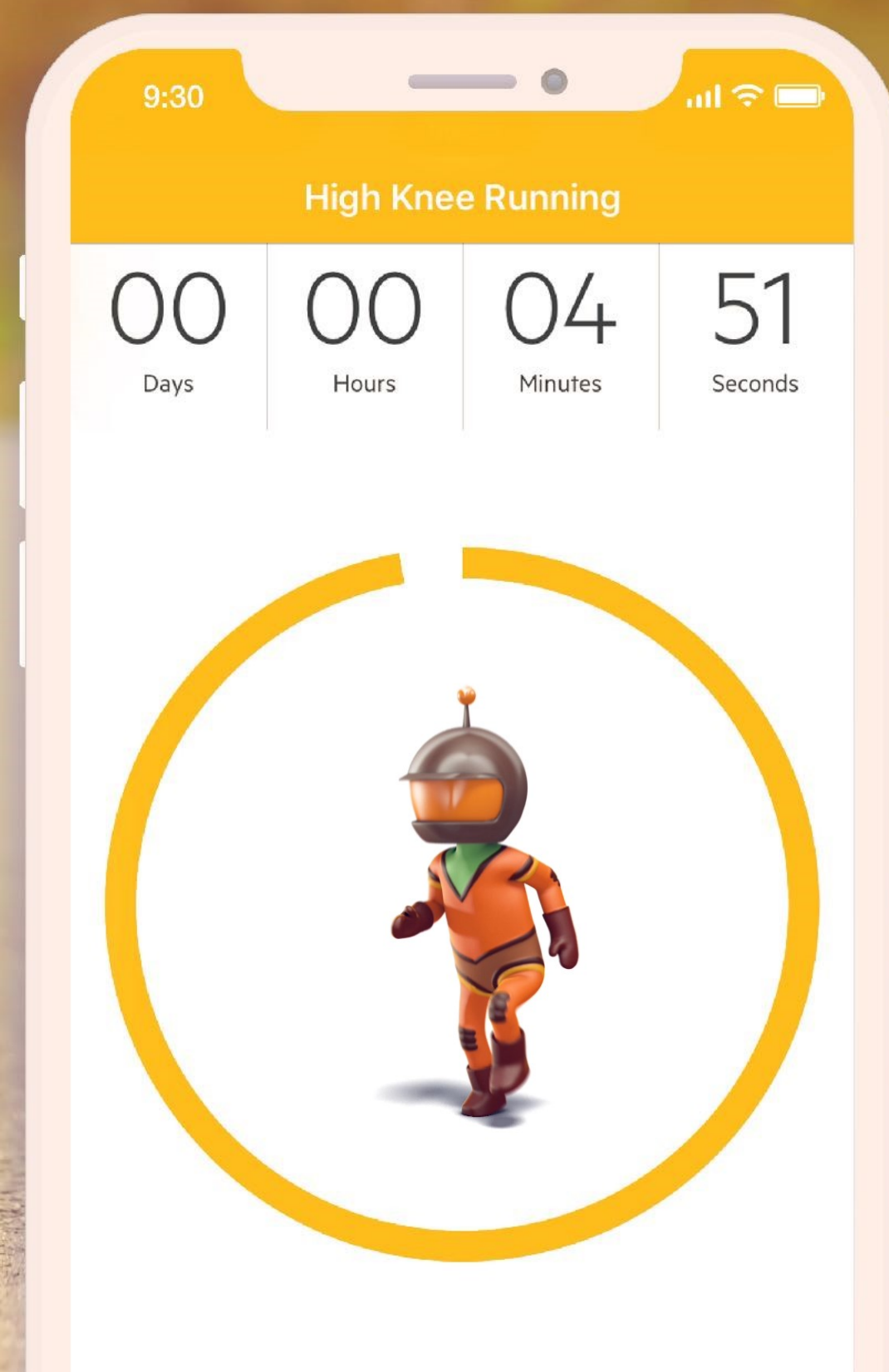


**SIDEKICKHEALTH™**

# STAFRÆN HEILBRIGÐISMEDFERÐ – DIGITAL THERAPEUTICS



**Nýsköpunarþing 2018**

Tryggvi Thorgeirsson, læknir og framkvæmdastjóri  
[tryggvi@sidekickhealth.com](mailto:tryggvi@sidekickhealth.com)

