

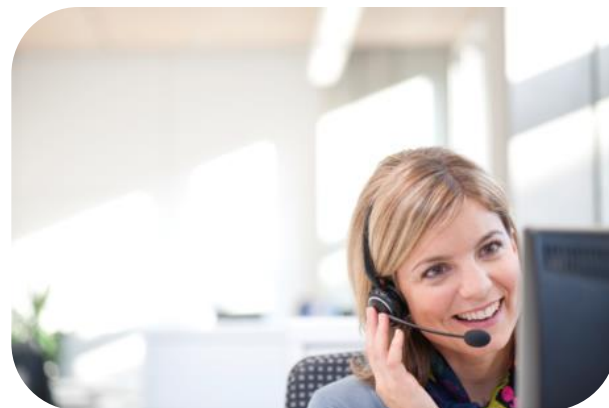
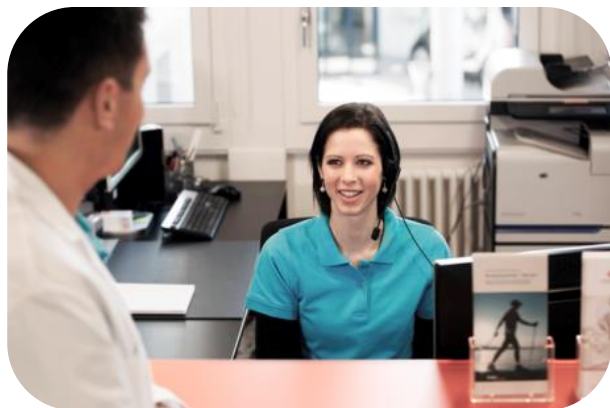
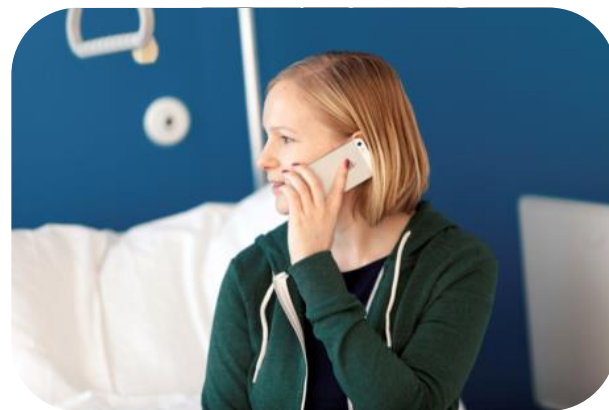
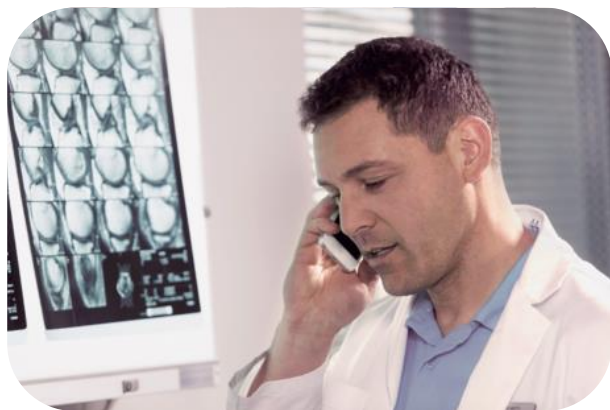
«Quantified Self & Big Data»

Swisscom Personal Health

Mischa Stamm
Head of Personal Health
Swisscom Health AG
Mai 7th, 2015

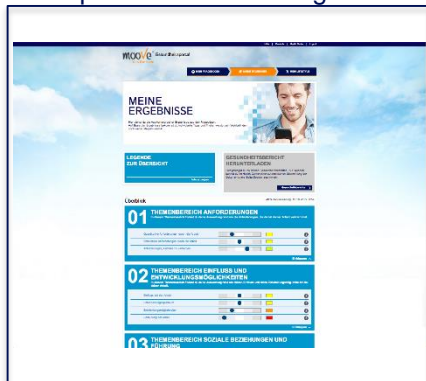


Swisscom in Health: fix line, mobile and Internet Service Provider for Health Providers, Insurance Companies und Patients?

