



**DIGITAL HEALTH & AGELESS WELLNESS:
DIGITAL FUTURE INSIGHTS TO EMPOWER WOMEN'S HEALTH
AT EVERY STAGE & CLOSE THE GENDER HEALTH GAP**

Women+ Health and the Role of Digital Health

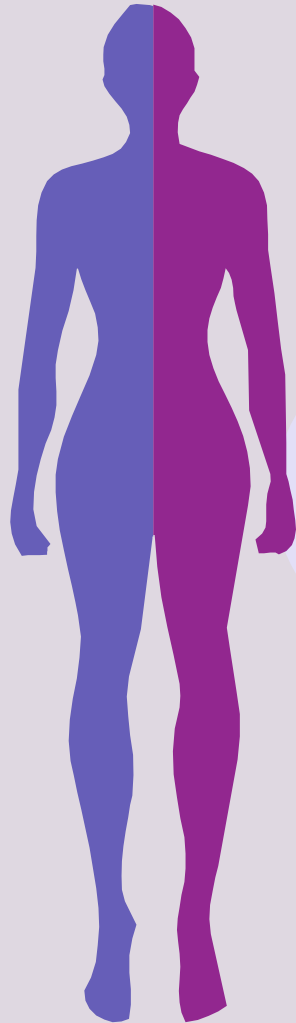
In many respects, **women historically have utilized more healthcare than men**—they use preventive care services at a higher rate, and **working-age women** incur healthcare expenses **at least 80% higher than their male peers.**

Not only has this not translated into better outcomes, but this behavior has shifted, with women more likely to forego care during COVID.

And, despite our strongly held belief that digital health offers immense opportunity to improve women+ health, women are not utilizing digital health at the same rates as men.

Different phases of our life demand our energy differently

Different generations of women use the internet and social media to consume health information and seek healthcare.



At every age and stage, what women look for in health and wellness changes – and their digital habits reflect their shifting priorities.

Recognize Women's Health Barriers and Priorities

Women face ongoing barriers to wellness, from the cost of healthcare to physiological changes throughout life, with unique health priorities for each generation.

Health and Wellness Goals by Generation

Boomers:

Top goal: Lose weight

More than other generations: Eat more nutritious foods, prevent sickness, address existing health issues

Millennials:

Top goal: Reduce stress and anxiety

More than other generations: Improve financial health, improve work/life balance

Gen X:

Top goal: Lose weight

More than other generations: Improve sleep, increase energy levels, make more time for self-care

Gen Z:

Top goal: Improve physical appearance

More than other generations: Reduce social media usage, improve work/life balance



DIGITAL HEALTH

Definition/Introduction



Digital health refers to the **use of information and communications technologies** in medicine and other health professions to manage illnesses and **health risks** and to **promote wellness**.