**Október 2018**

# LÍFSSTÍLSSJÚKDÓMAR ALÞJÓÐLEGUR FARALDUR

SLÆMT  
MATAR-  
ÆÐI



STREITA



KYRRSETA

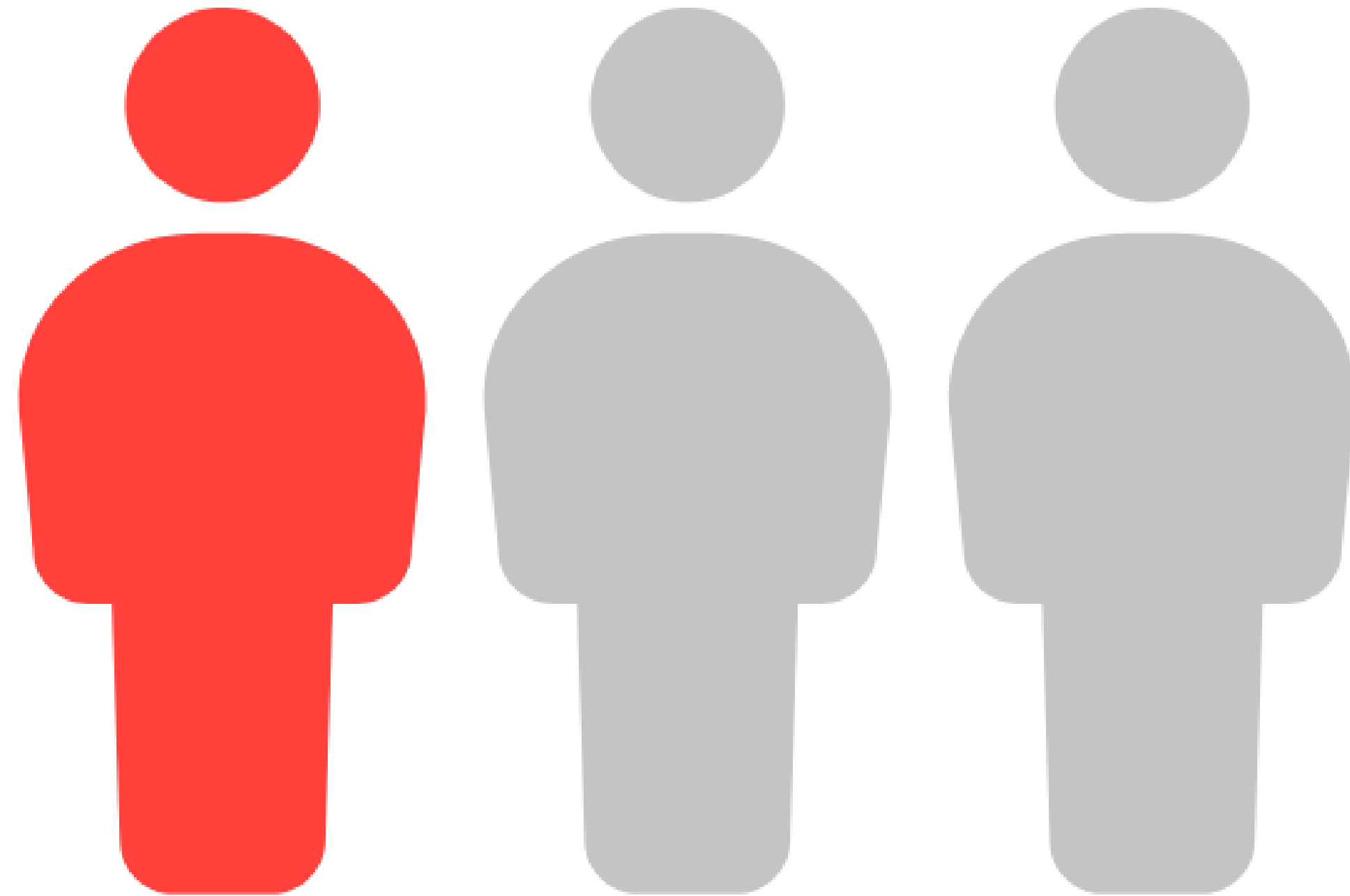


86%  
AF DAUÐSFÖLLUM Í  
V-EVRÓPU  
WHO

70-80%  
HEILBRIGÐIS-  
KOSTNAÐAR  
OECD, 2012



# SYKURSÝKI 2 OG FORSTIG HENNAR



## **LYF: METFORMIN**

- **Eykur áhrif insúlíns á vefi líkamans**
- **Minnkar sykurnýmyndun í lifur**
- **Minnkar upptöku sykurs úr þörmum**