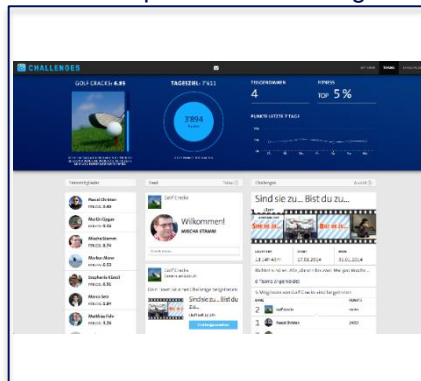


Personal Health from a single source: The Building Blocks of Swisscom Health

Corporate Health Management



Activities platform «Challenges»



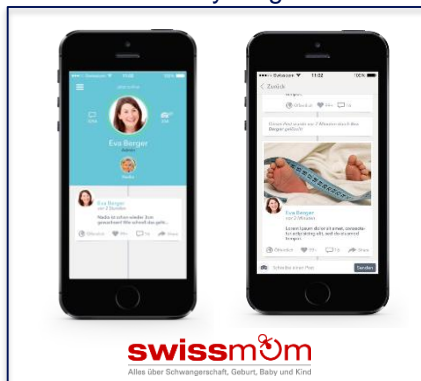
Services for mass sports



Personal Health Record Evita



Mothers and young families



Individual health plans



The bonus program «BENEVITA" rewards health-conscious behavior with discounts on personal health insurance using Swisscom Personal Health Record Evita



BENEVITA Bonusprogramm

SWICA BENEVITA, digitales Gesundheitsdossier mit Bonusprogramm

Je mehr Sie für Ihre Gesundheit tun, desto mehr können Sie profitieren.

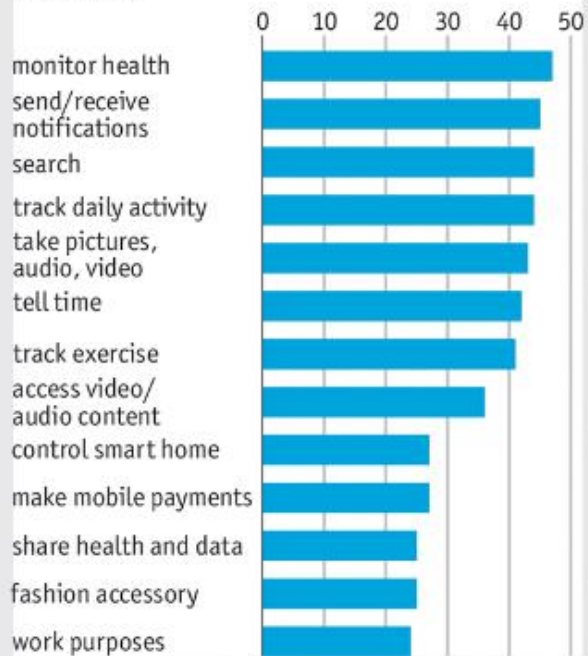
Health Record + Health Points = **Bonus**



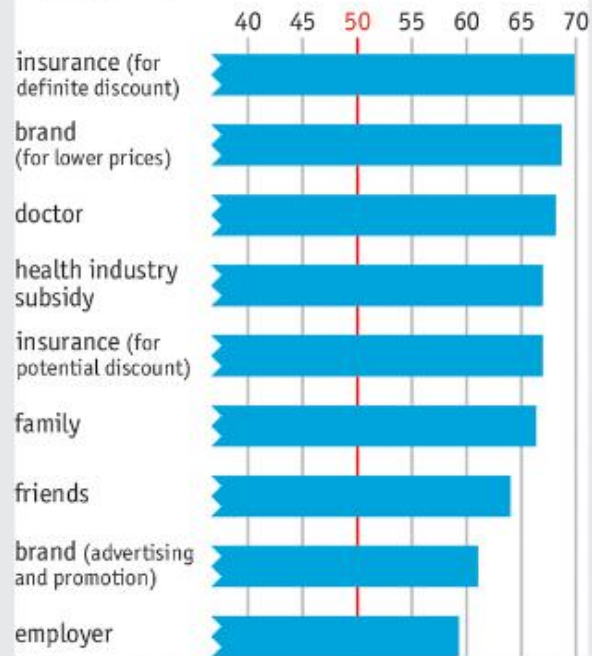
Wearable devices survey*

Reason for prospective purchase

% responding:

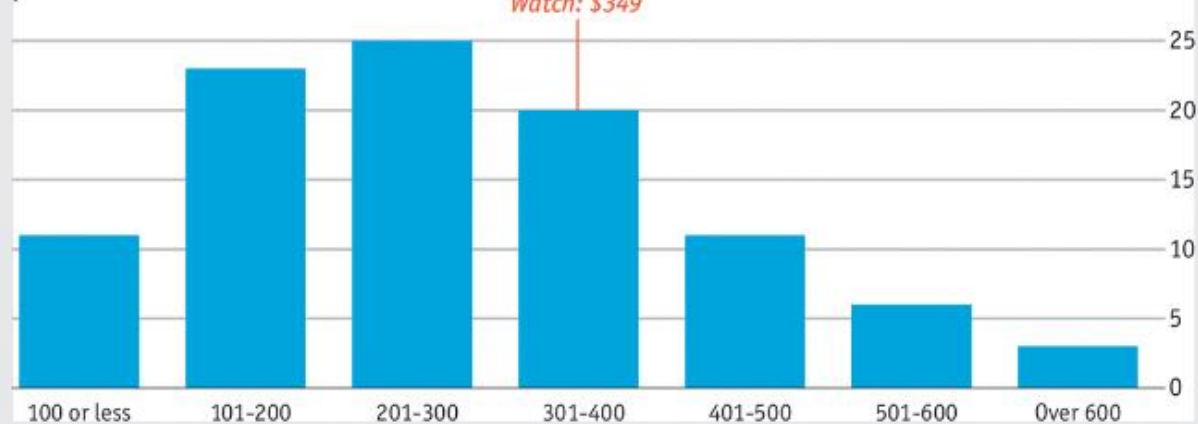


% of respondents very likely or somewhat likely to share data with:



Price respondents are willing to pay

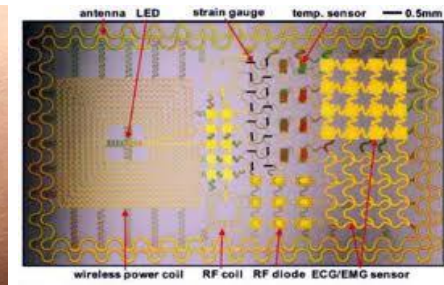
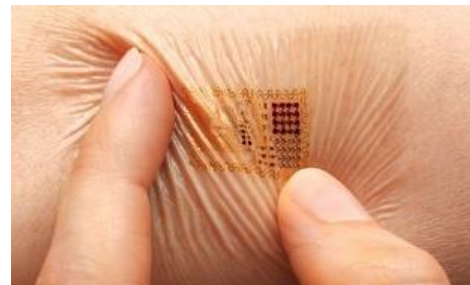
\$



Source: Morgan Stanley Research

*Based on a survey of 10,500 people in Britain, Brazil, China, France, Germany, Japan and United States, August 2014

A new generation of sensors has already established itself in professional sports and becomes increasingly used in healthcare



