

A German start-up in the field of digital health is looking for partners in the healthcare sector from Austria and Switzerland for a new online-based exercise programme in the prevention and treatment of illnesses (certified by the German association of public health insurance companies). Partners can use the programme for a license fee. Alternatively, the start-up offers to create individual programmes acting as a service provider for the partners.

Description:

By creating its “live-audio coaching”, the start-up company has developed an innovative offer for online-based exercise programmes. Meanwhile the great significance of “exercise as medicine” has been scientifically proven, and its importance will even increase in the prevention and treatment of illnesses. Not all exercise recommendations could have been implemented on an online basis so far. Offers limited in places or times are not manageable for everybody. It is a matter of fact that a lack of exercise has demonstrably caused health problems in a growing part of the population.

Thanks to its “live-audio coaching” the start-up is able to offer “exercise as medicine” online-based – comprehensively and everywhere. Like during a personal training the participant is guided through the training units and can make flexible use of them. The focus here is on voice-guided workouts. By this, the start-up offers as the first company in Germany certified programmes for all exercise recommendations of WHO or “exercise as medicine” online. The programmes are based on the state-of-the-art of science and are created by certified experts.

What are the start-up’s tasks?

It offers online-based fitness and health courses with focus on exercise in an innovative format. They started with prevention courses and will also offer online-based exercise courses for the treatment of illnesses in the future. The positive impact of target-oriented exercise has been sufficiently documented by studies, e.g. in the case of

- cardiovascular diseases
- type 2 diabetes
- high blood pressure
- depressions
- Alzheimer’s disease
- chronic pain
- cancer
- obesity.

What is the difference between this start-up and other providers?

Proved by studies for healthy adults, but also for the treatment of the above-mentioned diseases, a certain combination of strength, perseverance, stretching and relaxation is recommended. Previous online-based offers provide either video-based courses in the field of strength and stretching or audio-based courses in the field of relaxation. The start-up combined both forms in a “live-audio coaching” and is thus able to offer also endurance training outside online, e.g. walking and jogging besides strength, stretching and relaxation. So, all recommended forms of exercise in the prevention and treatment of the above-mentioned illnesses are offered together from one provider. All you need is a smartphone and a headphone. As their focus is on voice-guided workouts, these programmes are also compatible with innovative technologies, e.g. Smart Speaker (Amazon Echo, Google Home, Apple HomePod).

In addition, the participants are supervised during the whole course by a health coach via phone, e-mail, WhatsApp. This way, each participant is looked after individually. Supplementary to the online-based course, personal support is offered. The start-up received, as the very first company in Germany, a certification by the German association of public health insurance companies for this novel approach.

What has the start-up made to do so?

- Health systems face ever-increasing challenges due to illnesses caused by a life style with little exercise and wrong nutrition as well as due to the demographic change.
- From their own experience the founders felt the positive impact as well as realised the problems caused by the lack of it.
- In the US, digital therapy offers are predicted an annual increase of 90 %, from 5 million users today to 110 million users in 2023.

Where does the start-up stand today?

The first prevention courses in Germany were certified by the German association of public health insurance companies. The fees for the courses are refunded to the approx. 55 million publicly insured persons in Germany, proportionately or in full (80 %-100 %).

Which partner needs the start-up with which aim?

The start-up is looking for partners in Austria and Switzerland from the following industries/sectors:

• Health insurance companies:

The digital offer enables the health insurance companies to reduce costs, as the insured can avoid illnesses by a more active life style. The access is possible always and everywhere.

If they are already sick, the patients get the opportunity to exercise at their homes and in their day-to-day lives, while they are guided and supervised virtually.

• Tourism / wellness and sport hotels:

The wellness tourism from Germany has been growing for years, and forecasts expect an ongoing increase. Digital health programmes enable wellness and sports hotels to address to health-conscious new client groups with special online-based exercise courses and programmes on the spot at their premises, without the need of making significant investments as for the extension or restructuring of their fitness areas or additional specialist supervision. Besides an online-based health and fitness programme at the hotel, a continuity in practicing the programme after the stay can create or maintain client loyalty. Around 55 million holders of public health insurances in Germany can receive a partial or even full reimbursement for the costs of certified health courses. These courses must fulfil criteria and standards to receive a certification. Wellness and sports hotels may thus offer certified health courses via the start-up. This can rather easily transfer sports and prevention courses offered by a hotel into its portfolio and then arrange the certification (as well as the reimbursement).

The offered health courses last for 8 weeks (the user has online-access for 12 weeks in total). The first training lesson could take place with the in-house trainers. The resting 7 lessons would be done online using the “live audio coaching” by involving the hotel (trainer, logo etc.). By offering these health courses, the hotel can extend its medical and fitness offers as well as keep in touch with its guests, even weeks after their stay. It is in a position to attract new groups of clients, differentiate, create client loyalty and use the offer for marketing purposes. The clients have the chance of improvement and can profit from a lasting effect by going on with the training for several more weeks. Interested hotels can inform themselves about the courses watching a showcase at

www.fittracks.de/rueckenpreview

• Hospitals, rehab centres, doctors:

By means of these programmes doctors are in the position to prescribe “exercise as medicine”. In this case, it is very simple for patients: They only need a smartphone and a headphone. Courses are accomplishable always and everywhere. Thus, having returned to their homes, patients can bring more exercise into their daily lives also after a hospital stay, and further speed up their regeneration.

• Pharma:

As an alternative to a medical treatment or as its supplement in the case of the above-mentioned illnesses the start-up offers a digital therapy programme, its “live-audio coaching”. A large growth potential is prognosticated for the market for digital therapy programmes, as already mentioned.

Partners can make use of the programme for a license fee. The start-up may also create individual programmes for the partners as a service provider, including online presence and support.