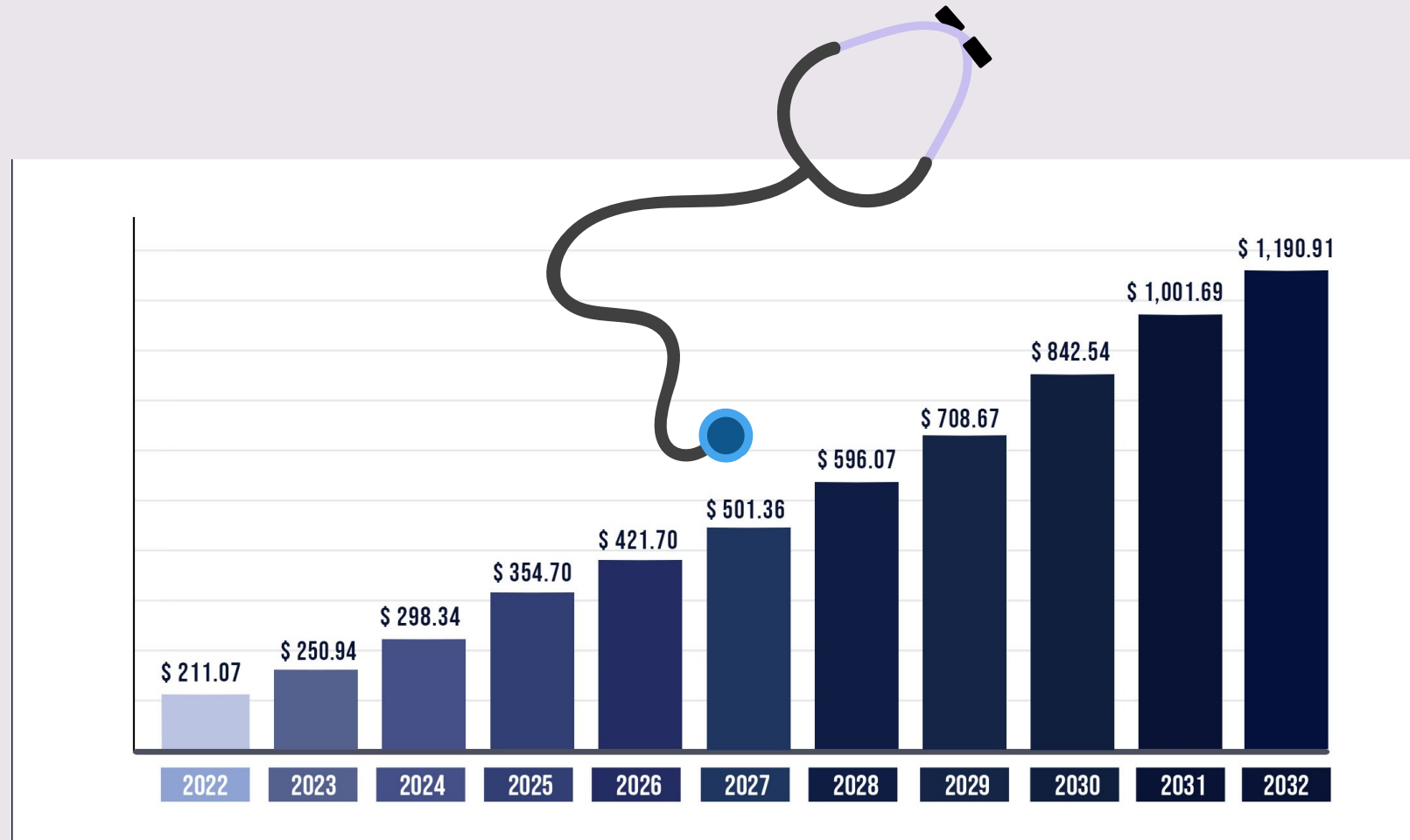
Digital health has a broad scope and includes the use of **wearable devices**, mobile health, **telehealth**, **health information technology**, and **telemedicine**.

DIGITAL HEALTH MARKET SIZE, 2022 to 2032 (\$Billion)

The global digital health market size was estimated at around USD 211.07 billion in 2022 and it is projected to hit around USD 1,190.91 billion by 2032, growing at a CAGR of 18.89% from 2023 to 2032.

