

Press release of 14 June 2019

## **Sanitas Coach app: the digital coach for a healthy heart**

**The Sanitas coach app is a brand new product from Sanitas: digital coaching for a healthy heart. An adaptive chatbot leads the user individually through a program focusing on blood pressure, exercise, diet and relaxation.**

High blood pressure is very common in Switzerland, with an estimated one in four people suffering from this condition. However, many of those affected don't know, because high blood pressure doesn't cause any symptoms. Stress, exercise and diet all have a major impact on our heart health.

This is where the Sanitas Coach app comes in. An adaptive chatbot takes centre stage, guiding the user through the coaching, and suggesting challenges and goals based on the user's requirements. The goals are realistic and can be incorporated easily into the daily routine. Users decide how often they want to do challenges and set goals. The coaching is open-ended, but the intensive phase lasts between four and six months depending on the rhythm set by the user. The coach also provides valuable information on heart health.

### **Successful cooperation with Pathmate**

The Sanitas Coach app has been developed and launched in cooperation with Pathmate. Pathmate was founded in 2017 as a spin-off of the Center for Digital Health Interventions (C4DHI), a joint initiative between ETH Zurich and the University of St. Gallen. The digital health coach technology is based on several years of research conducted by C4DHI. Various publications have shown how using a digital coach can have positive effects on behaviour.

The Sanitas Coach app is the first part of a series of digital coaching initiatives for health promotion developed by Sanitas. After pilot phase, the Sanitas Coach app will be expanded, and supplemented with other digital offerings to support our customers on their way to a healthier lifestyle.

The Sanitas Coach app, which is currently only available in German, can be downloaded from the App Store and the Google Play Store. It is available free of charge to all Sanitas customers.

#### **About Sanitas**

The Sanitas Group ([www.sanitas.com](http://www.sanitas.com)) runs both a basic insurance (Sanitas Grundversicherungen AG and Compact Grundversicherungen AG) and supplementary insurance business (Sanitas Privatversicherungen AG). With around 822,500 customers and a premium volume of CHF 2,66 billion, Sanitas is one of the biggest health insurers in Switzerland.

#### **For more information**

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