"Digital pills": edible sensors gather data from the body while being digested



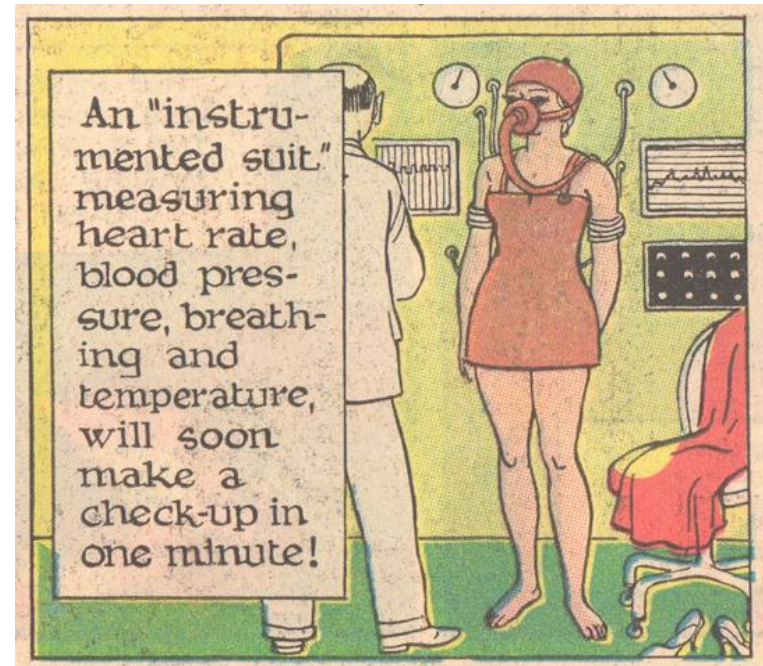
Powered by you



The visions for the use of technology in health care have changed little - the technology, however, massively



Teledactyl
Science and Invention
February 1925



Instrumented Suit
Our New Age
17. Januar 1960

Over 40'000 «Health» applications for sport, wellness, health, nutrition are in the app store

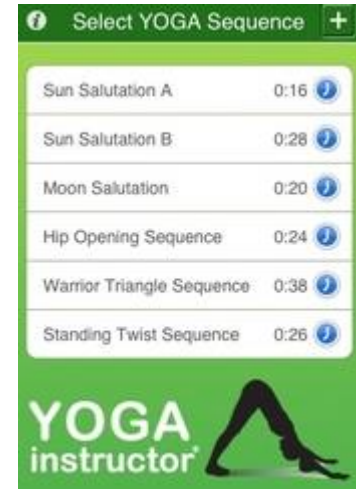
Compliance for medication



Personalized Health App



Wellness & Wellbeing



Tracking Vital datas



Sport App



Fitness and Nutrition



More than 350,000 sensors are used in Switzerland in order to collect and measure personal data in almost all situations



