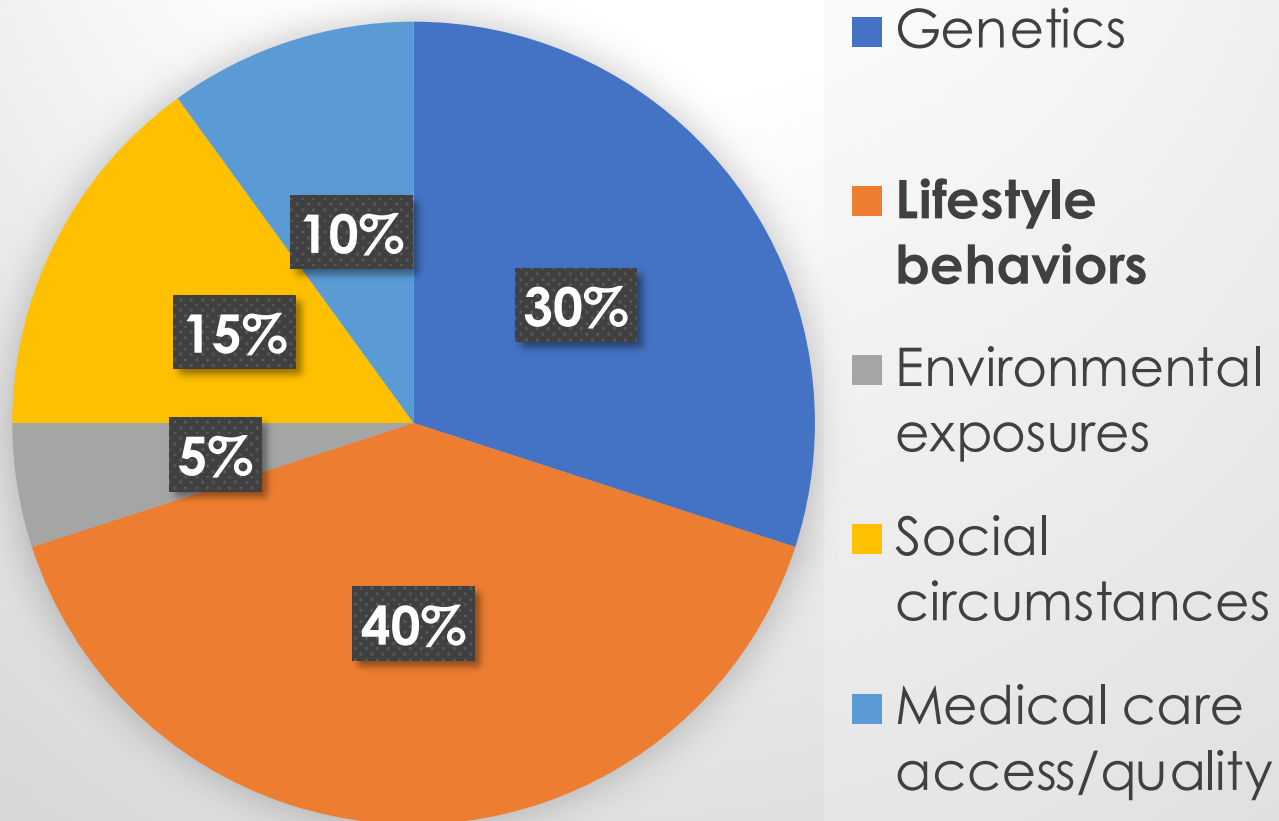




LifeWell:
Digital Lifestyle
Medicine

Poor lifestyle behaviors

Determinants of Health Risk, Outcome, Cost



Common

90% US adults

Costly

~\$1 trillion healthcare costs/year

Accidental injuries
Chronic disease

Fixable

What lifestyle behaviors?