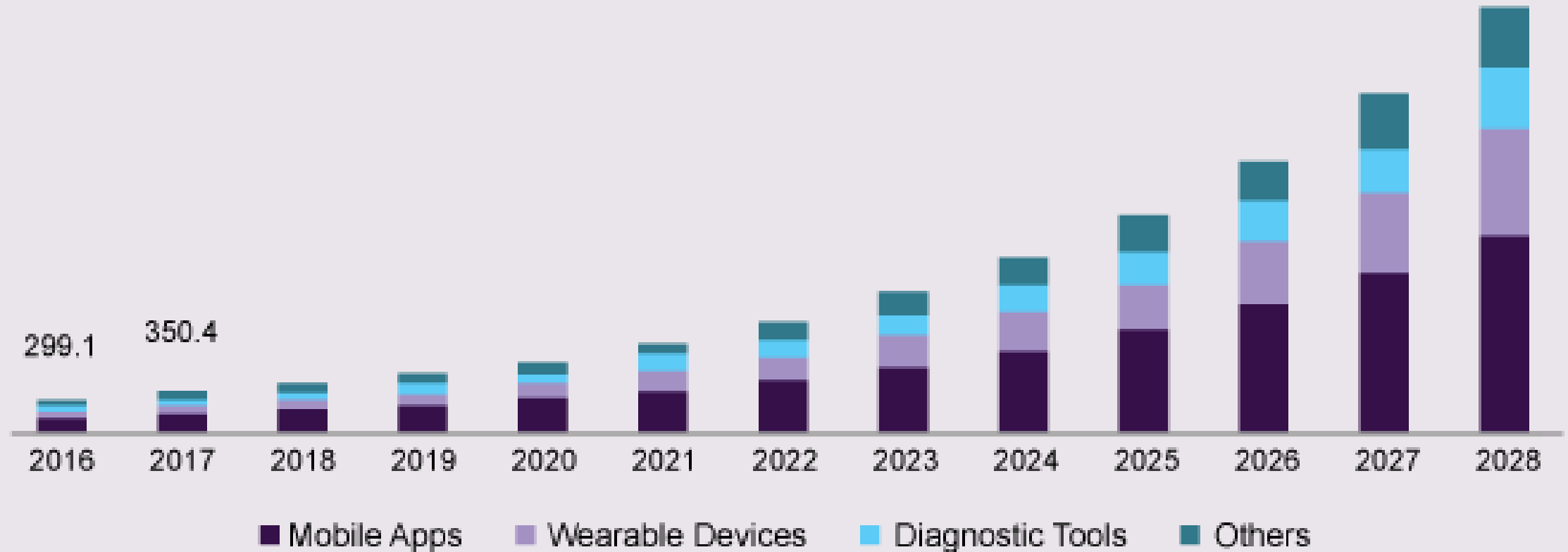
2022

- **By technology**, the **telehealthcare** segment dominated the market with a revenue share of 41.52%.
- **By component**, the service segment accounted for the largest revenue share of 45.46% in 2022.
- **The software segment** is projected to grow with the fastest CAGR of 19.93% in the forecast period.
- North America dominated the market in 2022 with a revenue share of 44.37%.



The global women's digital health market size was valued at USD 1.5 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 19.9% from 2021 to 2028.

US women's digital health market size, by type, 2016 – 2028 (USD Million)



Drivers of Womens' Digital Health market growth and awareness



The rise in smartphone penetration, adoption of preventive healthcare, favorable regulations, and rise in funding.



Around 50.0% of the world's population is women and there were around 1 billion women in 2019 with a mobile device capable of using modern-day digital tools.



Furthermore, the rising number of chronic, auto-immune and general illnesses and infectious diseases depicts the market potential for digital women's healthcare.

“Women used particular digital health tools at lower rates than men—specifically live video telemedicine, wearables, and digital tracking of health metrics”

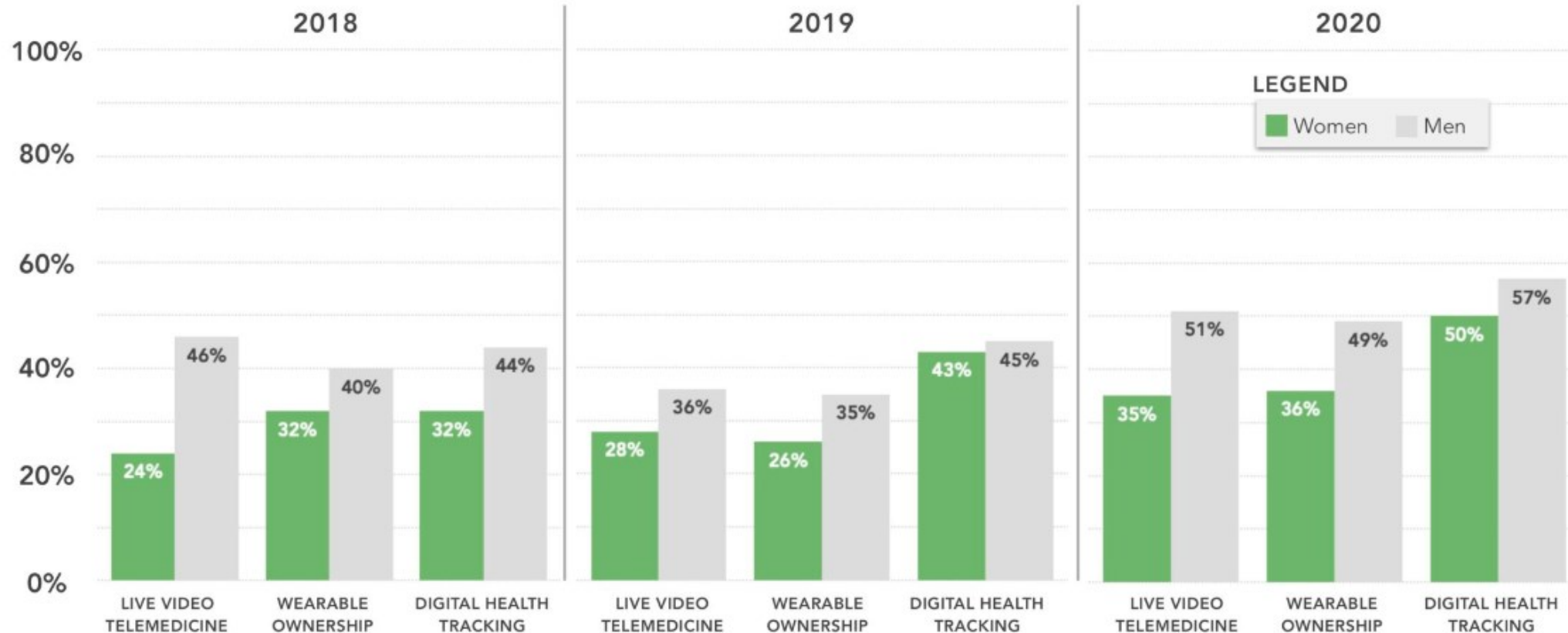


Adoption of Health Tools, by gender

While women respondents have increased their adoption of digital health tools over time, men respondents reported greater year-over-year increases

