



Service Definition

FOR

GRO HEALTH

BY

DDM HEALTH (DDM)

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Service Definition

1. Definition

1.1. Gro Health is a digital behaviour change platform providing clinically validated education and behaviour change support across 4 therapeutic areas:

- Nutrition: QISMET-certified personalized nutrition programs, resources and meal plans personalized to disease, budget, dietary preferences, and cultural and social norms.
- Sleep: education to support healthy sleep routines and in-app guided sleep meditations, music to sleep to and bedtime stories to id sleep.
- Activity: personal trainer led guided exercises personalized to fitness, covering strength and mobility training, high-intensity interval training (HIIT), cardiovascular training.
- Mental wellbeing: education and resources to optimise mental resilience supported by mindfulness meditations, guided yoga, and 60° augmented reality visualization exercises.

The app can be used to deliver tailored education and behavioural change.

Features comprise:

- Coaching: unlimited support from Health Coaches to keep members accountable.
- Community: peer support and virtual meetups connecting members with similar goals.
- Health tracking: track weight, activity, sleep, mood, blood glucose, mindfulness and more.
- Sync wearables: connect FitBit, Apple Health, Google Fit, Garmin and Withings.
- Food AI: scan barcodes, type, or take a photo to recognise and log foods.
- Daily support: fresh tips, news, Q&A, expert opinion, and live classes.
- Wellness: measure signals from your body to see insights to empower your decisions.
- Personalised care: no-one is the same and that is why Gro sends Smart Notifications based on behaviours and selects content curated for members based on goals and progress.
- Clinical dashboard: remote monitoring and bi-directional communication between clinical team and members. Gro Health is a CE-marked, Class I Medical Device.

The platform allows users to register on iOS and Android platforms as well as the web, and Alexa. www.grohealth.com and our Gro Health 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 Gro Health platform include reduced stress, reduced anxiety, reduced symptoms of depression, sustainable weight loss, reduced HbA1c and reduced medication dependency.

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 Gro Health 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. Wellness score: track body signals and see data-led insight on the last 24 hours' collected data.

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



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

2.12. Multi-platform: download the app on the web at GroHealth.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 Gro Health 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.