Sleep

Blood Sugar



Steps



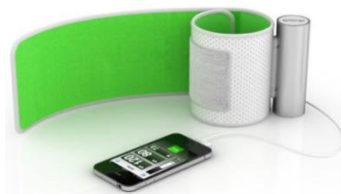
Activity



Calories

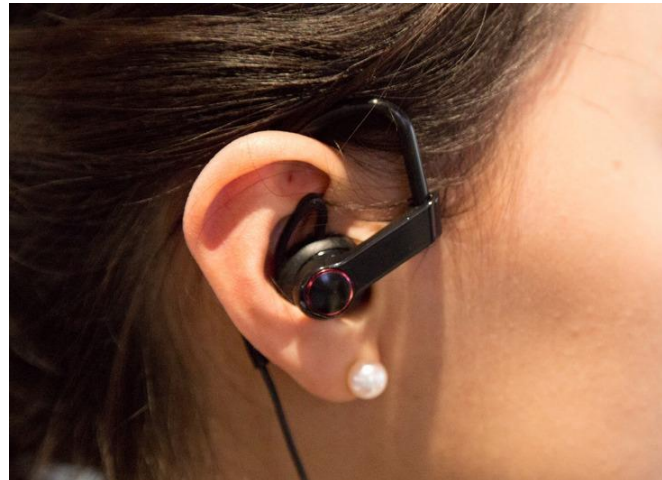


Weight



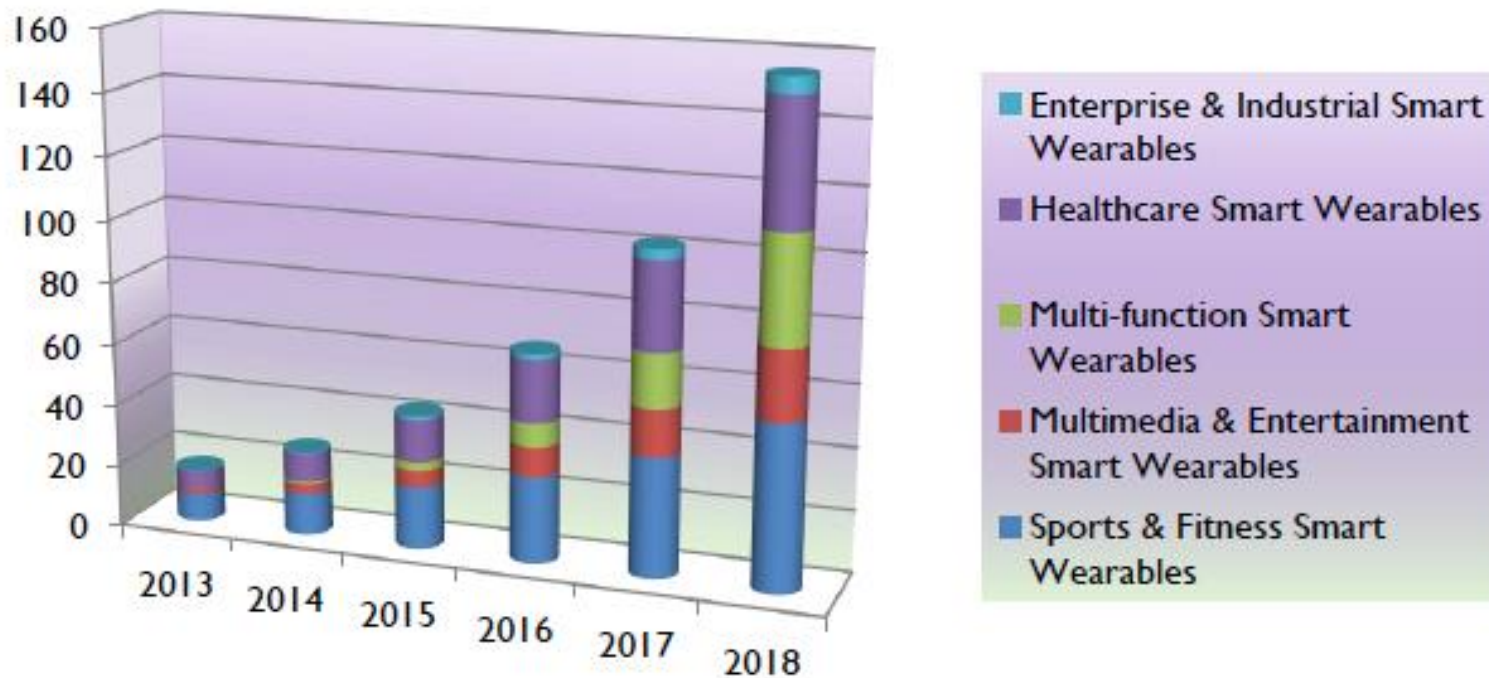
Blood Pressure

Movements, Weight, Blood pressure, blood glucose and stress is only the beginning...



A revolution in the number of sensors that take part in our daily routine – over 350 million within the next 4 years

**Figure ES7: Global Number of Smart Wearable Devices in Use per Annum (m)
Split by Device Category 2013-2018**



Source: Juniper Research

Employees expect their employers to provide solutions which allows them to actively monitor their health

Sensors & apps are components of the general health trend in everyday life

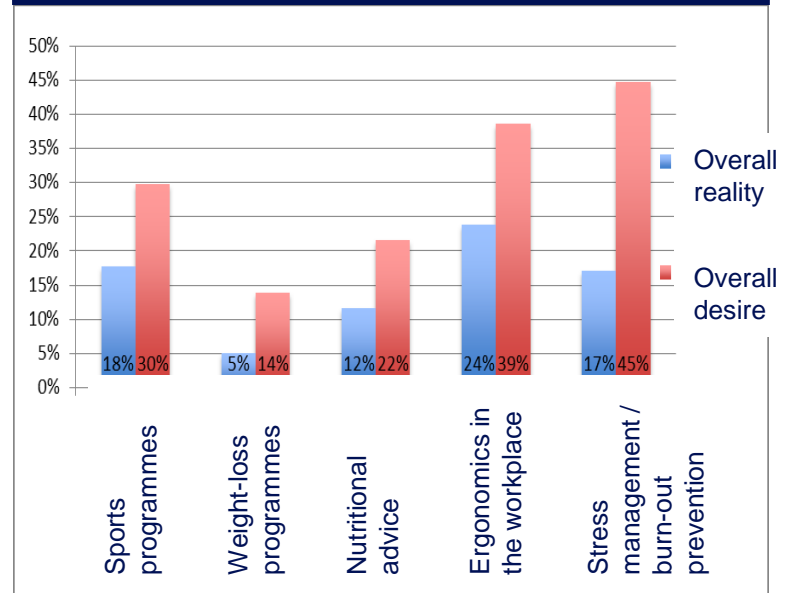
- > In Switzerland there are currently around 350,000 sensors and thousands of health apps
- > Sensors & apps motivate employees to improve their health by automatically recording data and establishing goals
- > Best-known sensors & apps:



