

DEBUNKING DIGITAL HEALTH

IS MEANINGFUL ENGAGEMENT POSSIBLE?

Digital Health Care is Everywhere

Fueled in part by the need to connect people to health care during the pandemic, digital health solutions have never been easier to access.



300K+

health and wellness apps to choose from today¹



300B

The expected size of the digital health market in U.S. dollars by 2025²

Users are Starting - but Not Sticking

Despite the growth and available options, digital health often misses the mark on engagement



43%

User drop-off for chronic disease apps in the first month³



5.5 Days

average number of days users engaged before dropping off⁴

Why do they drop?⁵



Research shows that one of the top reasons for digital health drop-off is loss of interest

The Dario Difference: 6 Domains of Personalization

DarioHealth has perfected the digital health care experience with insights from 150,000+ users. Our solutions personalize each care journey across six domains, adapting to each person as their lives and priorities change. This allows Dario to help drive deep, sustained engagement and real behavior change.



11.5 App Interactions a Week⁶



80% Retention After One Year⁷



4.9/5 Stars in the App Store⁸

MAXIMIZE ENGAGEMENT WITH DARIO

WWW.DARIOHEALTH.COM/CONTACT

¹ <https://www.mobius.md/2019/03/20/11-mobile-health-statistics/>

² <https://www.statista.com/statistics/938544/mhealth-market-size-forecast-globally/>

³ Rates of Attrition and Dropout in App-Based Interventions for Chronic Disease: Systematic Review and Meta-Analysis - PubMed (nih.gov)

⁴ Indicators of retention in remote digital health studies: a cross-study evaluation of 100,000 participants | npj Digital Medicine (nature.com)

⁵ <https://mhealth.jmir.org/2019/4/e11223/>

⁶ Dario Internal Data Analysis, 2020

⁷ Dario Internal Data Analysis, 2021

⁸ Dario Apple App Store Rating, March 2021