Heavy alcohol use,
tobacco &
drug use



Poor
sleep



Poor
diet



Physical
inactivity



Stress, poor
emotional
wellbeing

Lifestyle Medicine: preventive healthcare & self-management

LifeWell solution

Smartphone application

Goal setting

Lifestyle tracking

Evidence-based interactive tips/tools

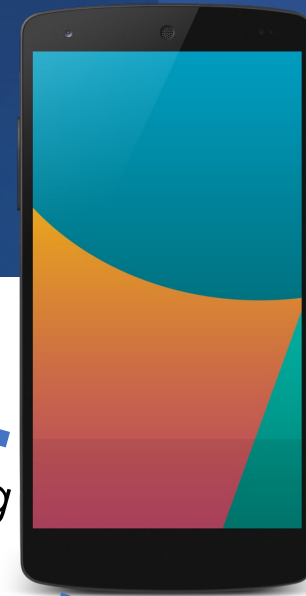
Virtual coaching

Data analysis platform

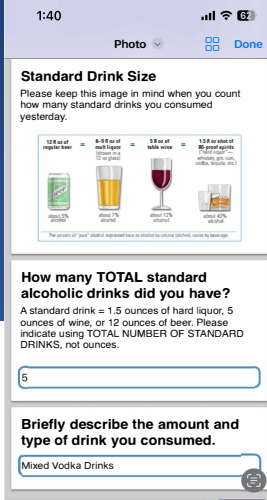
Personalized, data-driven lifestyle feedback



