

Behavioural nudging:

making data, genetics and scientific research speak
in order to see yourself differently

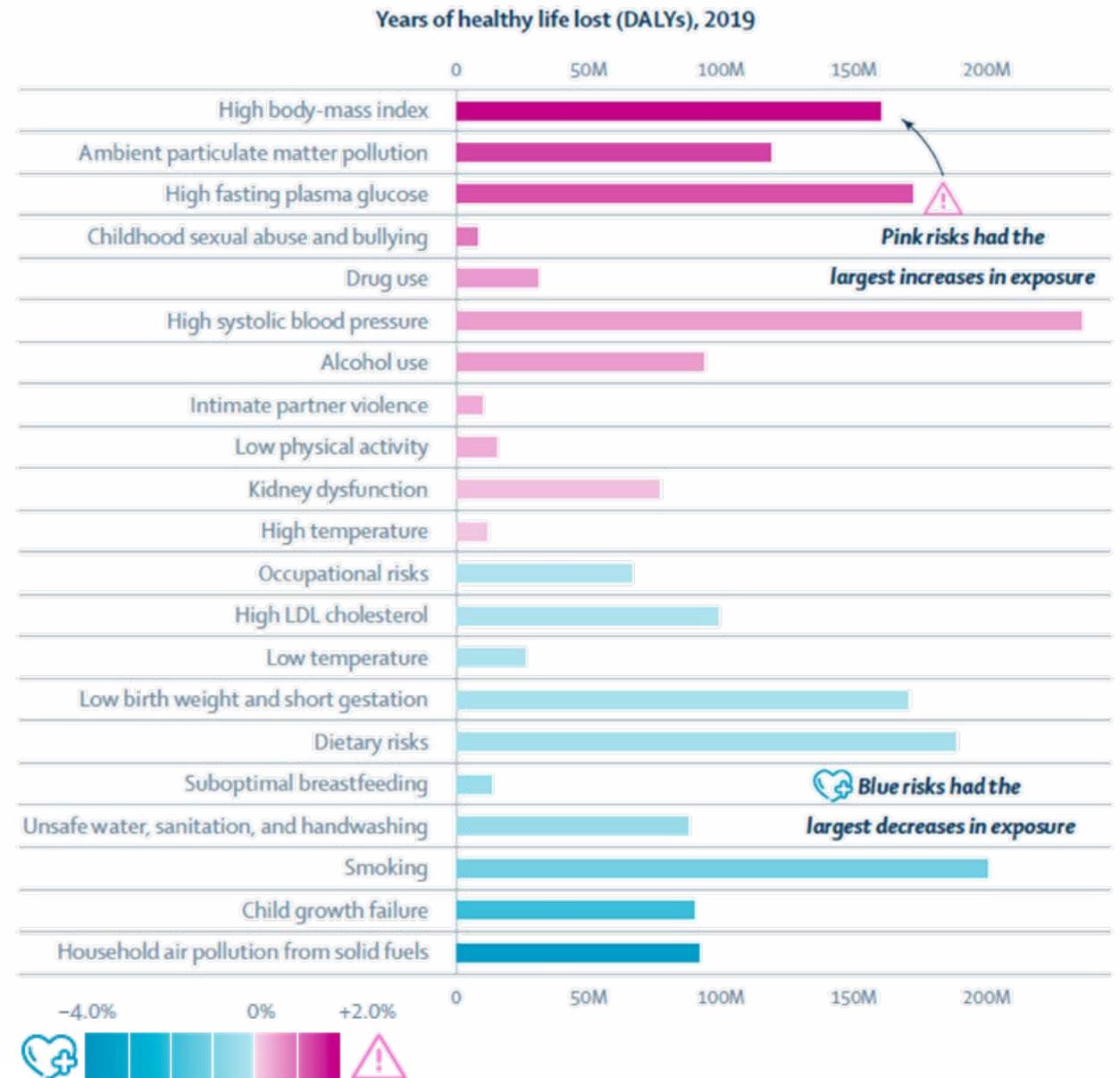


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Zurich, Switzerland
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“the record for reducing exposure to harmful risks over the past three decades is poor”