# The New England Journal of Medicine

Copyright © 2002 by the Massachusetts Medical Society

VOLUME 346

FEBRUARY 7, 2002

NUMBER 6



**REDUCTION IN THE INCIDENCE OF TYPE 2 DIABETES WITH LIFESTYLE  
INTERVENTION OR METFORMIN**

DIABETES PREVENTION PROGRAM RESEARCH GROUP\*

**31% minni líkur á  
sykursýki**

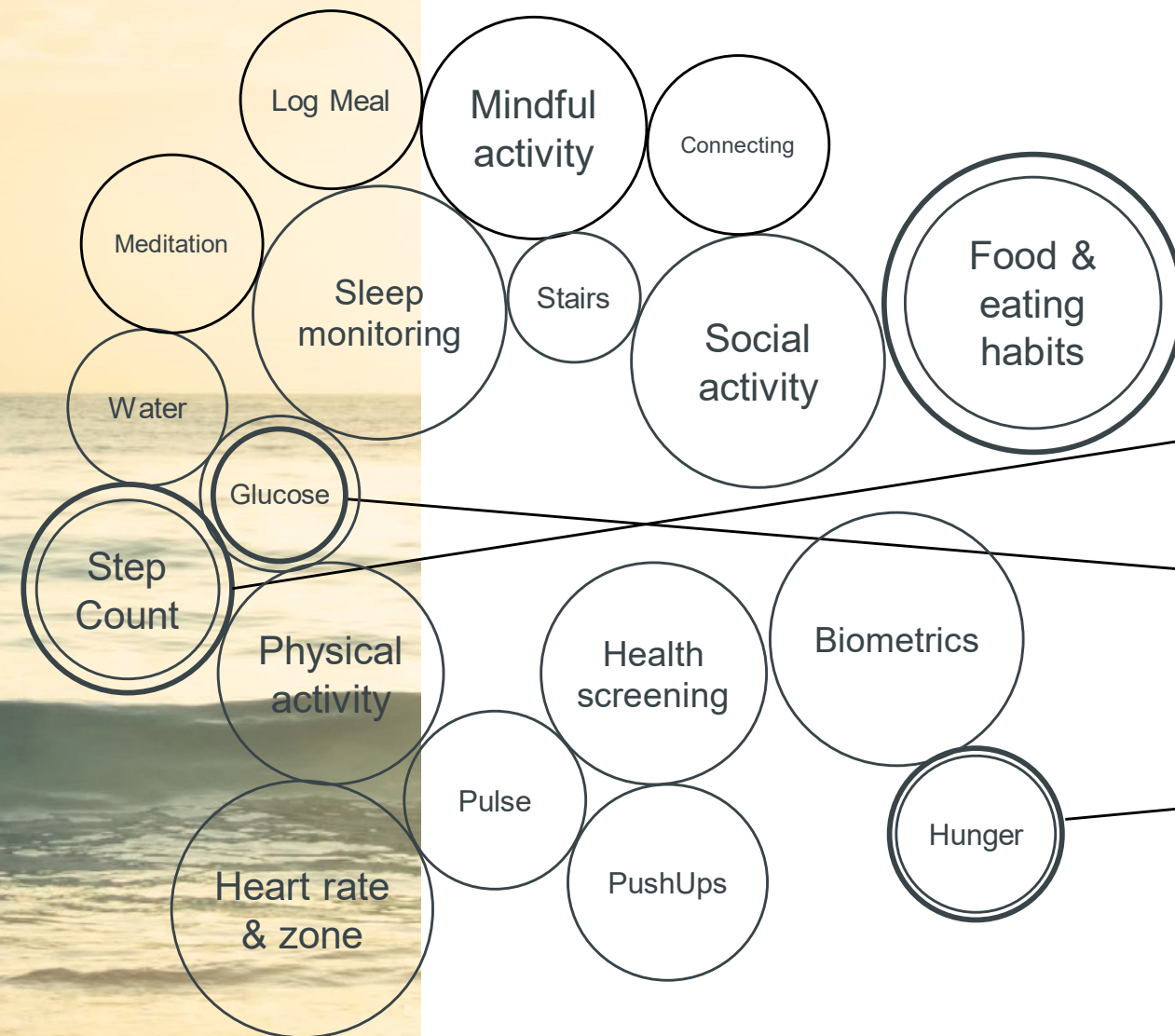
**60-70% minni líkur**

# Digital Therapeutics

## Stafræn heilbrigðismeðferð

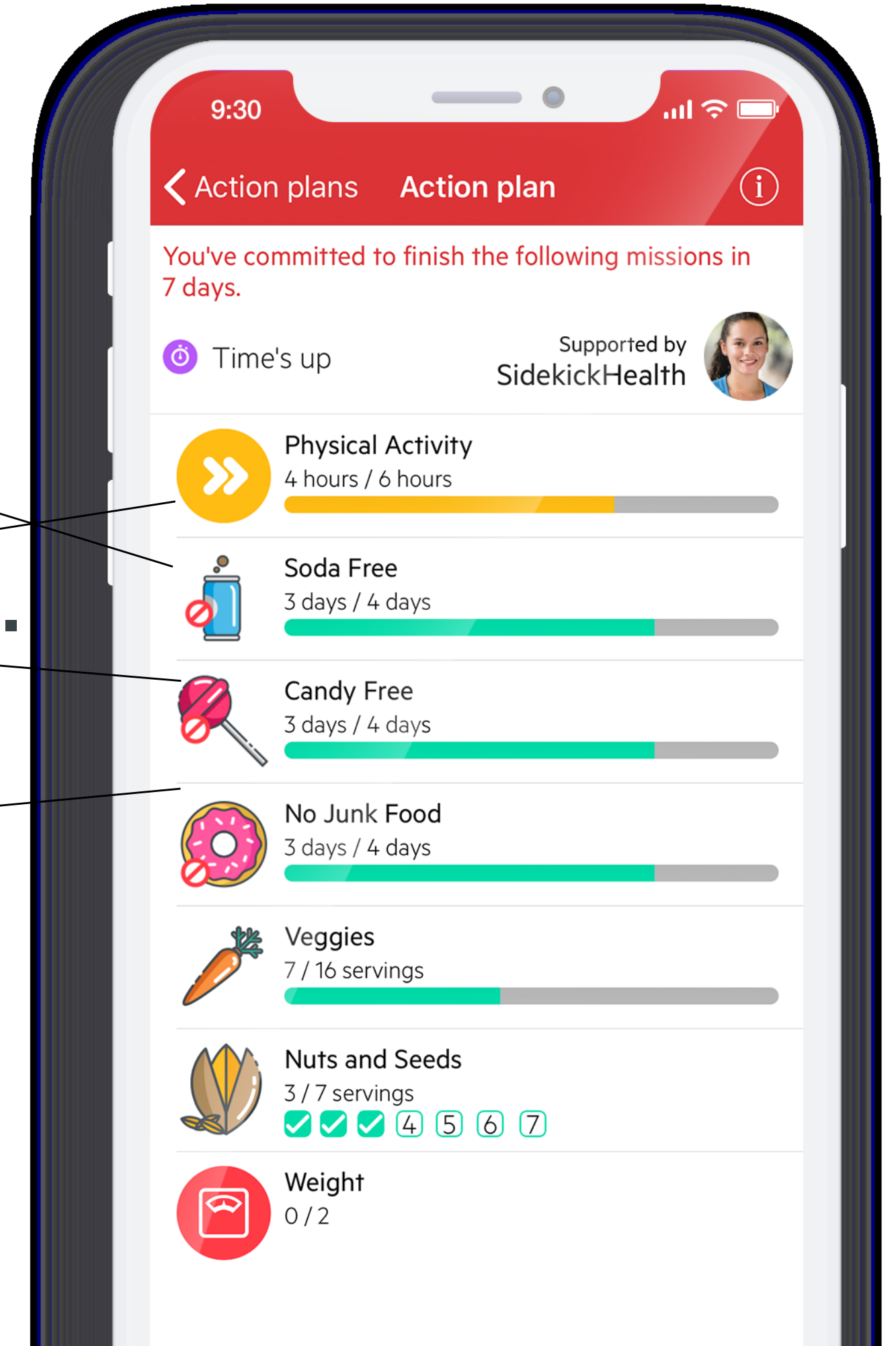


USER PROFILE



A.I.

