

New Swiss mHealth solution for insurances to increase user engagement, reduce costs and improve risk profiling

Lausanne & Bern, Switzerland, June 2017.

mHealth platform to track and understand health care data from different sources.

Pryv and Nothing Interactive team up to launch an innovative Swiss service that allows insurances to collect data of all their customer's sources (Misfit™, Withings™ and any other wearables, health apps, etc.) and make sense of them using one single platform. The platform will be a fully customizable mHealth ("mobile health") platform that enables insurances and/or their customers to better understand their data. Data is stored securely in Switzerland, following all EU and CH data protection regulations.

Pryv and Nothing Interactive hold the necessary technological and legal knowledge for creating a cost-effective and simple mHealth solution. Nothing Interactive has established expertise in user experience and human-centred design, recognised with multiple awards such as "Best of Swiss App" and "Best of Swiss Web". Together, Pryv and Nothing Interactive hope to support insurances in reaching new levels of user engagement, presenting their InsurTech products, reducing costs and improving risk profiling.

Wearable devices and data in health care

Connected personal devices and IoT ("Internet of Things") technology create new opportunities for self-care, health monitoring and risk prevention. A PwC report¹ in 2016 showed that the use of wearable devices can even increase life expectancy by 10 years. The PwC report also shows that users who are offered a wearable device by their insurance are willing to share their health data.

However, data ownership, privacy concerns and user engagement are key challenges to using such data and to mainstreaming mHealth platforms within the insurance industry. Pryv and Nothing Interactive combine expertise in technology and user experience with solid knowledge of the legal landscape. Together, they aim to provide insurances with a customizable mHealth platform: a tool that allows insurances to increase customer loyalty, reduce healthcare costs and improve health.

About Pryv SA

Pryv SA is a Swiss independent SME founded in 2012, with the mission to promote, develop and implement Health IT patient-centric solutions across the healthcare industry. Pryv SA develops and sells licenses of a trusted Swiss-made and validated eHealth Data Middleware to empower Pharma, Hospital/ Clinic, Medtech, Digital Health and Insurance organisations to build compliant, innovative and scalable data-driven eHealth products with confidence, reduced time and IT expenses while respecting complex Data Privacy Regulations.

About Nothing Interactive

Nothing Interactive (Nothing GmbH) is a Swiss user experience (UX) agency founded in 1999. Its mission is to design digital products, which matter. Striving for a holistic approach, Nothing Interactive offers expertise in concept, design and development of digital products. The company has long-term partnerships with clients such as Visa Card Services, SBB CFF FFS and Swisscom.

¹ A PwC report in 2016: <https://www.pwc.com/ee/et/publications/pub/pwc-cis-wearables.pdf>

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