



Service Definition

FOR
LOW CARB PROGRAM
BY
DDM HEALTH (DDM)

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Service Definition

1. Definition

1.1. Low Carb Program is a multi-award-winning, evidence-based structured education and behaviour change platform that supports people to reach their self-selected health goals. The program is tailored to goal, disease profile, ethnicity, age, gender, and location and provides remote-monitoring capabilities for effective population health management. Platform features include:

- Education: NHS-approved nutrition streams with meal plans and resources tailored to disease, budget, dietary preferences, cultural and social norms. Users and/or healthcare professionals can choose the most appropriate education stream: low carb, Mediterranean, or balanced (EatWell).
- Coaching: unlimited support from Health Coaches to keep members accountable including weekly virtual meetups and check-ins.
- Community: speak to people with similar goals and take part in meetups.
- Exercise classes: at-home workouts, yoga flows and relaxation exercises tailored to fitness level.
- Health tracking: track weight, activity, sleep, mood, blood glucose, medications and more with data-led feedback to support behaviours.
- Wearables: sync and connect with FitBit, Apple Health, Google Fit, Samsung and Withings.
- Recipes: over 1,900 recipes, updated weekly, tailored to allergies, and dietary preferences.
- Food diary: scan barcodes, search for foods or add recipes from the in-app Recipes library.
- Daily support: fresh tips, news, Q&A, expert opinion, and live classes.
- Personalised care: no-one is the same and that's why the platform sends Smart Notifications based on behaviours and selects content for members based on goals and progress.

Members are supported to maintain long term health improvements through continued access to the platform, education and program features, Health Coaches and health tracking facilities. The app can be used to deliver tailored education and behavioural change.

The platform allows users to register on iOS and Android platforms as well as the web, and Alexa. www.lowcarbprogram.com and our Low Carb Program mobile apps (each of and together the "Sites") are owned and operated by DDM HEALTH LTD of Technology House, Science Park, University of Warwick, Coventry, CV4 7EZ ("we", "us", "our").

Outcomes of the Low Carb Program improved quality of life, sustainable weight loss, reduced HbA1c and reduced medication dependency as determined by peer-reviewed, published studies.



1.2. The platform is intended for all adults.

1.3. DDM is a Fellow to NHS Innovation Accelerator and DigitalHealth.London Accelerator. NHS Innovation Accelerator works to scale high impact, evidence-based innovations across the NHS and adopt initiatives to support the NHS Long Term Plan.

1.4. DDM will provide the Low Carb Program app. This enables participants to receive unlimited access to the platform the duration of the licence agreement (typically 1 year).

1.4.1. A full SLA supports all implementations. This can be requested from DDM.

2. Features

2.1. Healthcare professionals/users choose can customize areas of the application they do or do not wish to display.

2.1.1. Across features: nutrition, sleep, activity, mental wellbeing.

2.2.2. Across streams: fitness level, nutrition streams, smoking, blood glucose testing.

2.3. Personalised structured education and behaviour change support to engage general public (in English) and hard-to-reach, BAME communities in multiple-languages across 4 therapeutic areas: mental wellbeing, nutrition, sleep, activity.

2.4. Behaviour change coaching from Health Coaches.

2.4.1. Health Coaches provide support and encouragement to patients to sustain healthy habits.

2.4.2. Participants are paired with a digital buddy.

2.5. Peer support in the moderated Community.

2.6. Health tracking: track blood glucose, HbA1c, weight, activity (steps, distance), medication, cholesterol, ketones, blood pressure, and mood.

2.7. Food diary: track macro and micronutrients in the food diary.

2.8. Lifestyle: daily updated education guides tailored to user profile and preferences.

2.9. Notification journey: users engage in an AI-led notification journey across app and email.

2.10. Connect to wearables including FitBit, Apple Health, Google Fit.

2.11. Multi-platform: download the app on the web at LowCarbProgram.com, access on iOS, Android and Amazon Alexa.

3. Implementation



3.1. DDM can support full end-to-end implementation training.

3.2. DDM provide:

3.2.1. Patient stratification: identify and define the ideal population who will get the most out of the app.

3.2.2. HCP training: physiology, patient on-boarding, clinical governance (who should not be on the program), patient coding support, and patient demedication.

3.2.3. HCP platform: ongoing access to dedicated e-learning platform with exclusive content from Clinical Team weekly. Bespoke area for surgery.

3.2.4. Implementation materials: leaflets, waiting room posters, video content for waiting rooms, text messages, emails, activation cards with unique surgery referrals, integration with EMIS referral pathway and coding support.

3.2.5. In-surgery support from an appointed community representative/patient champion to help on a one-to-one or group engagement.

3.2.6. Continual support from a Relationship Manager for the duration of the partnership.

3.3. Participants enrol for the app by downloading the app or visiting the website and redeeming a referral code.

3.3.1. Referral code can be digital (i.e. and then emailed and digitally redeemed) or physical (on the back of a scratch-panel card and digitally redeemed).

4. Health Dashboard

4.1. DDM will provide secure access to a web-based cloud Health Dashboard reporting the health and engagement outcomes of the cohort (aggregated, anonymised).

4.2. Access, credentials and full training provided.

5. Benefits

5.1. Safe and scalable evidence-based, person-centred care platform.

5.2. Supports PCNs and the evolving roles within primary care (e.g. pharmacists, social prescribers, health coaches)

5.3. Tangible in-year health outcomes.

5.4. Financial savings from reduced prescribing, reduced complications and reduced polypharmacy.

6. Operations

6.1. DDM operate Low Carb Program and will provide access to patients for a duration of 1 year from redemption of referral/activation code.



6.2. DDM exceeds GDPR compliance, and all data is stored in the UK.

6.3. DDM is accredited certified for ISO27001, ISO20000 and ISO9001.

6.4. DDM's digital platform is NHS DTAC certified.