Global Burden of Diseases (Murray et al., 2019)

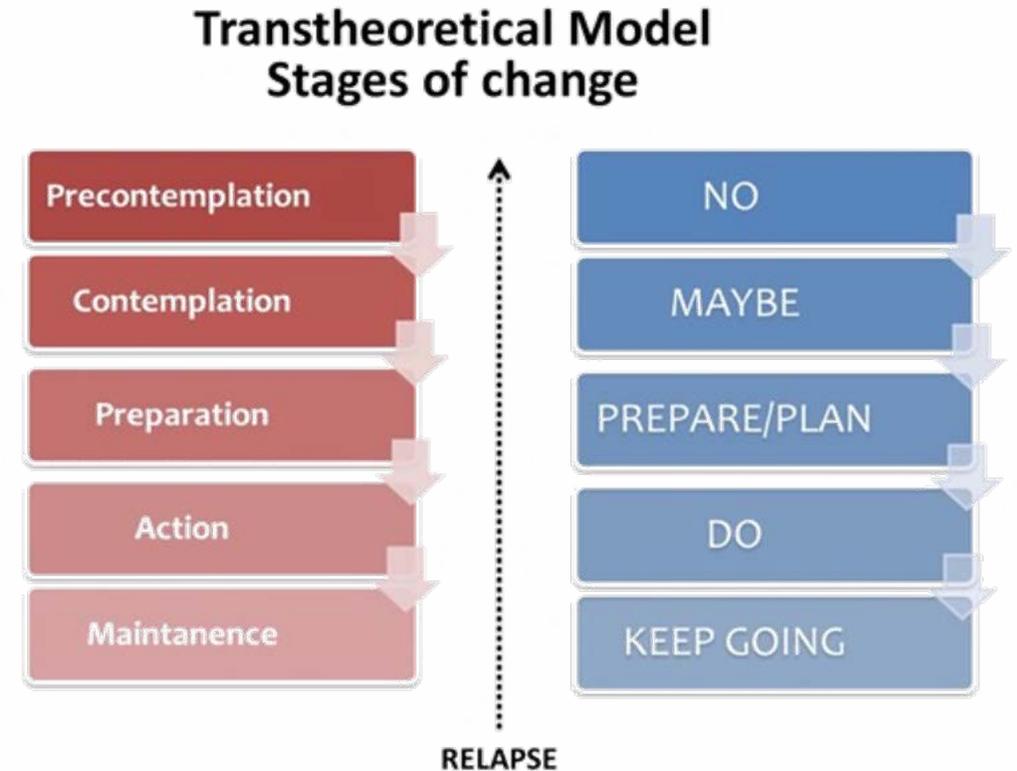
- Most diseases and conditions can be prevented or delayed by reducing exposure to modifiable risk factors.
- In 2019, 47.8% of global DALYs (disability-adjusted life-years) were attributed to exposure to environmental, occupational, behavioural, and metabolic risk factors.
- The prevalence and increase of risk factors like high blood pressure, high blood sugar and obesity, all associated with a weakened immune system, has had a substantial role on the impact of COVID-19 pandemic.
- Public health globally has had a mixed impact in the last decade, but solutions that focus on the individual are needed to tackle this problem.