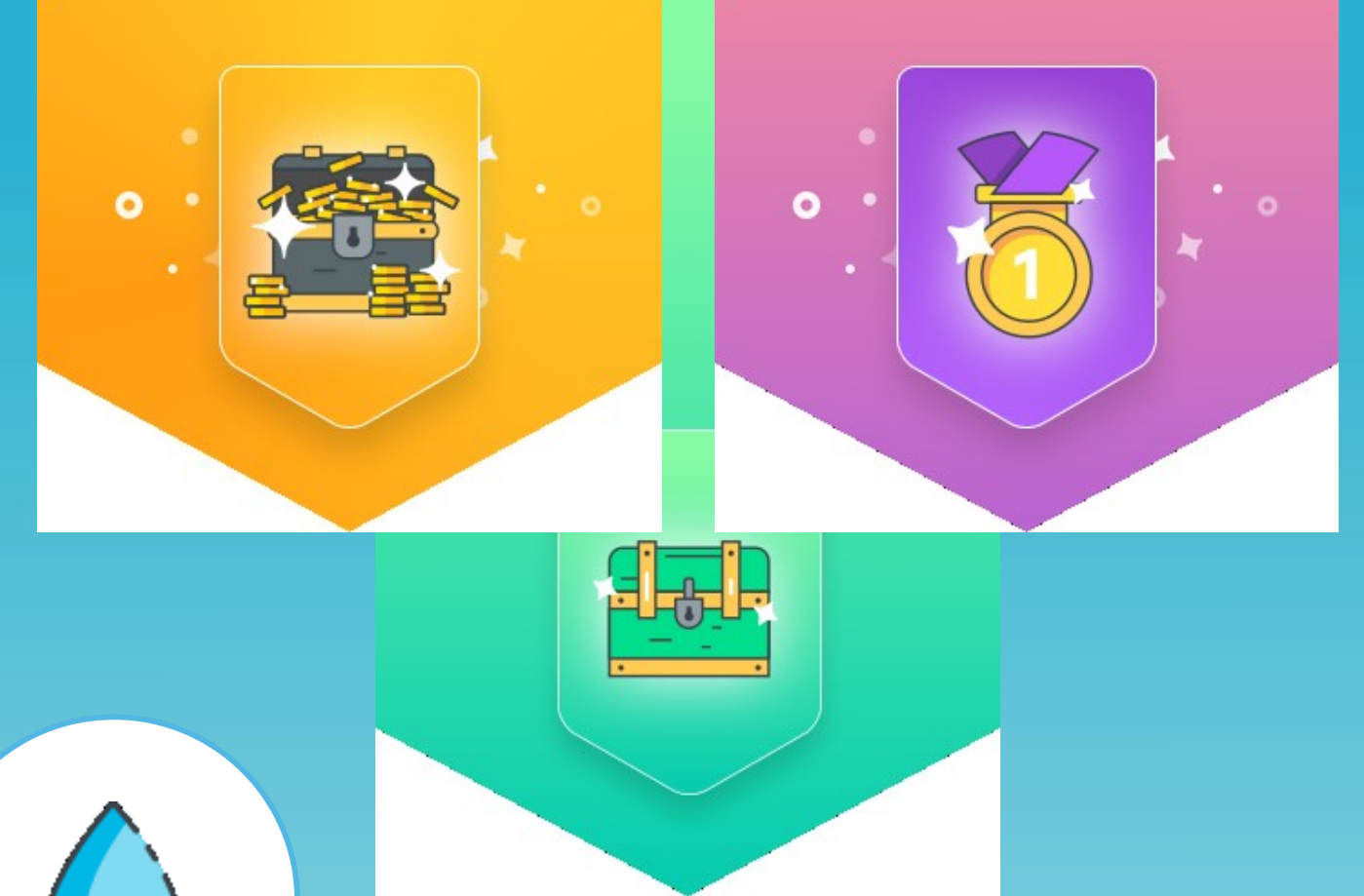
## PERSONALIZED HEALTH PROGRAM





IMPROVE DIET  
GET ACTIVE  
MANAGE STRESS

# ON THE SURFACE HEALTH GAME



FINISH  
MISSIONS



COMPETE



TAKE ON  
CHALLENGES



SUPPORT



ALTRUISTIC  
AWARDS



**Anne Smith**  
875 Health Points  
First place

**Kjartan Albertsson**  
724 Health Points  
+ 151 pts to advance

**Dana White**  
711 Health Points  
+ 13 pts to advance

Step Counter  
0 / 500 Steps 0 points

Health Education  
Video: Ways to get active  
0 / 60 Sec 0 points

4 points

Only 3 more days without a soda and you will get a Soda free for 20 days badge. Keep going!