passive sensing



diaries



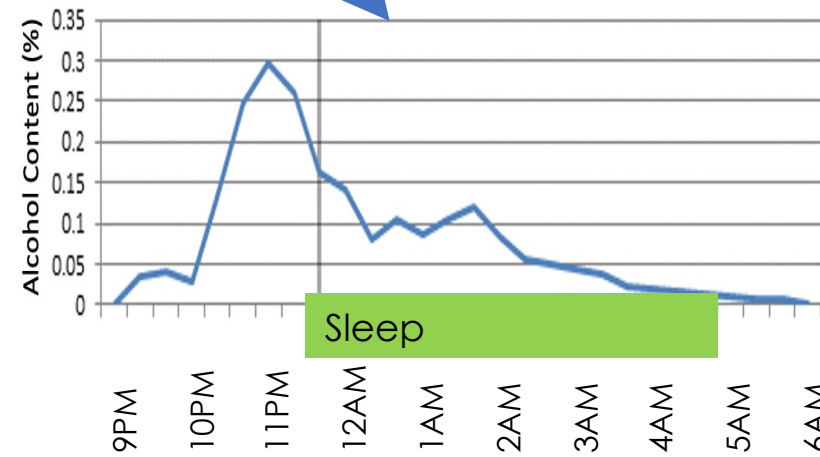
connect wearables



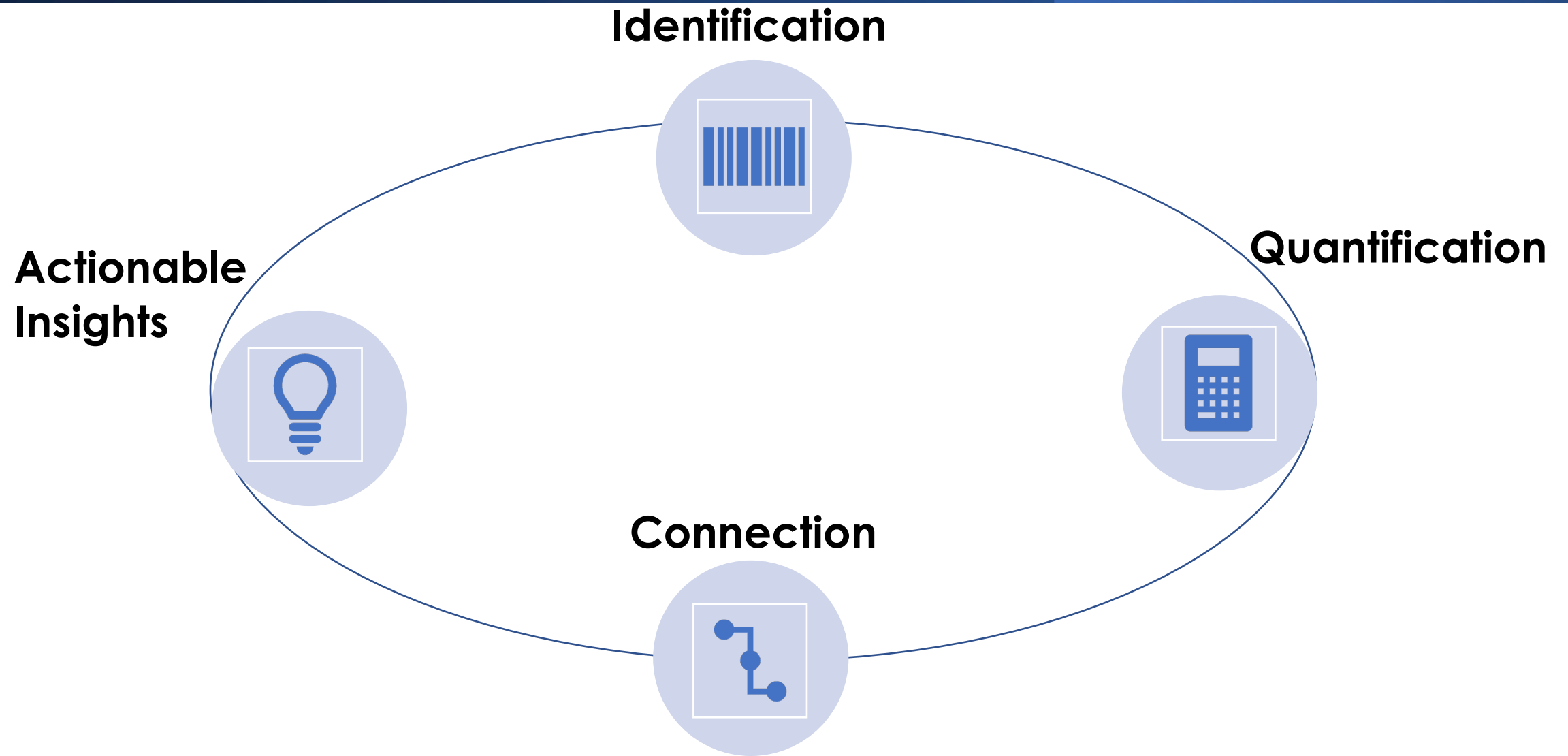
tools & coaching



feedback



Our holistic approach decreases stigma



A validated solution in 2 trials in ~200 subjects
(2018-23)

98% adherence

Improves multiple lifestyle behaviors

↑
67% increased exercise
57% better sleep
67% improved emotional health

↓
44% reduced drinking
61% reduced cannabis
33% quit tobacco

“I actively did not drink as much because I didn't realize that my blood alcohol content was getting that high.”