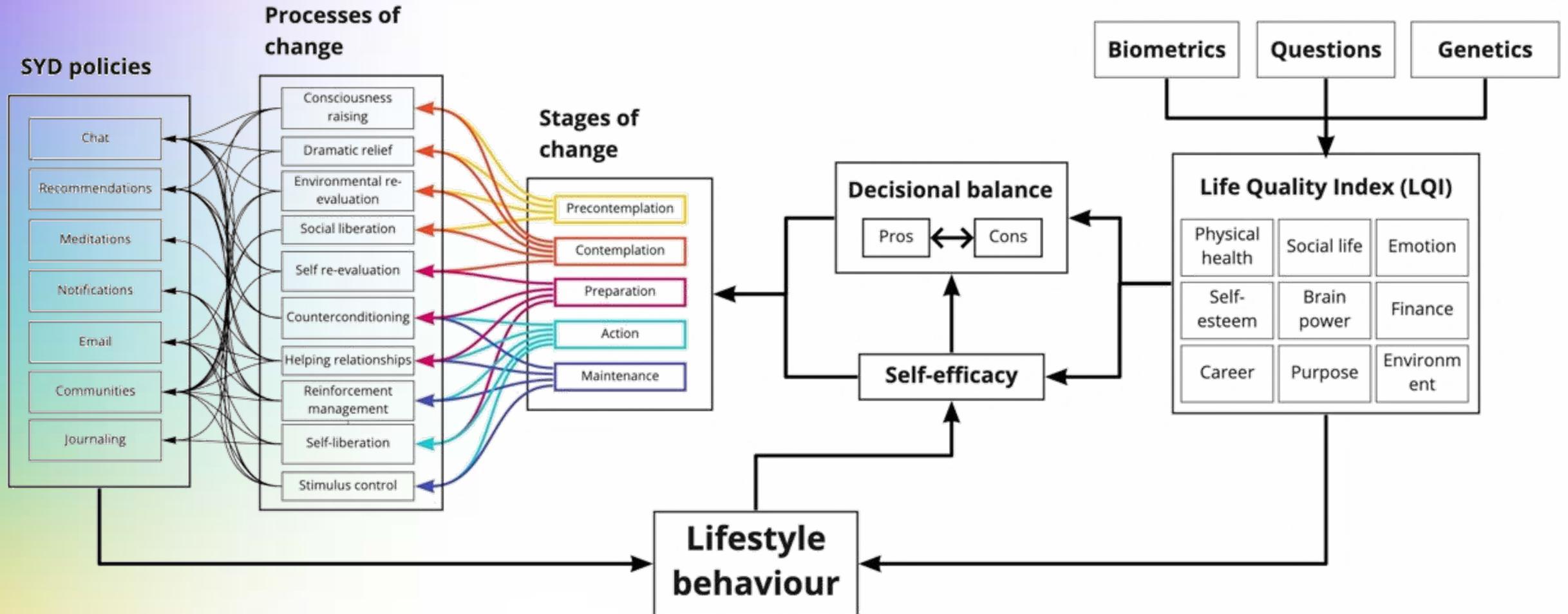
How to incentivise lifestyle behaviour change?

The Transtheoretical Model (TTM)

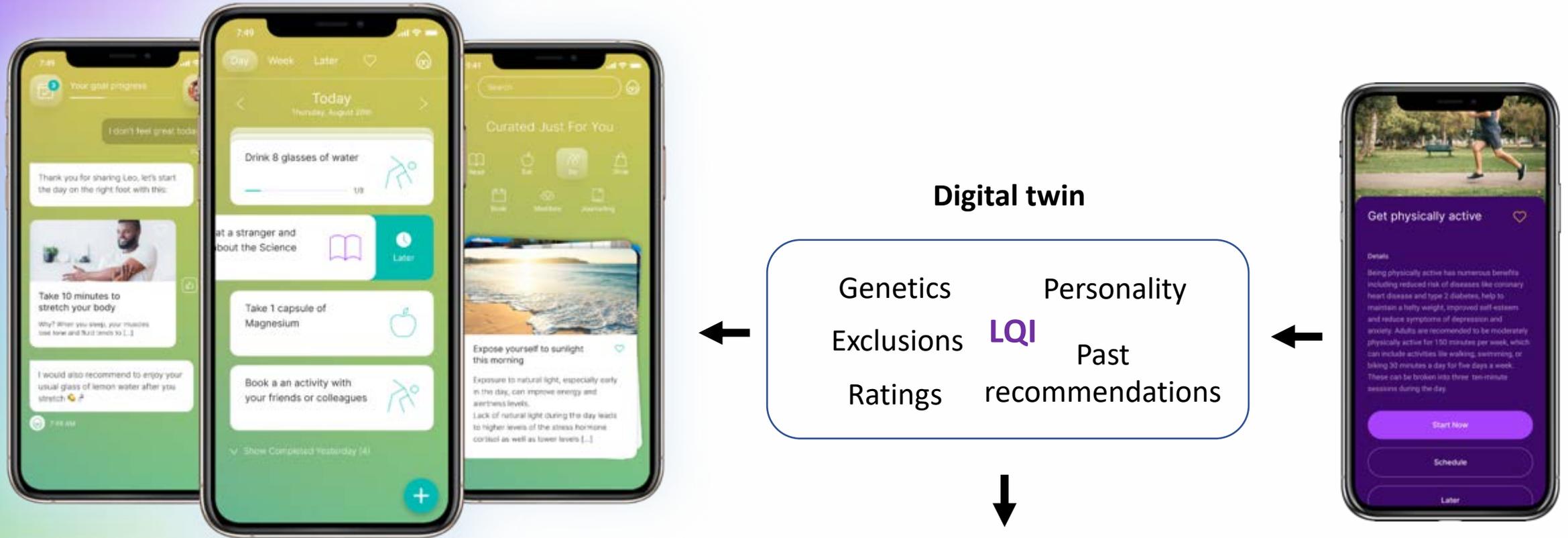
- The TTM of behaviour change has been extensively applied and tested for over 3 decades
- It proposes that at any given time, an individual is at one of 5 stages of change.
- Individuals make progression to higher or regress to lower stages across their progress to achieve a complete behaviour change.
- The key realization from the TTM is that it posits that an individual at each stage has different realizations about a particular behaviour, with different expectations of pros and cons and self-efficacy. These expectations influence how the individual might respond to different policies addressing behavioural change, and thus the latter should be targetted to match the stage in which the individual is predicted to be in.
- Each stage is defined by the individual's cognitive and behavioural processes



