

## Oviva – My Personal Dietitian

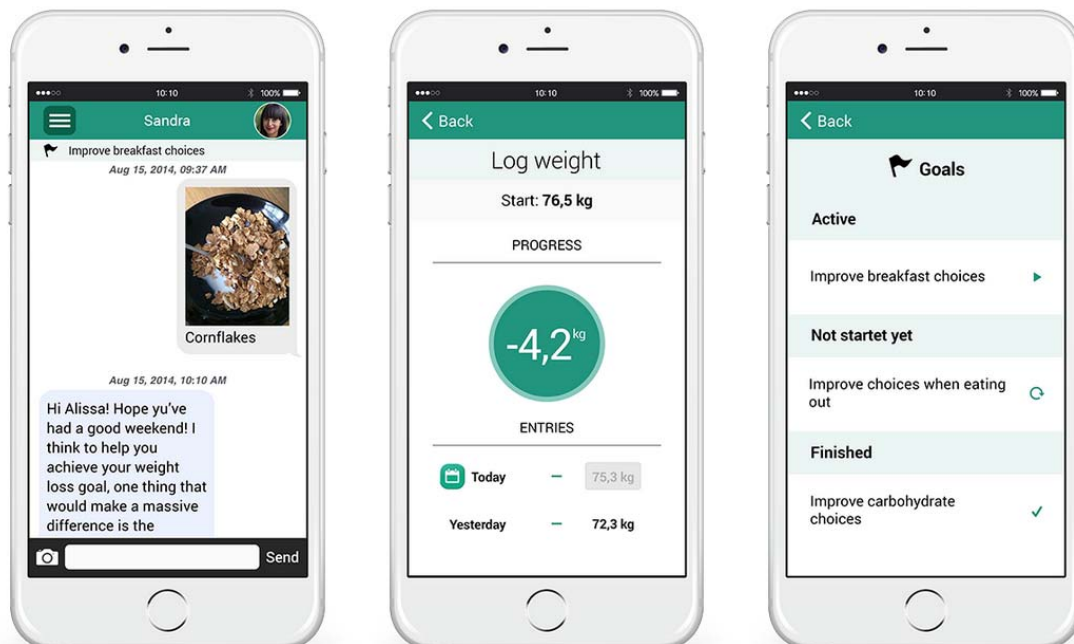
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|----------------------------|--|-----------------------|---------------|
| <b>Project Name</b>        | My Personal Dietitian - Event Based Recommendation Engine for Mobile Health Management |                       |               |
| <b>Company Name</b>        | Oviva  | <b>Country</b>        | Switzerland   |
| <b>FIWARE Accelerator:</b> | FICHe  |                       |               |
| <b>Funding Period</b>      | Aug 2014 – Jul 2016  | <b>Grant Funding</b>  | €217,000      |
| <b>Website</b>             | <a href="http://oviva.com/">http://oviva.com/</a>                                      | <b>Contact person</b> | Kai Eberhardt |
| <b>Target Sector</b>       | Healthcare, Personal Health and Wellbeing  | <b>Email</b>          | kai@oviva.com |

### Vision and Market Need

Nutrition is much more than just daily supply of energy to our body. Food affects both mental and physical well-being. For this reason, a balanced diet improves overall performance, is important for mental health and provides people with a general feeling of well-being.

A healthy lifestyle can reduce the risk of lifestyle-related diseases such as heart disease, diabetes, cancer and high blood pressure. New possibilities offered by ICT and the omnipresence of smartphones will allow for new breakthrough approaches to prevent and treat this kind of diseases.

Moving ahead from the traditional approach of nutritional counseling, Oviva equips their users/patients with an app which allows them to communicate with the therapist. The app is used to log food with photos, to track activity and monitor the dietarian programme. This allows the therapists to provide faster and more specific feedback between face-to-face sessions, which is proven to greatly improve treatment outcomes.



Source: Oviva.com

Oviva is a Swiss and UK-based company, founded in September 2013 as a digital therapeutics startup and develops software for remote nutritional therapy. Using this technology, Oviva provides nutritional counselling through its network of registered medical nutritional therapists who focus on eating-related chronic diseases. Oviva has developed

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mobile and web software to help patients to improve their health by empowering them to understand and manage their condition, and communicate more easily with their therapist.