ADOPTION OF DIGITAL HEALTH TOOLS, BY GENDER

2018–2020



Note: For live video telemedicine, we asked respondents to report if they have previously accessed medical care or advice through a live video call; we asked respondents to report current ownership of a wearable and current use of various forms of digital health tracking. In 2018 and 2019, Rock Health asked survey respondents to identify as either male, female, non-binary, or prefer not to disclose. In 2020, we asked respondents to identify their gender identity (e.g., woman, man, non-binary, prefer not to disclose, prefer to self describe) and biological sex (e.g., female, male, prefer not to disclose). The 2020 data shown above is based on gender, not sex.

Source: Rock Health Digital Health Consumer Adoption Survey (n2020 = 7,980; n2019 = 4,000; n2018 = 4,000); US consumers aged 18+

Digital Health Technological Trends

The priorities are prevention and technology at the service of customers and businesses.

1.

Health 01

There is a growing awareness of the risks that health problems pose to both the well-being of individuals and the stability of organizations.

2.

Telemedicine 02

Services such as teleconferencing with the physician, which burst onto the scene with the pandemic, have become one of the most in-demand services in the last two years. According to MMB data, 77% of customers who used this type of care in 2020 want to continue to do so. As a result, 72% of insurers now include telemedicine for general health.

3.

Digital health platforms 03

Innovated to reduce costs and provide customers with a better experience through new digital tools.

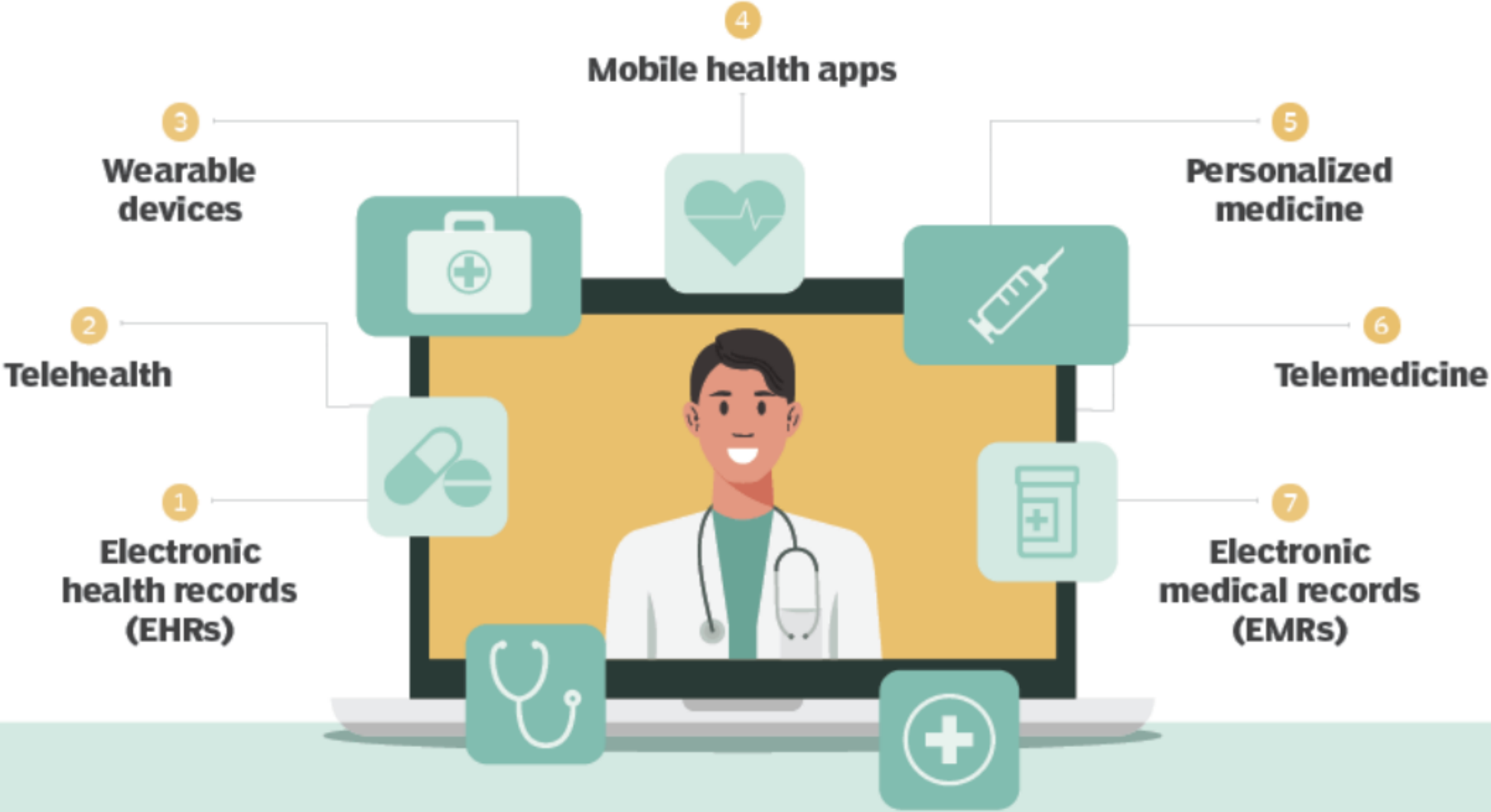
4.