Conclusion:

- > Health apps & sensors for activity and nutrition are present in every day's life
- > An employer offering for general health encouragement meets high levels of acceptance from employees
- > Vision: All employees in Switzerland are actively managing their health thanks to an online offering based on sensors, apps and personal responsibility

The Swiss want CHM* programs at the workplace, but these are lacking



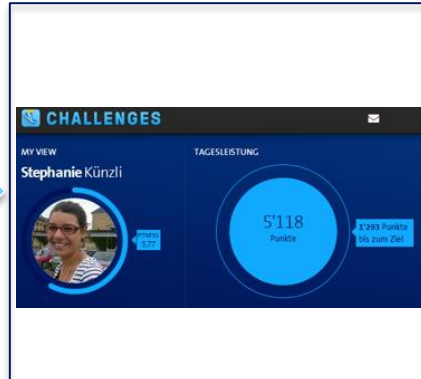
*Corporate Health Management

«Challenges-Plattform» accompanies employees (with fun) on the road to sustainable behavior change

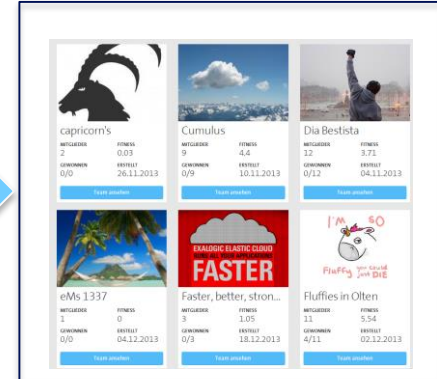
Connect Tracker



My Steps / Statistics



Create Team



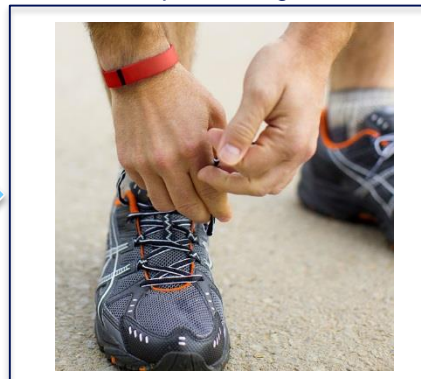
Weekly Challenge

STATUS	START	ENDE	TOTAL PUNKTE
Beendet	10.02.2014	14.02.2014	10699502

Pres: Kinogutschein von ProCinema

Für 2014 plant Hollywood wieder ein wahres Feuerwerk an neuen Blockbustern. Mit Filmen wie «The Wolf of Wall Street», «Anchorman – Die Legende kehrt zurück» oder «Monuments Men» starten wir bereits furios ins neue Jahr. Sammle die meisten Schritte mit deinem Team und gewinne einen Kinogutschein. Lass dich von der Magie des Films verzaubern...