Oviva's solution is aimed at people with food-related medical conditions. Whether their goal is to lose weight, to learn how to deal with an allergy or intolerance, aspire to healthier living or customize their diet to a fitness program, Oviva can help achieve personal goals with ongoing support and motivation. Oviva dietitians help the users integrate healthy eating into their daily life.

Oviva provides the users with a personal certified dietitian to help them improve and make healthy changes to their diet and lifestyle. A personal coach provides tailored guidance and support based on custom needs, answers questions on the basis of facts and advises accordingly. Oviva dietitians provide evidence-based information including facts about nutrients, understanding food labels, tailored recipes and behavior modification techniques, to name a few. The dietitian can monitor the inputs provided by the user and provides personalised feedback, guidance and daily support through a secure channel.

This approach greatly improves the traditional delivery of medical nutritional therapy to tackle a range of eating-related diseases. Of course there are many individual products and services that address different segments, e.g., for weight loss or food intolerances, but none with the medical proficiency and breadth of treatments provided by Oviva's therapists.

### *How does Oviva work?*



#### 1. Download

Once you've downloaded the app and signed up, we suggest your **personal dietitian** based on your background, requirements and preferences. Then you can decide between a premium or a classic service package.



#### 2. Set weekly goals

**Weekly goals** are then set together with your personal dietitian.



#### 3. Snap photos

Snap photos of your meals and receive **daily feedback** including personalised tips, recipes and nutrition information tailored to you.



#### 4. Ask questions

Ask questions! Your dietitian will equip you with all the evidence-based knowledge to pave your way to **a healthier you**.



#### 5. Accomplish your goals

**Accomplish your goals** in a way that works for you sustainably.

Source: Oviva.com

For the patient the value is the availability of support and the convenience of therapeutic advice via their phone. For the therapists it is improved data as a basis for their therapy and the possibility to counsel patients remotely more flexibly, e.g., in unfilled slots or from their homes.

The app makes it easy for people to get in touch with their dietitian, record their food intake with photos, track their activity and weight and record progress towards their goals.

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The dietitian monitors the inputs via a web-portal and provides tailored feedback, guidance and daily support through a secure channel. In addition to improving clinical outcomes, the app has the potential to increase access to care from a dietitian, and reduce costly missed appointments.

The end users of this application are patients receiving a therapy for an eating-related medical condition. The software platform makes the remote treatment for the involved parties (patients, coaches) as simple and convenient as possible. In addition, the software minimizes administrative tasks and management tasks for the therapists.

One of the biggest barriers for Oviva to launch its service in the medical space was to convince clinicians to trust Oviva as a service provider. This required significant investment of time and a relentless drive.

### ***Competitive Positioning***

Oviva currently has local offices in Switzerland, Germany and the UK with rapid expanding operations in these countries.

Oviva is constantly engaged in improving its technology, deriving insights based on time-based and contextual data from its users: for example, Smart Reminders are sent to the patients to improve engagement and to remind to adhere to specific goals.

The main competitors of Oviva are community and hospital-based therapists. In addition, there are many indirect competitors, such as free weight-loss support apps and fad diets.

Oviva achieves a higher effectiveness with better support to the patient and improved efficiency in treating patients by cutting out administrative overhead and partially removing the need for physical meetings.

### ***Enabling Technology***

Oviva participated in the FIWARE program to take beta-stage technology to the next level, by adding elements of the FIWARE toolset. The aim was to incorporate technologies for reminders, expert systems and gamification allowing the technology to be more versatile for the professional user and more engaging for the client.

The FIWARE ecosystem provided a strong community facilitating support in the case of issues or questions. The FICHe FIWARE program helped Oviva finance new technology and their expansion.

Oviva leverages the “IoT Data Edge Consolidation” FIWARE generic enabler (“Cepheus”). At its core is a CEP, a “Complex Event Processor”, which allows events generated by system to be processed. It allows Oviva to detect certain conditions in a complex series of events and derive insights from them and feed them back to the therapists or directly to patients.

### ***Target Market and Revenue Streams***

Oviva is a medical service provider. Clients pay between \$200 and 450 for a therapeutic intervention, lasting between 2 and 5 months. Most clients can reimburse these costs through health insurance based on a script from a clinician.

### ***Progress to date***

Oviva has received multiple awards, e.g. CTI Label in Switzerland, and won 2 UK NHS Testbed Programs and several grants from national governments. Oviva has built partnerships with multiple national societies for nutrition or professional therapists societies.