APPS & WEARABLES & AI 04

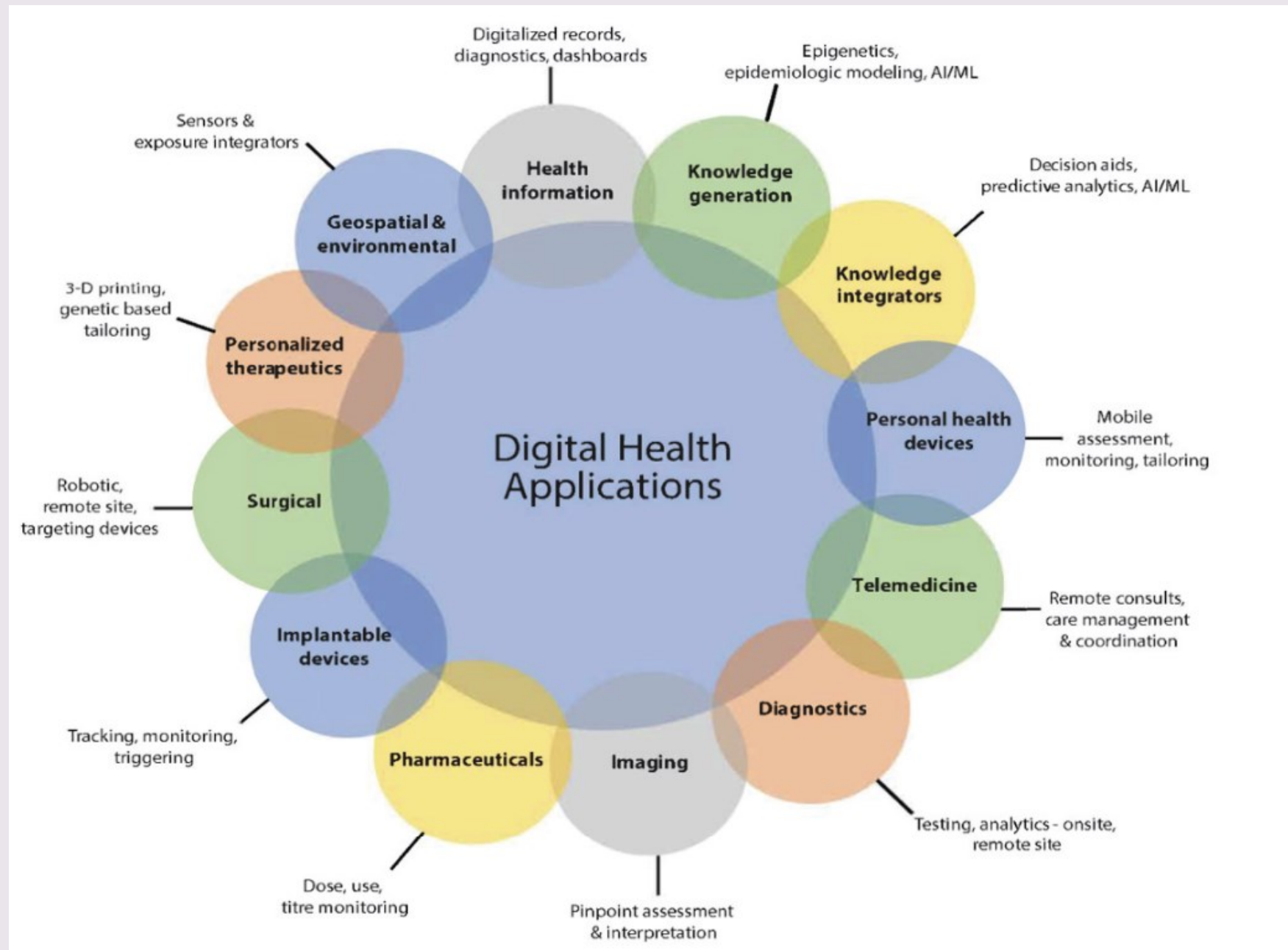
one in four insurance companies already offers apps to suggest diagnoses for simple medical conditions and wearables for patients to self-manage their well-being

Complete Digital Health Ecosystem

Wearables, Mobile applications and Connectivity are the Core of Digital Health along with Digital Health Records .