ERS  
PROVIDED -  
0 000 L  
DRINKING WATER  
SIDEKICKHEALTH  
RTNERS

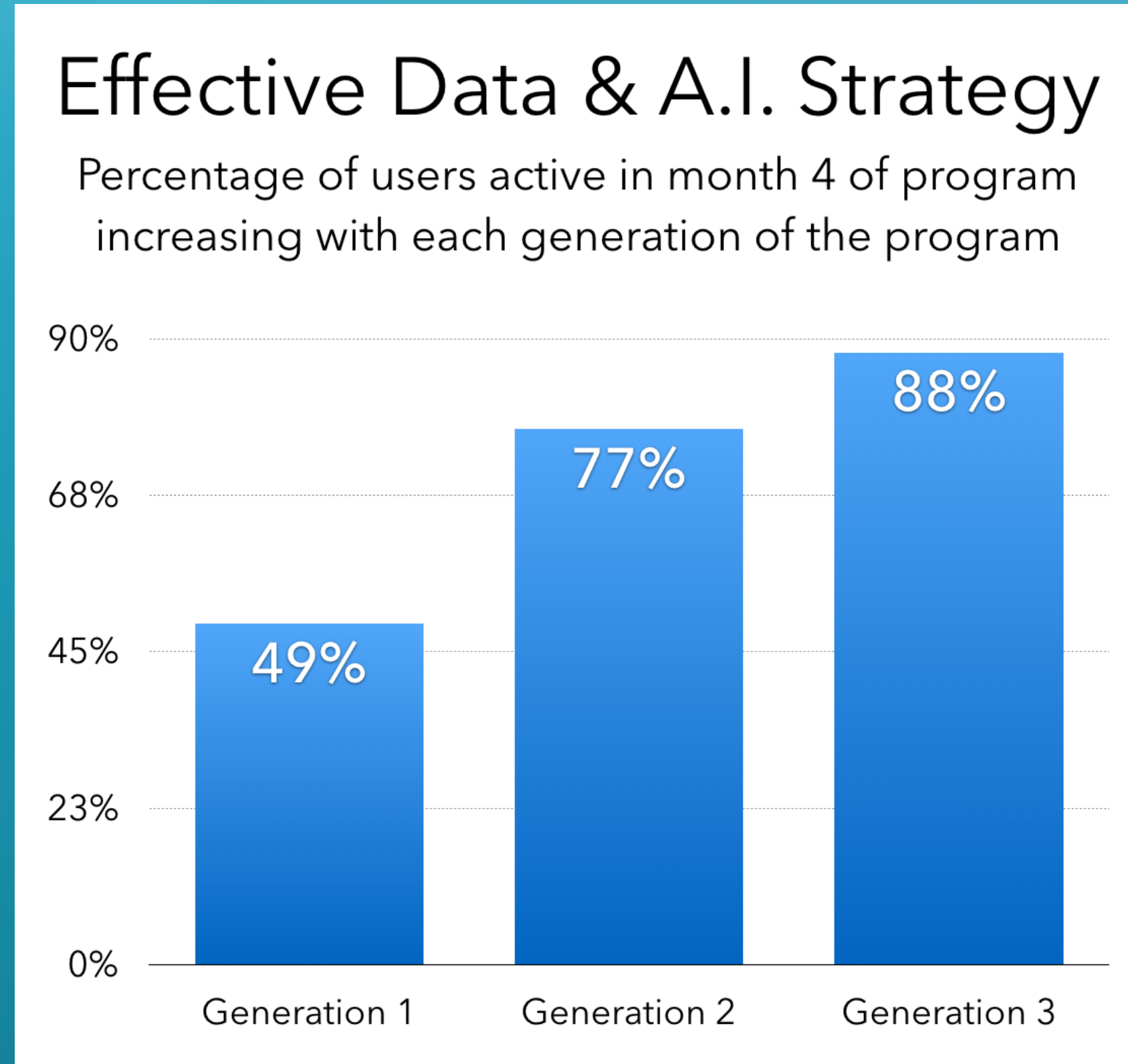


# BELOW THE SURFACE

## EVIDENCE-BASED, DATA-DRIVEN



As taught at Harvard and MIT by  
SidekickHealth's CEO/Co-Founder



AMERICAN JOURNAL OF  
**Preventive Medicine**

**Behavioral Economics**  
Merging Psychology and Economics for  
Lifestyle Interventions

Tryggvi Thorgeirsson, MD, MPH, Ichiro Kawachi, MD, PhD

**Abstract:** The field of behavioral economics combines psychology and economics to investigate how individuals actually behave as opposed to how they would behave if they were being perfectly rational (as in the sense of maximizing their utility). Although initial applications focused on consumer behavior, such as explaining why people failed to save adequately for retirement, the field has moved increasingly into the area of explaining health behaviors as well as the design of lifestyle interventions, such as weight loss and smoking-cessation programs. This article provides an overview of several important behavioral economics concepts of relevance to public health and health behavior change.  
(Am J Prev Med 2013;44(2):185-189) © 2013 American Journal of Preventive Medicine

