TO SUCCESS #3: HUMAN CONNECTION

While the best digital therapeutics are intensely data driven, they also include coaching components that have dramatic effects on adherence and effective health management. Every DarioHealth user, for example, has access to a personal accountability coach who's trained to provide support, help set SMART goals, and even discuss issues that may be causing stress, such as relationships, parenting, and finances.

The power of the personal coaching component reveals the fact that people who struggle with chronic conditions need support outside of the occasional doctor's visit.

Costs associated with **chronic conditions** make up the bulk of employer healthcare costs.

SOLVE YOUR CHRONIC HEALTHCARE PROBLEMS WITH DARIOHEALTH

The costs of chronic conditions are reaching crisis proportions for U.S. employers. People are moving less and weighing more, and chronic conditions are worsening, which leads to more days off, more ER visits and hospital stays, and reduced productivity.

Employers need new and effective approaches to reversing trends in absenteeism, presenteeism, health management, and escalating costs. Digital therapeutics like DarioHealth provide the solution, by using personalization and human connection to make behavior change simple, intuitive, and easy.

DarioHealth by the Numbers

76,000

Total Users

4.9/5.0

User Rating
Across 13,000
App Store Reviews

1.9X - 5X

ROI

14

Clinical Studies

~\$2,395

Net Savings Reduction, Per
Engaged Employee in Annual
Medical Claims Alone*

80%

Retention Rate

30 - 50%

Less Cost than Competitors

*After DarioHealth fees

Companies that offer DarioHealth as a voluntary health benefit only pay for enrolled users who are actively engaged. To learn more, visit DarioHealth.com/contact.