SYDs approach to lifestyle behaviour change based on the Transtheoretical model



SYD sample pathway with 10% D, 27% W & 60% M engagement



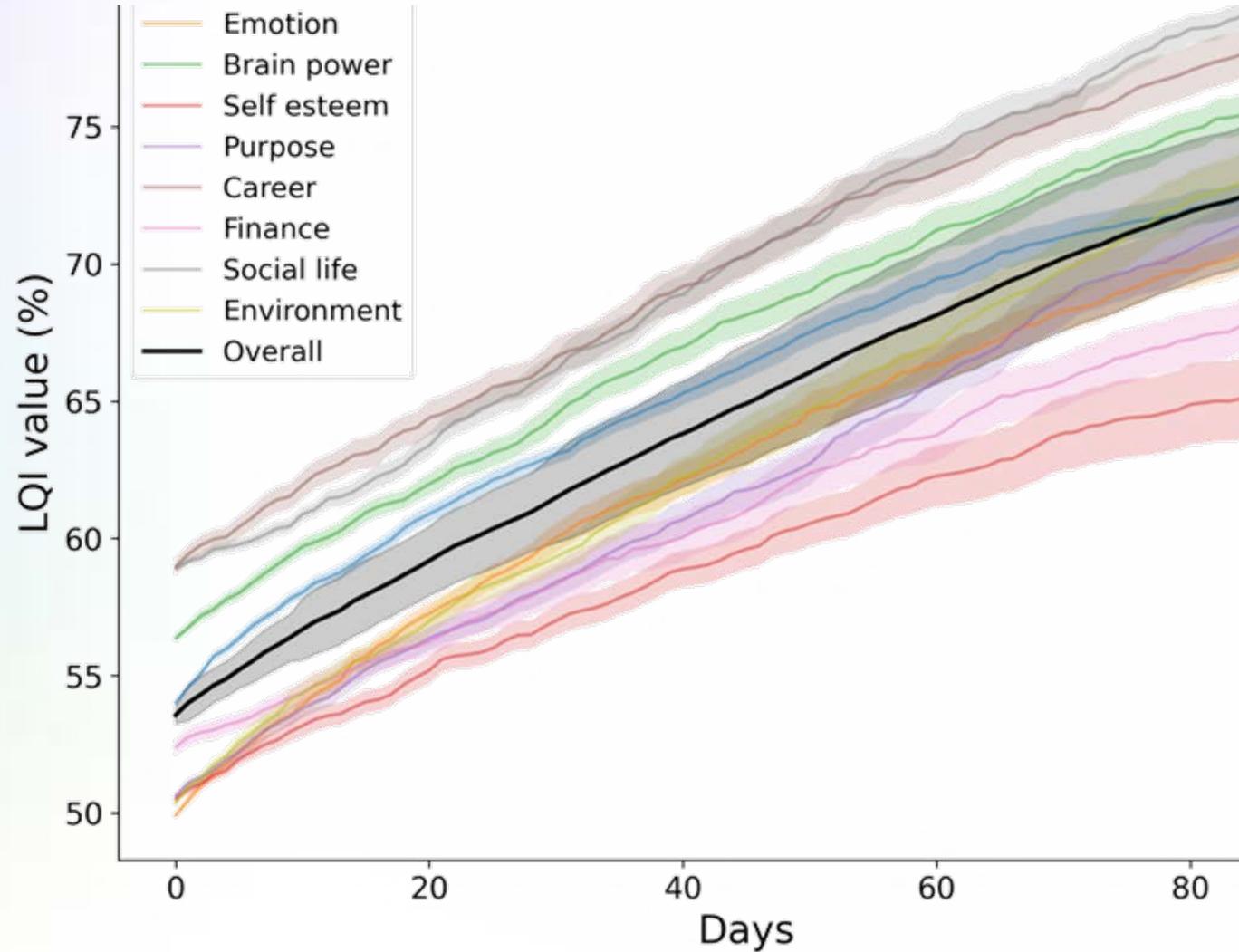
Individual answers QoL relevant questions , chats w syd or takes actions