Collect Steps / Change Behavior

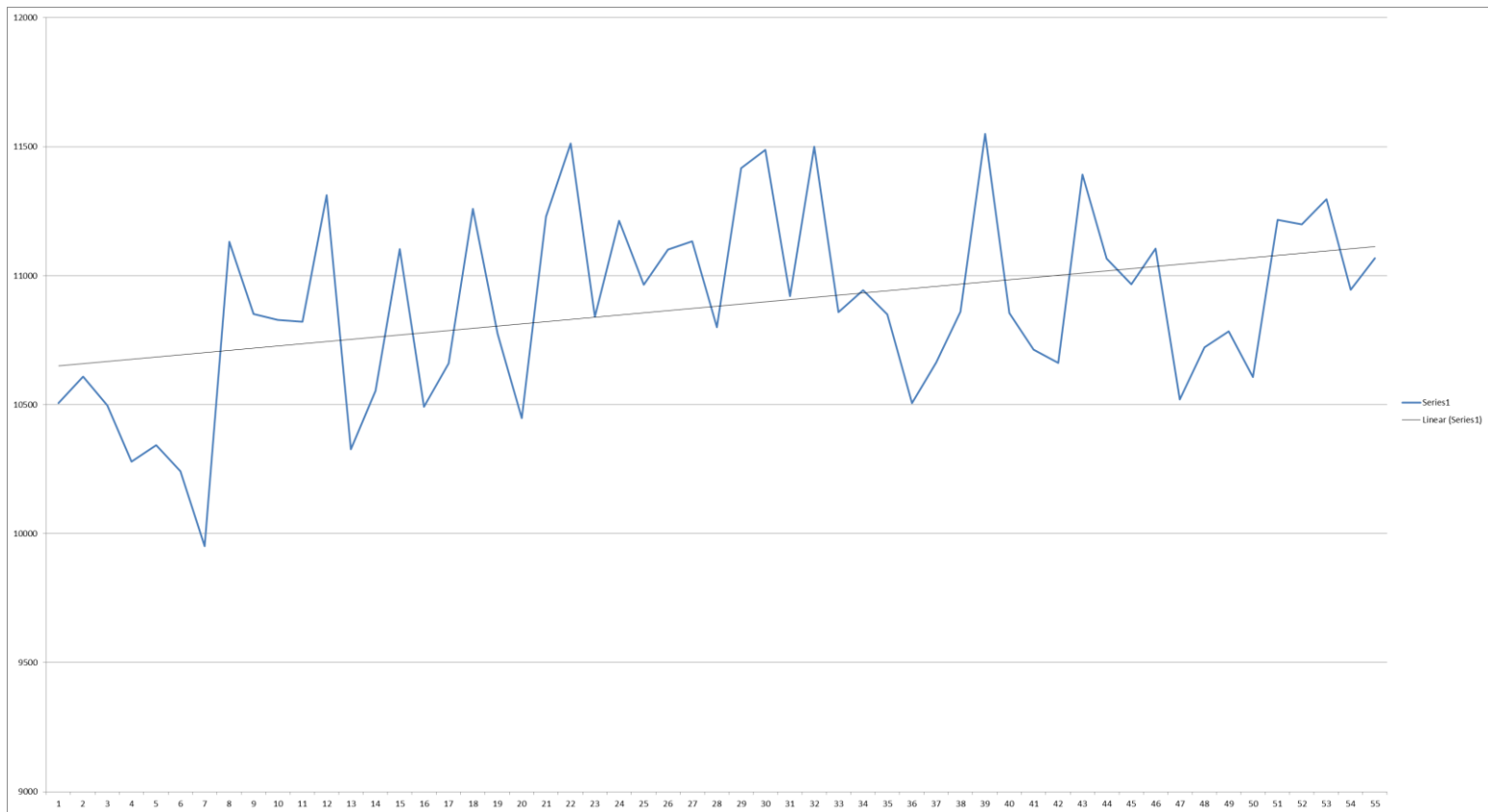


Ranking / Award Ceremony

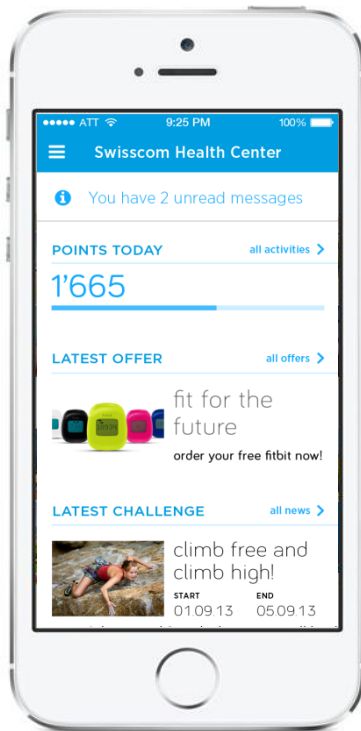
TEAM RANGLISTE		
1	FitExperts	242680
2	SHS-Rockys	242191
3	HEM	231911
4	Walliser-Power	209085
5	LEAD	206273
6	Fritto misto	190576
7	VOT	169395
8	Trainee & Alumni...	162511
9	HCS	162028