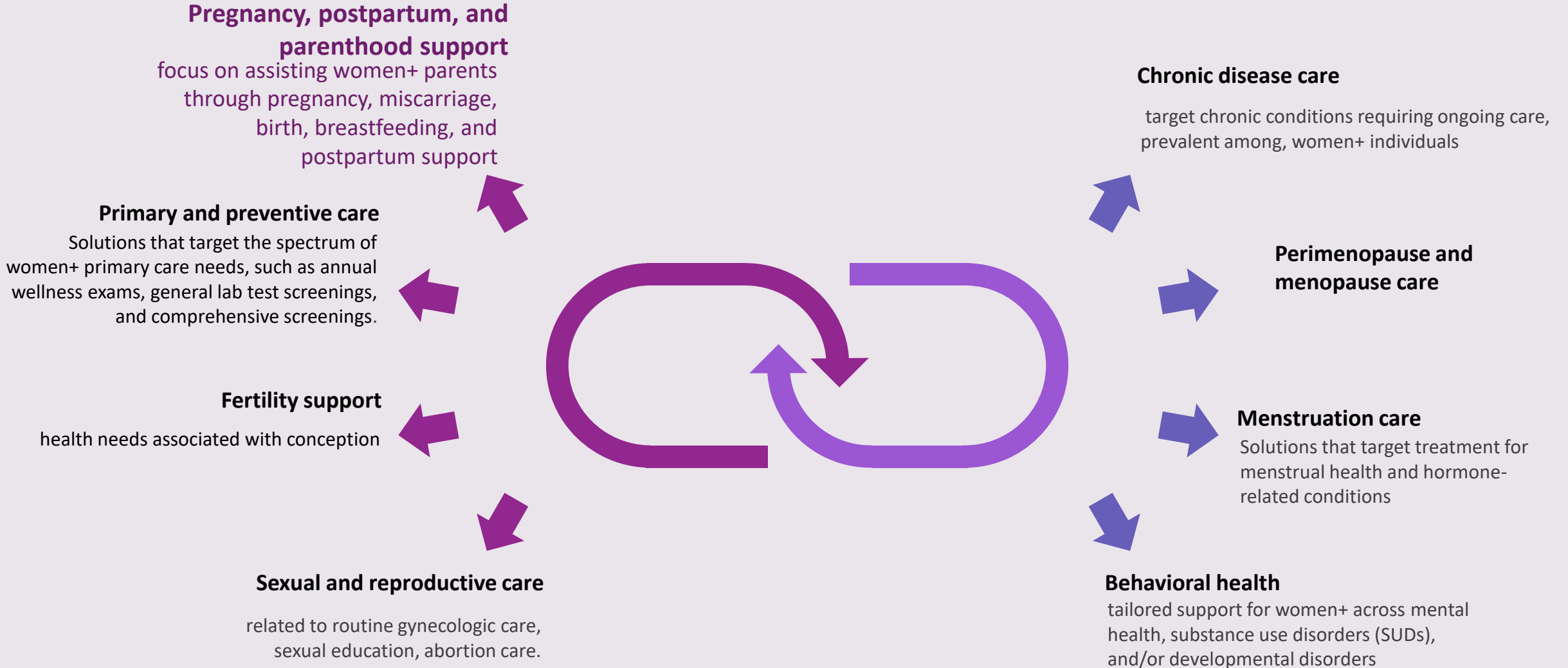


Evolving Applications of Digital Technology in Health & Health Care to assist prevention



Eight Sectors Within the Women+ Digital Health Landscape

Most activity still lies in pregnancy, postpartum, and parenthood



The Power of Digital Health

Improved health outcomes 01

Monitor routine check-ups, screenings, immunizations, and counseling services

Enhanced quality of life 03

Happier Insured members less prone to become a Real Risk

Cost savings 02

Based on Data Analytics & LLM AI

Mitigating risks 04

Shift the focus from reactive claims management to proactive risk mitigation and prevention

Future Digital Health Solution Value Creation

Mobile Application

to facilitate health monitoring, medication reminders, appointment scheduling, and access to personalized health insights, facilitate teleconsultation sessions with partnering doctors from our ecosystem..

