



# CONNECT

## Digital health coaching

### Background

The Danish health tech company Liva Healthcare was founded in 2015 and focuses on optimising the lifestyles of people who already suffer from a chronic disease or belong to the risk group. An intuitive app allows patients to access personalised health coaching. With its patient-oriented technology and health programmes, Liva Healthcare has already been awarded Health IT Company of the Year 2021 as the European market leader for digital prevention and treatment of chronic diseases.

### A supportive treatment of chronic diseases

According to statistics, more than half of the population in Germany suffer from one or more long-term chronic diseases. Worldwide, chronic diseases are steadily on the rise. The most common chronic diseases include back pain, diabetes, depression, COPD and cardiovascular disease. Another chronic disease that has increased worldwide in recent years is obesity.

Statistics on the development and spread of chronic diseases show a continuous increase. In Germany, more than 15% of adults are affected by diabetes, leading the European average. Pre-diabetes is also increasing continuously and worldwide, so that projections indicate that around 470 million people will be affected by 2030. Cardiovascular diseases account for more than a third of all deaths in Germany, and worldwide 39% of the population is severely overweight, 13% of whom are obese.

Chronic diseases are associated with high costs for the health and social system. Digital health coaches are now dedicated to the prevention of chronic diseases in at-risk patients and personalised therapy for sufferers of one or more chronic diseases.

Headquartered in Copenhagen, Liva Healthcare is the European market leader in preventive treatment and durable therapy for chronic diseases. With their digital health coach, they aim to improve the quality of life of at-risk patients through scalable and personalised health programmes.

Liva Healthcare specialises specifically in the areas of pre-diabetes, obesity, diabetes and heart disease. The digital health coaching offers patients the option of both personal one-to-one coaching and group sessions. They also receive personalised health plans and schedules that are tailored to the patient's personal life situation and designed to promote positive behavioural changes towards a healthier lifestyle. The intuitive app offers programmes ranging from 3 to 18 months, with features that allow users to self-monitor themselves and their goals and track progress. The combination of scalable health coaching and personal interpersonal relationships



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allows access to and guidance from real health advisors, rather than relying solely on automated bots. The app also offers users the opportunity to interact with like-minded people in the community, share programmes and experiences, and motivate each other.

The advantages of digital health coaches are the exclusive, time and location-independent access for users and the personalised health and exercise plans tailored to the needs and health problems. On the one hand, this enables users to better understand their own health and contexts such as nutrition and exercise and to integrate them into everyday life in order to bring about a sustainable improvement in lifestyle. In addition, digital health coaches can relieve the burden on the healthcare system and reduce costs through their positive influence on patients.

Digital coaching offers patients, health insurers, doctors and also companies interesting and health-promoting future opportunities. Would you like to learn more about this? We have researched some national and international promising companies with digital solutions for you. arcoro CONNECT connects experts with companies. Personally and directly.

COMPANY	LOCATION	WEBSITE	FIELD OF EXPERTISE
Liva Healthcare	Denmark	<a href="https://livahealthcare.com/">https://livahealthcare.com/</a>	Digital health coaching
Senseble Health GmbH	Germany	<a href="https://www.senseble.de/">https://www.senseble.de/</a>	Digital health coaching
Pathmate Technologies AG	Switzerland	<a href="https://www.pathmate-technologies.com/index">https://www.pathmate-technologies.com/index</a>	Digital health coaching
Vision Health GmbH	Germany	<a href="https://www.kata-inhalation.com/de/">https://www.kata-inhalation.com/de/</a>	Digital health coaching
Naluri	Malaysia	<a href="https://www.naluri.life/">https://www.naluri.life/</a>	Digital health coaching
Lark technologies Inc.	USA (CA)	<a href="https://www.lark.com/">https://www.lark.com/</a>	Digital health coaching
Welldoc Inc.	USA (MD)	<a href="https://www.welldoc.com/">https://www.welldoc.com/</a>	Digital health coaching
Vida Health	USA (CA)	<a href="https://www.vida.com/">https://www.vida.com/</a>	Digital health coaching

The innovative field of digital health coaching offers new opportunities and possibilities for medical technology and the entire health sector. We have researched for you subject matter experts who are established in the field and convince with years of expertise and experience. See for yourself!



INDUSTRY EXPERT	JOB POSITION	FIELD OF EXPERTISE
André Sode	CEO at Liva Healthcare	Digital health coaching
Prof. Dr. Lisette Van Gemert-Pijnen	Professor of Persuasive Health Technology and Director of the Centre for eHealth & Wellbeing Research	eHealth & health Technologies

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