Platform has won multiple competitive awards and grants for over \$1m



# STRONG CLINICAL VALIDATION

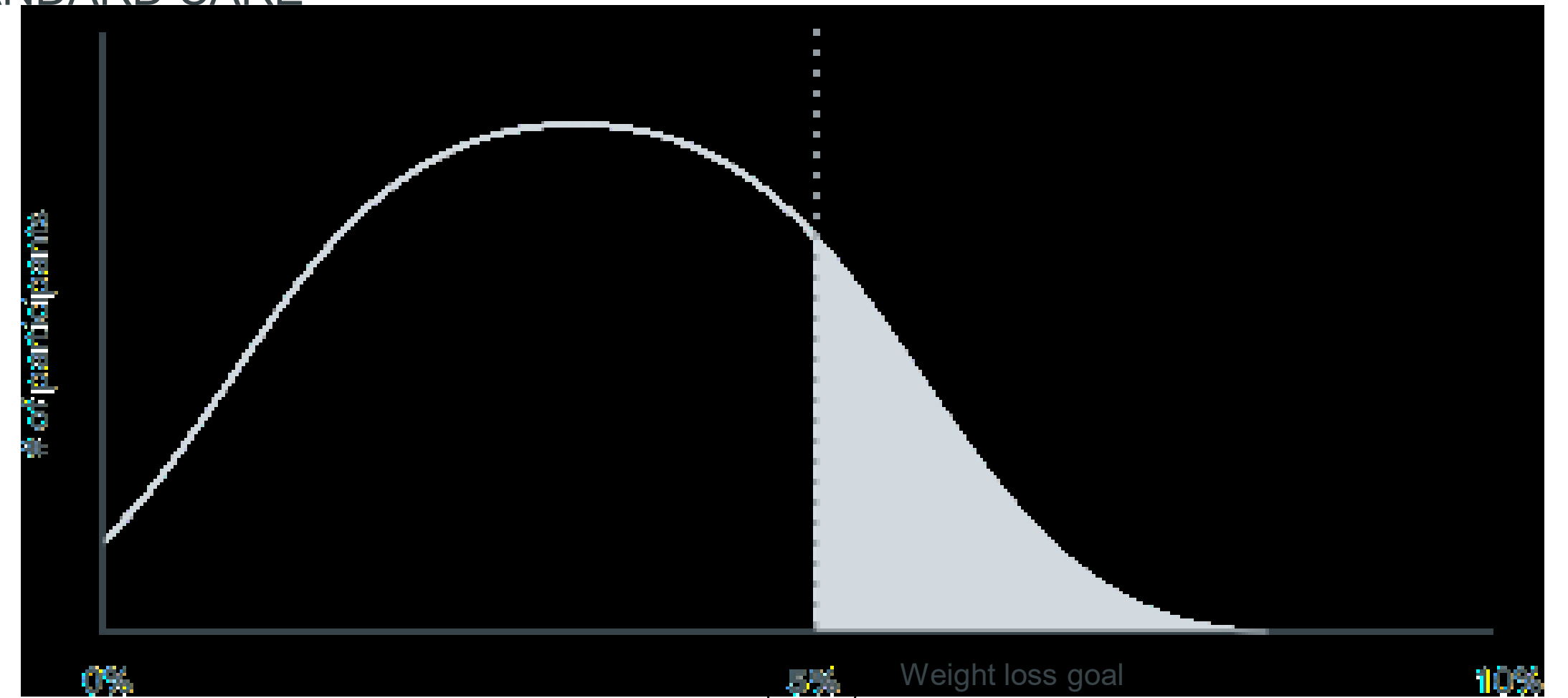
# 3x

More likely to achieve  
set weight goal

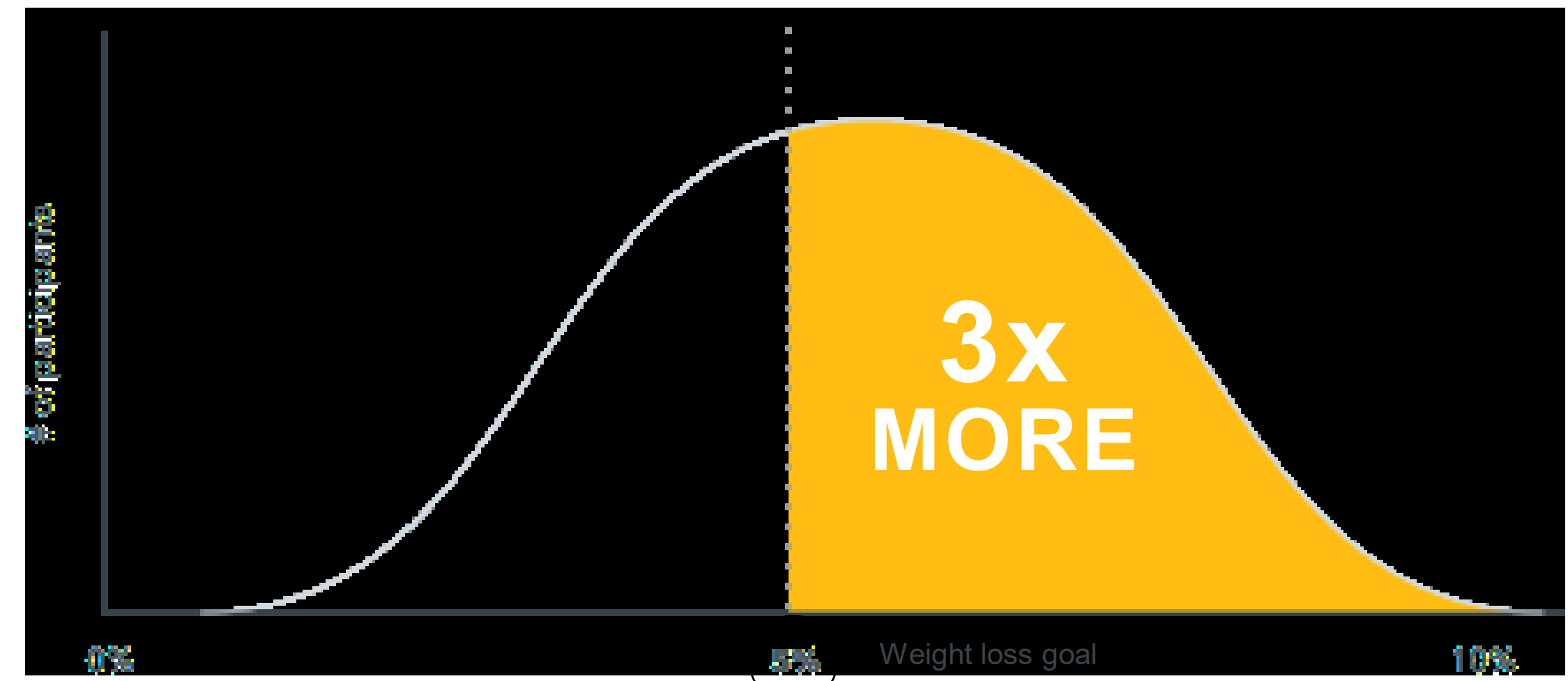
AND  
**30%  
BETTER  
TREATMENT  
ADHERENCE**



STANDARD CARE



STANDARD CARE + SIDEKICKHEALTH



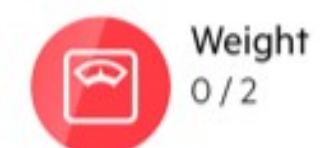
*American Diabetes Association's 77th Scientific Sessions, June, 2017.  
Diabetes 2017 Jun; 66(Supplement 1): A42.  
SidekickHealth + standard care, compared to standard care only.  
N= 153; participation rate: 78.3%; p<0.05 for above outcomes.*

# **Að byggja upp heilbrigðistækni- fyrirtæki á Íslandi**

- **Sterkt heilbrigðiskerfi, fagfólk í fremstu röð, góð aðstaða til rannsókna**
- **Gott styrkjaumhverfi fyrir fyrstu skrefin**

