



dacadoo

DEPLOY YOUR BRANDED DIGITAL HEALTH ENGAGEMENT PLATFORM TO BOOST CLIENT ENGAGEMENT

Learn about the white label version of the dacadoo Digital Health Engagement Platform.

THE DACADOO DIGITAL HEALTH ENGAGEMENT PLATFORM

dacadoo develops and operates a comprehensive Digital Health Engagement Platform to motivate users to achieve and maintain healthy lifestyle habits. The platform combines motivational techniques based on behavioural science with functions from digital, automated health coaching, as well as online gaming and social networking, in order to activate and engage its users.

It works as a personal health coach in users' pockets, providing guidance, support and motivation, rewarding them for personal achievements and helping them to attain their health improvement goals.



Connect



Score



Engage



HEALTH SCORE

The dacadoo Health Score is a number between 0 and 1,000 that represents overall relative health. This science-based indicator is built on over 300 million person-years of scientific data. It increases or decreases in real time, depending on how a user's physical health, emotional wellbeing and lifestyle change over time.

WHITE LABEL IMPLEMENTATION

As dacadoo is focused on a B2B2C go-to-market approach, the capability to fully brand and configure our Digital Health Engagement Platform is of key importance. The white label version includes a completely separate adaptation of the platform and database, along with full customer branding. Customisation options include a range of carefully designed colour schemes for optimised user experience, branded apps in app stores, and the ability to customise content, goals, rules and rewards. End users will never see the dacadoo brand. Only the customer's brand will appear. With the white label version, customers have the flexibility to personalise the platform according to their own specific needs.

AON



Well One

OPTUM



Irish Life



MyLife

CHUBB



GENERALI



MAIN FEATURES OF THE WHITE LABEL VERSION



Complete branding of mobile apps (iOS, Android) and the web application



Compliance with GDPR, HIPAA and Swiss data privacy laws



A wide range of secure Azure Cloud hosting locations



The science-based dacadoo Health Score



Content that is available in more than 18 languages



Reporting tools or access to a reporting database via APIs



The dacadoo Coach, including lots of wellbeing goals and the ability to send direct notifications to users



A connector hub for wearables and tracking apps



The ability to implement Single Sign On (SSO)



Various support tools, such as the Content Manager and Administration Portal



The ability to create / customise your own content for your end users



Access to RESTful API

WHAT CAN IT DO FOR YOUR BUSINESS?



Shorter time to market; no need to build your own app from scratch



Puts you in control over your platform



Ongoing dacadoo support, including: engagement training and second-level troubleshooting



Directly engage your customers or employees, increasing their loyalty



Enhanced brand engagement and visibility



Customer acquisition and retention



Create relationships with your customers built upon trust



Early detection of disease and early intervention



Upsell and cross-sell of insurance products



Data collection for product development and improved underwriting

ADDITIONAL BENEFITS OF THE WHITE LABEL VERSION



Content created by health and medical experts



Full access to anonymised reports



Your own user onboarding methodology



App distribution opportunities with business partners



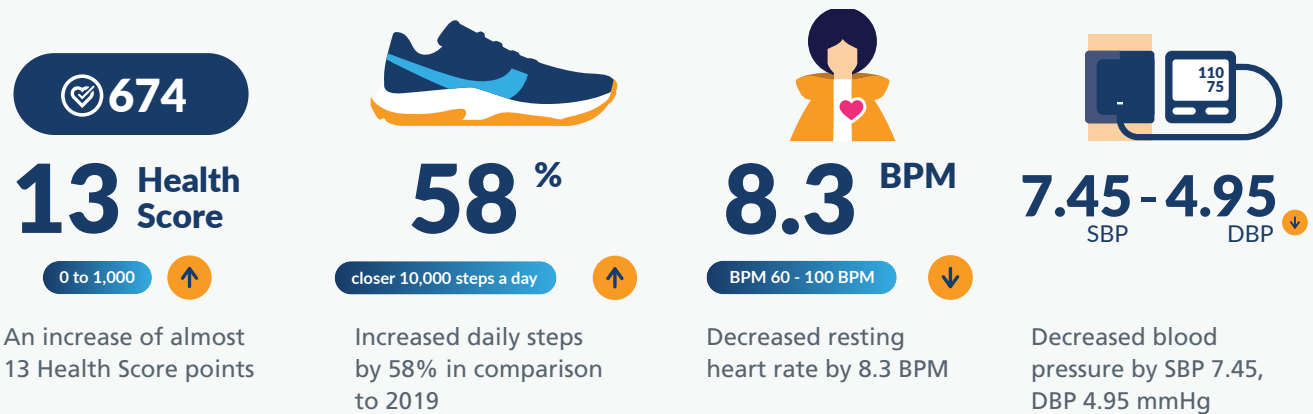
Engage your customers or employees in leading healthier lifestyles



Branding customization at your fingertips

DOCUMENTED RESULTS

Using our award-winning dacadoo Digital Health Engagement Platform has been proven highly effective for the improvement and management of users' health. Here's what the average DHEP user achieved during 2020:



And much more! Download our [infographic](#) to find out more stats.

**CONTACT US TO LEARN MORE
ABOUT HOW WE CAN ENHANCE
YOUR DIGITAL BUSINESS**



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 **Irish Life**

CHUBB

ABOUT DACADOO

dacadoo, named a 2021 "Cool Vendor in Insurance" by Gartner, licenses its Digital Health Engagement Platform, including its Health Score and Risk Engine to Life & Health insurance operators (B2B), supplying Insurtech and health-tech solutions to over 35 of the top 100 Life & Health insurance operators globally. Available in over 18 languages, dacadoo's technology is provided as a fully branded, white label solution or it can be integrated into customers' products through its API. Through its 'Connect, Score, Engage' offering, dacadoo supports Life & Health operators to motivate their clients to lead healthier lifestyles through its SaaS-based Digital Health Engagement Platform. dacadoo also provides its Risk Engine, which calculates relative risk on mortality and morbidity in real-time. dacadoo has over 120 employees across locations in Europe, North America and Asia-Pacific and over 100 filed patents around their digital Life & Health solutions. dacadoo is entirely committed to privacy and security, hence why it designs and operates its solutions in line with industry standards, laws and regulations such as the Swiss Federal Act on Data Protection, GDPR, and HIPAA. Its Information Security and Privacy Management System is certified according to world-renowned ISO 27001 and ISO 27701 standards.