Wearable & Medical Devices Integration

Wearables cooperate with mApp and collaborate with health services providers

Integration and Analytics Server Infrastructure

Seamless integration with wearable devices platforms and health providers' data infrastructure for data retrieval and analysis.

Collaboration with Health Services Provider

Tele-consultation sessions after scheduling online with partner doctors through the app, giving insured persons the opportunity to ask for immediate advice and orientation. Doctors will have immediate access to the full health data,

Health Data Access for Doctors

Provide doctors access to health data collected by the platform, immediate view of the health status of the insured person, including the latest measurements.

Machine Learning Analysis

Identify patterns, trends, and potential health risks. Personalized recommendations.



Digital Technology components

Mobile application

a user-friendly mobile application that empowers individuals to actively manage their health and adhere to prescribed treatment protocols etc.

Smart devices for real-time health monitoring

The mobile application will seamlessly integrate with a variety of smart devices, including smartwatches, wristbands, and medical equipment, to enable real-time health monitoring and data collection.



Data aggregation and analysis

aggregate health data directly and indirectly from users' devices and integrating with other medical records for comprehensive data analysis..

Machine Learning techniques for health trend analysis

Advanced Machine Learning techniques will be utilized to analyze health trends and provide personalized recommendations for preventive measures and even invite specialized external support.

More than wearable, monitoring devices list continuously expands

Wearable devices market continuously expands such as Glucose Meters, Pulse Oximeters, Sleep Apnea Monitors,

Οξύμετρα



Jumper JPD-500F



Beurer PO60

Πιεσόμετρα



iHealth Track



Beurer BM54



Beurer BM85

Σπιρόμετρα



MIR Spirobank Smart

Θερμόμετρα



Phillips DL8740/37



iHealth ThermoPro



Beurer FT95

Σακχαρόμετρα



Ascensia
Contour next ONE



Ascensia
Contour Care



Roche Accu Chek Instant



iHealth Gluco+ smart

Ζυγαριές



iHealth Lite



Beurer BF800

Αναλυτές ούρων



Contec BC401

Most Common Use Cases to be served



Real Time monitoring & personalized recommendations & coaching



Appointment Booking



Telemedicine & TeleConsultation



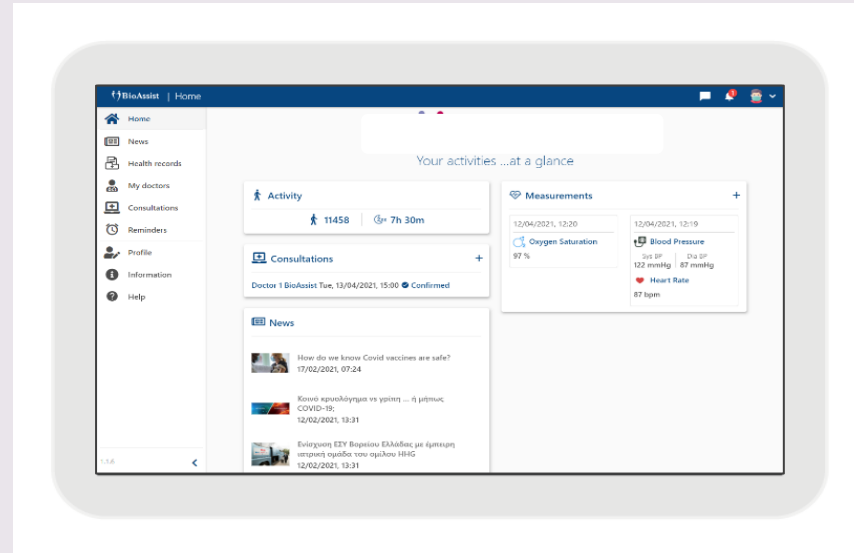
Collect Data from Wearable Devices & Medical Devices