Competitive analysis

FACTORS



All lifestyle behaviors

+

Decreased stigma

+

+

+

+

Risk discovery

+

+

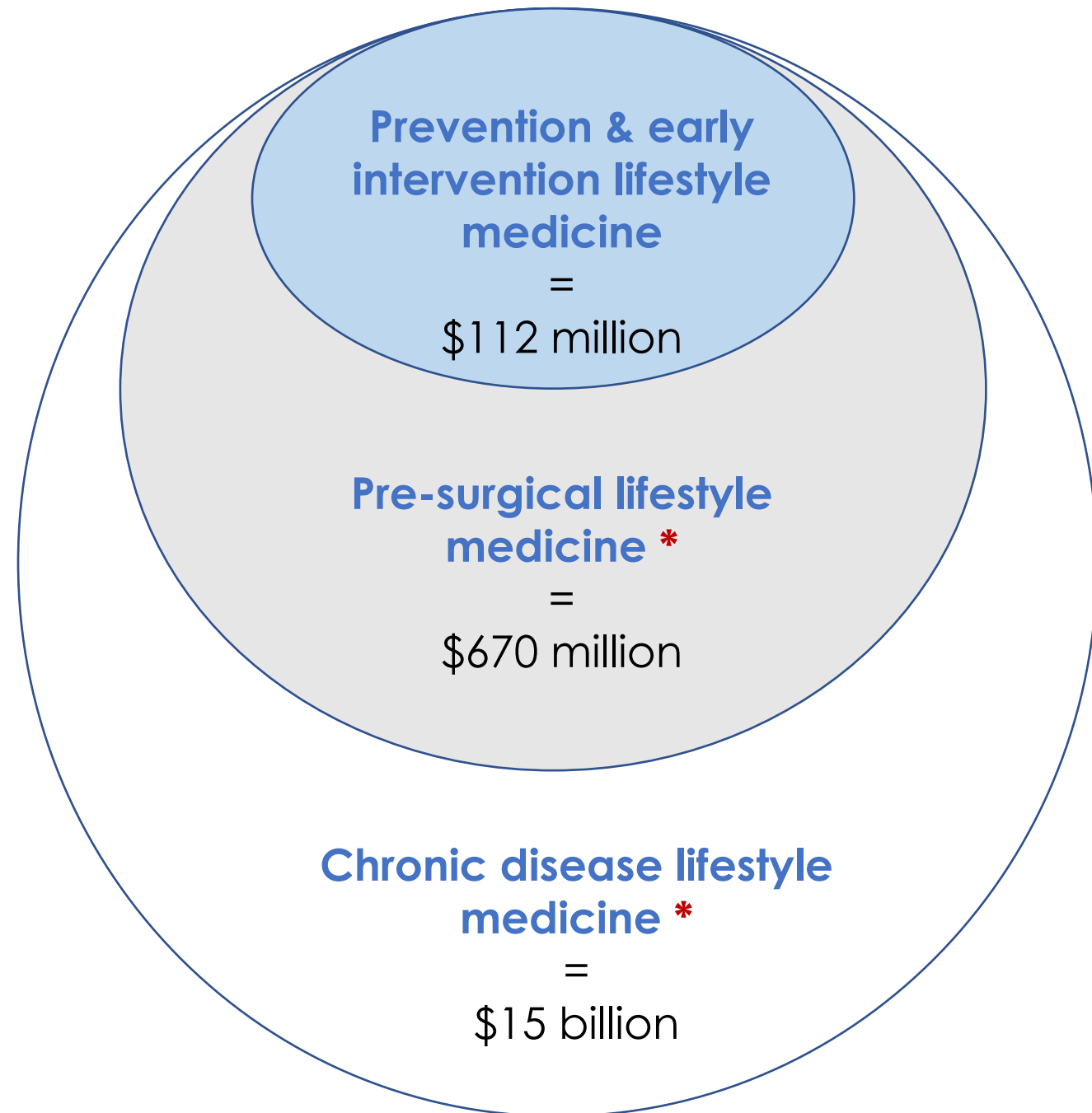
Market strategy

Start: Heavy drinking & young people

Expand: Mandated smoking cessation/weight loss for surgery

Expand: Lifestyle behavior self-management in cancer, liver disease, diabetes

** Executive talent & early-stage partners*



Our team



Yale



VA
HEALTH
CARE

Garrett Ash, PhD
Cofounder & CTO/CIO



Yale

Yale
NewHaven
Health

Lisa Fucito, PhD
Cofounder & CEO/COO



Yale

Yale
NewHaven
Health

Kelly DeMartini, PhD
Cofounder & CDO/CAO



UConn
UNIVERSITY OF CONNECTICUT

Nancy Redeker, PhD
Scientific Advisor



Yale

Rajat Doshi, BS (2023)
Machine Learning Analyst



Yale

Stephanie O'Malley, PhD
Scientific Advisor

Plans for \$30K Accelerator Award

Pilot with young adults at 1 engaged university community

Design

Naturalistic study - offer LifeWell free to all students for 1 month

Cost

\$28,000: Run prototype app & analytics platform

\$2,000: Virtual coaching

Demonstrate

Sufficient user engagement

Recency/frequency evidence to support LifeWell success