syd estimates risks & LQI

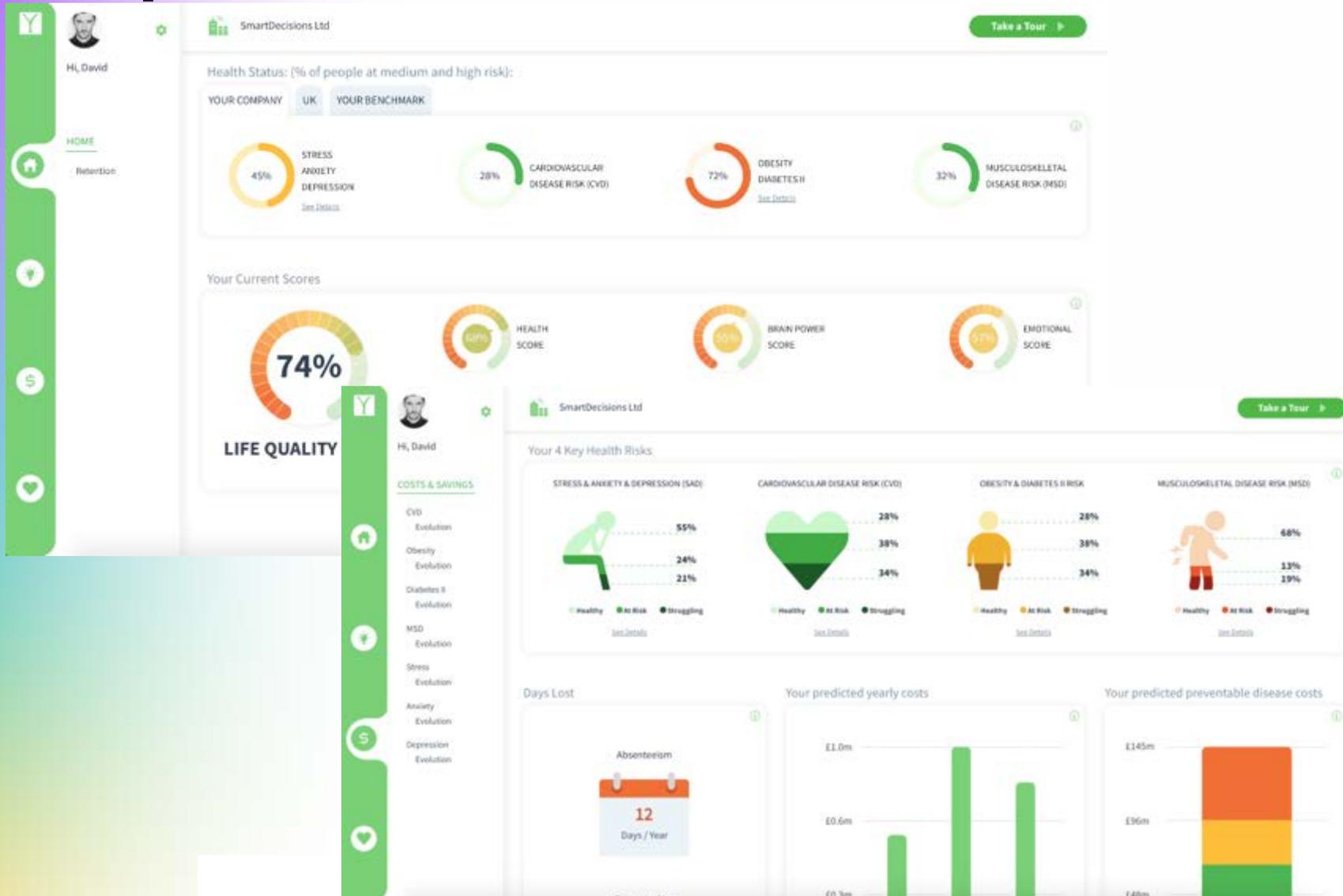
syd's recommender engine decides best recommendations for the individual