Create a Personal Health Record



Reminders



Connect all business partners in a single platform

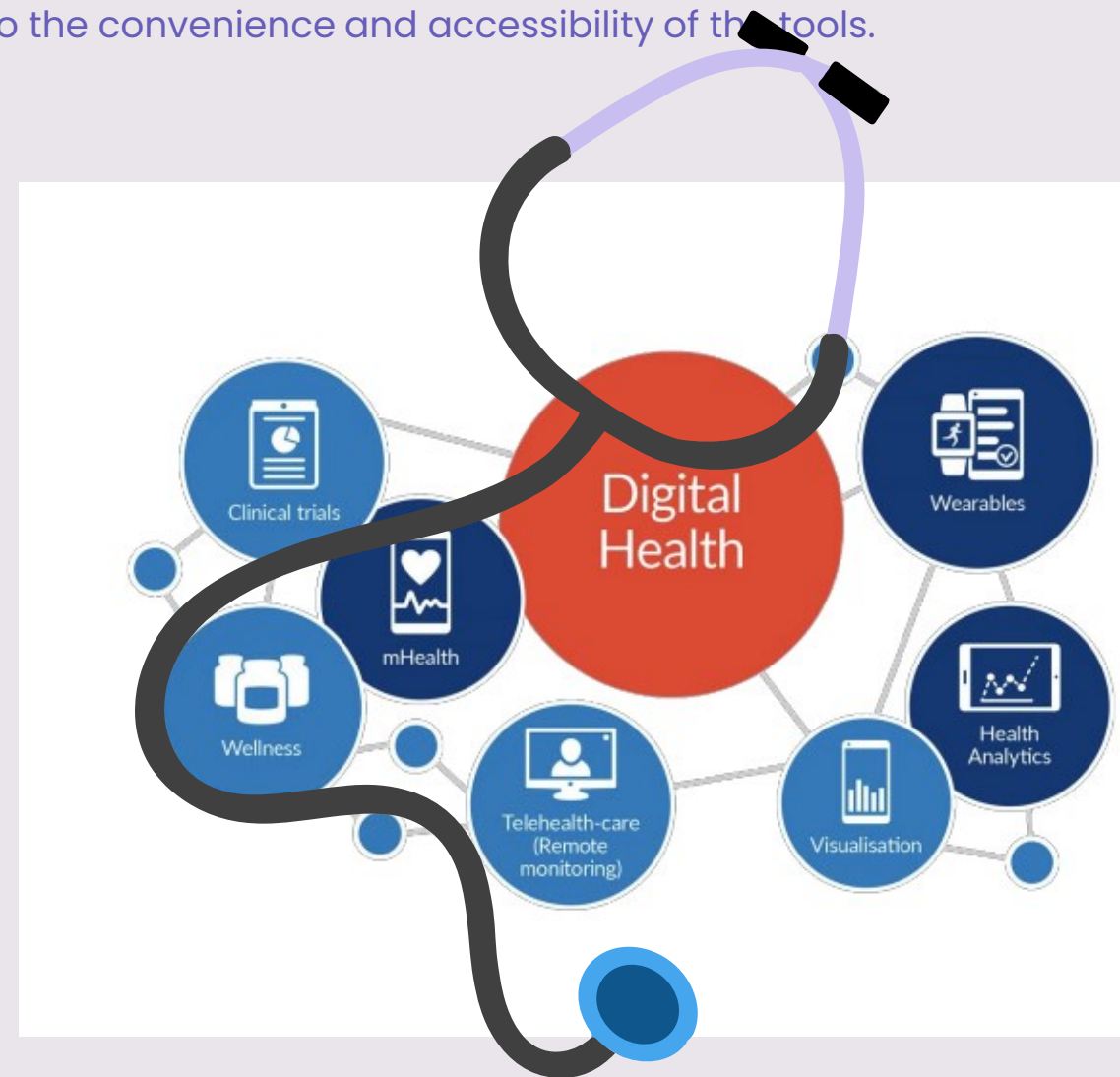


Data analysis and ML techniques for trend detection

Digital Health Tools shall increase Experience Efficiency eQuality

The adoption of these digital tools is rapidly growing owing to the convenience and accessibility of the tools.

The continuous technological advancements in the field of digital health shall allow women to **be updated about their health status and make informed decisions based on actionable insights.**



“it’s imperative to build digital health solutions specifically with women+ values, wellness and care priorities, and daily behaviors in mind.”



LIFE INSURANCE

Personal Questions

Proposed Insured's Name: _____
(Please print name)

Gender: Male Female

Birth Date: _____

Address: _____

Phone Number: _____

ID Number: _____

Status: Single Married Divorced Widowed

Occupation: _____

Type of Coverage

Employee Plan Choice	Yes	No	Spouse Plan Choice	Yes	No
Complete if Spouse/Children are Protected for Insurance			Spouse		
Name			SSN No.		

Policy

Uses: Annual Semi-Annual

Payment Mode: _____

Cash with Application: \$ _____

Planned mode premium: \$ _____

Name & Contact Information of Agent/Underwriter: _____
This form is not a contract. It is a statement of the information provided to you. The agent/underwriter will provide you with a copy of the actual policy.



/DE/CODING THE FUTURE
INSPIRING CHANGE

07 ΜΑΡΤΙΟΥ 2024 // WYNDHAM GRAND ATHENS HOTEL



THANK U !
Aleka Tamiolaki