CASE STUDY: LOWERING FRICTION AND MEASURING SUCCESS

aidhere

Industry
Digital Therapy

Challenge
Accessing objective health & activity data

Solution
Thryve Wearable SDK

aidhere provides a medically certified digital therapy solution for obesity called zanadio. The team combines established principles of conservative obesity therapy with behavioral and neuroscientific approaches. Measuring progress is at the heart of zanadio's therapy, with the goal of establishing new, healthy habits

Challenge

aidhere's data-driven approach posed a significant challenge because relying on self-reported data on daily activity is not sufficient for zanadio's adiposity therapy.

While, on one hand, daily manual reporting creates high friction for users, leading to frustration and lower activity, self-reported data contains a strong information-bias, on the other. The data granularity is bad and complex measures like "activity intensity" cannot be reported.

Wearables are thus the perfect solution to get passively collected, high-quality data – but come with the challenge of considerable resources spent to integrate all major devices.

Thryve's technology enabled us to integrate all relevant data sources in a medical-compliant and secure way. Wearables provide the exact objective information we needed for our individual, data-driven therapy at zanadio. Leveraging the technology allows us to further evolve the user experience of our solution, while generating valuable outcome data to prove the success of our therapy with payers ."

Henrik Emmert
Founder & CEO aidhere

ABOUT THRYVE

Digital health services, insurers and care providers all over Europe use Thryve's technology for accessing continuous health data for better therapy results. Thryve enables access to more then 300 wearables, medical devices and health data silos. We enriche health data with scientifically-proven analytics to give a better understanding of peoples' individual health.

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