individual takes action directly or syd tracks via devices

syd's 9 Quality of Life improvement of +29% in 3M

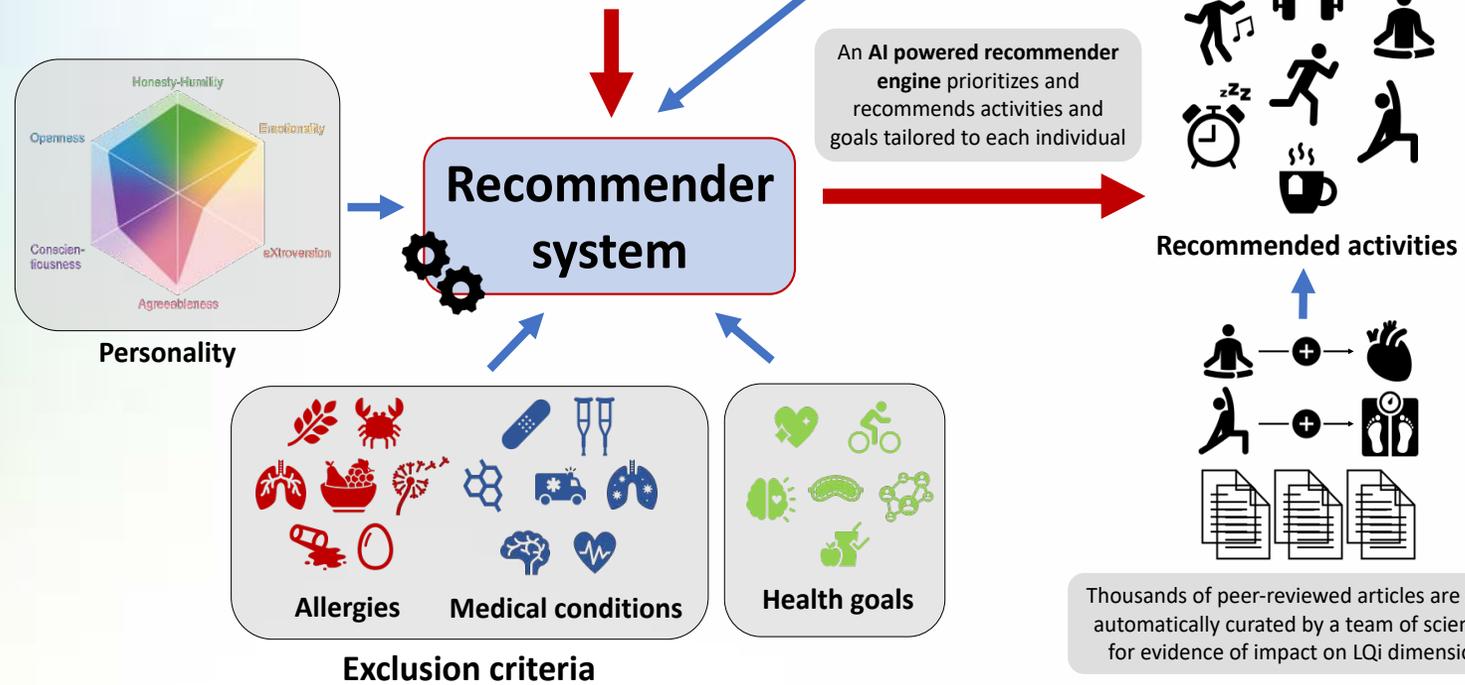
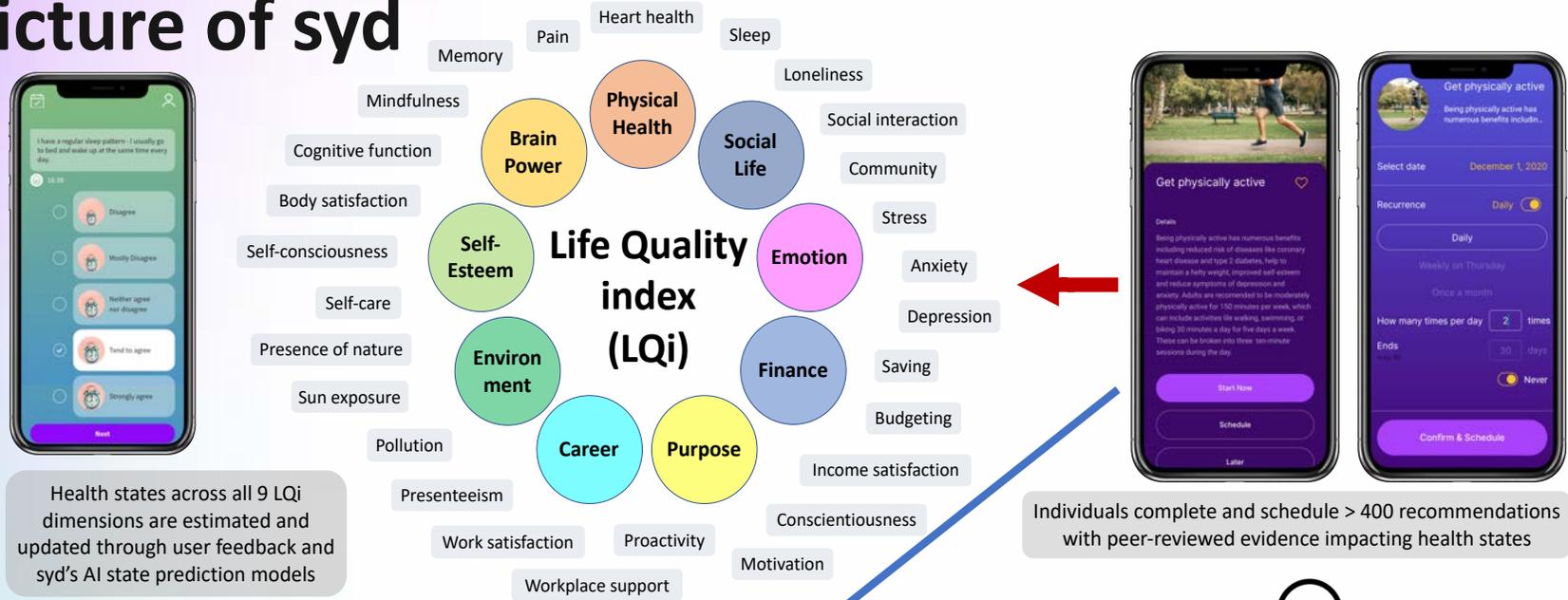


Population Dashboard



- ✓ **Anonymity:** access anonymised, aggregated & encrypted data to guarantee anonymity
- ✓ **Costs:** analyse the cost implications and access benchmarking
- ✓ **ROI:** benefit from real time calculated return on investment and dive into further possible cost savings

The Full Picture of syd



Thank you!

Q&A

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