- **Íslenskt heilbrigðiskerfi áhugasamt**
  - **Vantar ramma**
  - **Stoppar í kerfinu**
  - **Auðveldara að kaupa lyf**

M



Weight  
0/2



# G4A Dealmaker

Acquire Bayer as your business partner



**Pitch your solution**

*Directly to Bayer*



**Discuss**

*Options to collaborate*



**Close**

*...a commercial deal*

G4A Dealmaker  
Tryggvi  
Thorgeirsson

G4A Dealmaker  
Saemundur Jon  
Oddsson



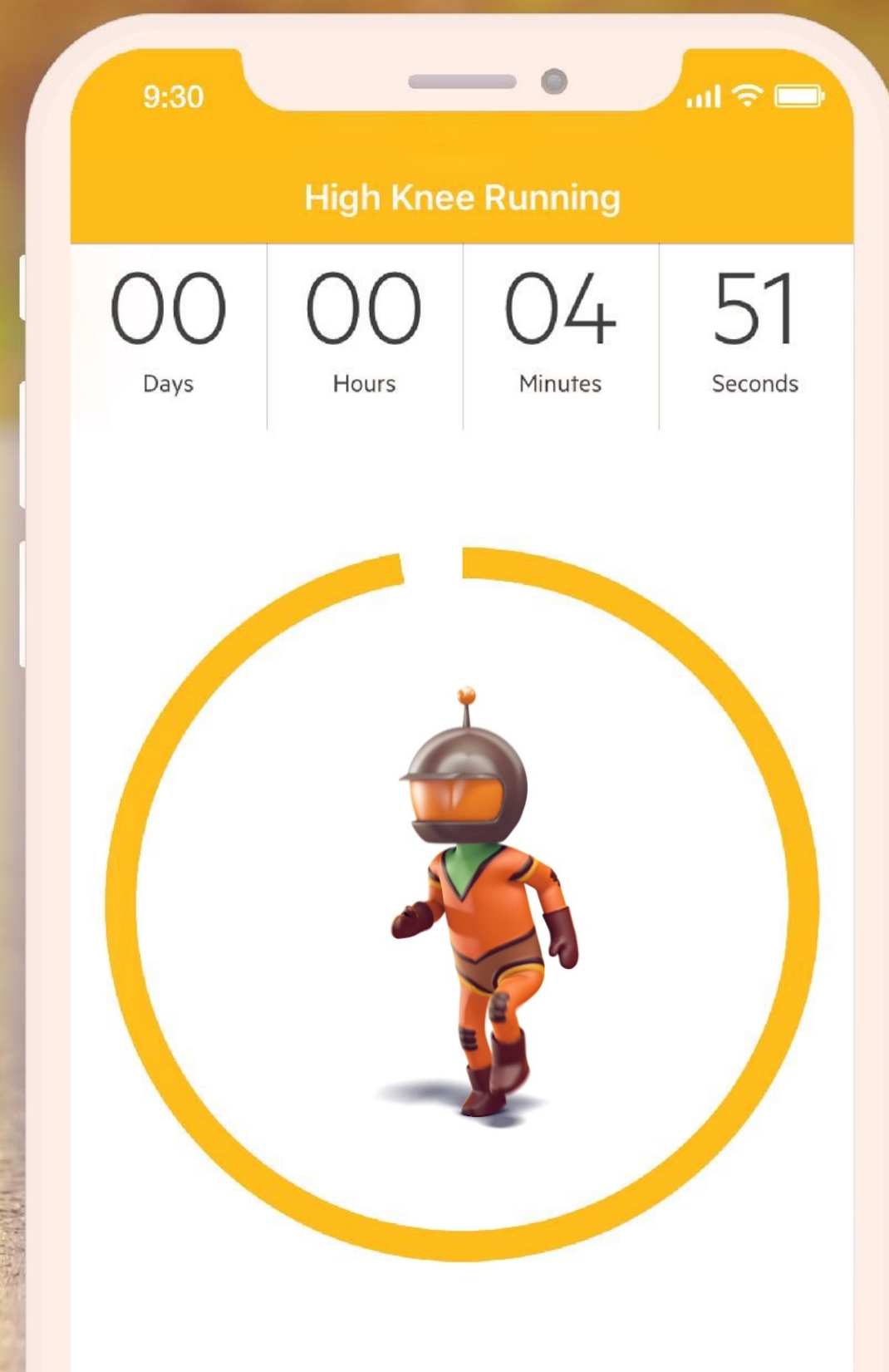
# Digital Therapeutics

## Stafræn heilbrigðismeðferð



**SIDEKICKHEALTH™**

# STAFRÆN HEILBRIGÐISMEDFERÐ – DIGITAL THERAPEUTICS



**Nýsköpunarþing 2018**

Tryggvi Thorgeirsson, læknir og framkvæmdastjóri  
[tryggvi@sidekickhealth.com](mailto:tryggvi@sidekickhealth.com)

**Október 2018**