

Title: 3D Lifestyle Coaching (digital, data driven)

Dear Network,

We are pleased to announce that Fitsurance and 4MedBox have been awarded the RVO MIT R&D Collaboration Grant honored from the Province of North Holland by the Ministry of Economic Affairs and Climate (Ministerie van Economische Zaken en Klimaat).

Our project '3D Lifestyle Coaching' focuses on the development of a data-driven lifestyle coaching platform with double-sided decision support to support lifestyle coaches and their coachees in the process towards better health.

Why is this so important?

The Netherlands has nearly 10 million chronically ill people, most of whom are lifestyle related. The corona pandemic and strong aging population make this group more vulnerable than ever before. A healthier lifestyle can prevent or delay many chronic diseases and reduce symptoms. The problem, however, is that many individuals do not know which lifestyle modifications will have the right impact.

A lifestyle coach can provide a solution through a combined lifestyle intervention (GLI) that has been included in the basic healthcare package since mid-2018 (for individuals with a BMI > 25 + 1 or more risk factors or BMI > 30). The GLI is a step in the right direction but the lifestyle coach experiences a number of problems. For example, the lifestyle coach wants to provide quality but has little time to make an impact and a lot of manual administrative work is required to process the data. In addition, the lifestyle coach has a lack of diagnostics (i.e., lack of deployment of personal health data) and little insight into the exact impact the coaching has on the coachee's health.

The new platform '3D Lifestyle Coaching'

This new platform will enable lifestyle coaches to monitor, analyze, and integrate their coachees' health data with their current lifestyle coaching into so-called data-driven digital lifestyle coaching. This will allow coaches to provide more targeted and personalized advice based on their coachees' personal needs, data and goals, with a focus on prevention. In addition, the platform will also allow coachees to manage and share their own health data with their lifestyle coach, giving them more control over their health and lifestyle.

In addition to data-driven coaching, the new platform that Fitsurance and 4MedBox are jointly developing will be secure and employs privacy-by-design. This means that each user will have their own data vault, where their personal health data will be securely stored and only accessible by themselves and their lifestyle coach when the person wants it. Strict security measures will be taken to ensure that users' privacy is protected at all times. The platform will comply with all legal requirements and guidelines regarding the protection of personal data and the processing of health data.

Privacy and security are of paramount importance to Fitsurance and 4MedBox in the development of this platform. The goal is to create a secure environment where users can view, make available and discuss their health data with their lifestyle coach, without having to worry about the security of their data.

We believe that this new platform will make an important contribution to the health and quality of life of the Netherlands and will provide a secure and confidential environment for managing and sharing personal health data. We therefore look forward to the development of this data-driven digital lifestyle coaching and the positive impact it will have on people's health and well-being.

Sincerely,

The Fitsurance and 4MedBox team.