„Challenges“ are effective: In the first 8 weeks of participation Swisscom employees have increased their number of steps by about 5%

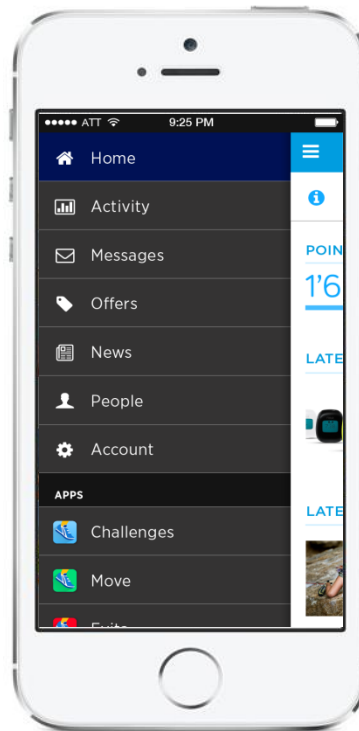
Statistics (first 8 weeks of active participation)



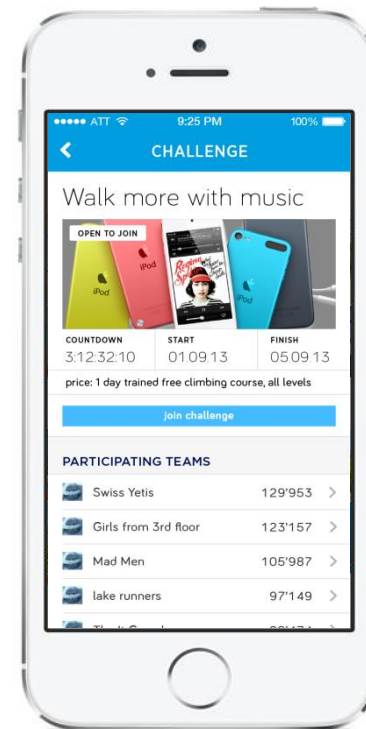
Mobile Access to Swisscom Health Center: Mobile Companion



**Example
«Entry Screen»**



**Example
«Navigation»**



**Example
«Challenge Details»**

Sensors, Privacy, Data Security

- Privacy is a key issue. 30 out of 856 agreed on that
- Open communication of how personal data is being handled and who has access to user's data
- Key motivation factor is „challenging others“ using automatically measured data
- Peer pressure motivates

My details

Company
Swisscom

E-mail
mischa.stamm

First name
Mischa

Last name
Stamm

Personnel number

Tagline
fordere mich heraus, icl

Alias
Mischa

Date of birth

Gender
Male

Mobile no.
Mobile no.

Language of correspondence
German

Platform language
English

[Close](#)

[Change password](#)

My data sources

Evita	Remove
Fitbit	Remove
Garmin	Connect
Jawbone	Connect
Misfit	Connect
Moves	Connect
Nikeplus	Connect
Withings	Remove

My fitness data

Distance	Fitbit
Weight	Withings
Calories	Fitbit
Steps	Fitbit

My notification settings

Notifications from my company

Push notifications

Personal messages	<input type="checkbox"/>
Wall messages	<input type="checkbox"/>
Team messages	<input type="checkbox"/>
Company messages	<input type="checkbox"/>
1-1 challenges	<input type="checkbox"/>
Private challenges	<input type="checkbox"/>
Team challenges	<input type="checkbox"/>
Social challenges	<input type="checkbox"/>

My open sessions

Web/browser sessions	5	Close all (excluding this one)
Mobile app sessions	2	Close all

Your Contact



swisscom



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Thank you for your attention!