

KiActiv®: G-Cloud 15 Service Definition

Overview

KiActiv® is a clinically proven digital behavioural change therapy and UK Class I Medical Device, that integrates patented technology, a personalised online dashboard and one-to-one support from a dedicated KiActiv® Mentor to empower self-care. It transforms how physical activity is used in the context of health and offers an accessible digital solution to counter the global pandemic of physical inactivity. Our technology, accessibility and impact will reduce the overall costs associated with long-term health conditions, rehabilitation services and help all individuals to live a happier, healthier life, for longer.

As a technology-enabled service with remote mentor support, KiActiv® creates a new, cost-effective, digital pathway for long-term condition management and rehabilitation services, where physical activity is a key component. It empowers effective self-management using personalised everyday physical activity, which removes the need for visits to clinics or gyms, and has no barriers to age, mobility or environment. It establishes a flexible and guided digital service that moves healthcare beyond its traditional settings, to improve access, appeal and deliver significant social value.

How it Works?

Our patented system analyses physical activity data from a validated activity monitor in multiple dimensions, which are all independently important to health. The data is instantly displayed in the user's personalised online dashboard, which is available 24/7 and incorporates clinically proven behaviour change techniques, to provide meaningful and actionable feedback. Within the personalised online dashboard, a suite of easy-to-use tools are available to support sustainable behaviour change. Telephone support is given by a trained KiActiv® Mentor at six key time points during the first 12 weeks, helping a user gain the confidence and understanding to plan, monitor and improve, without compulsion or prescription.

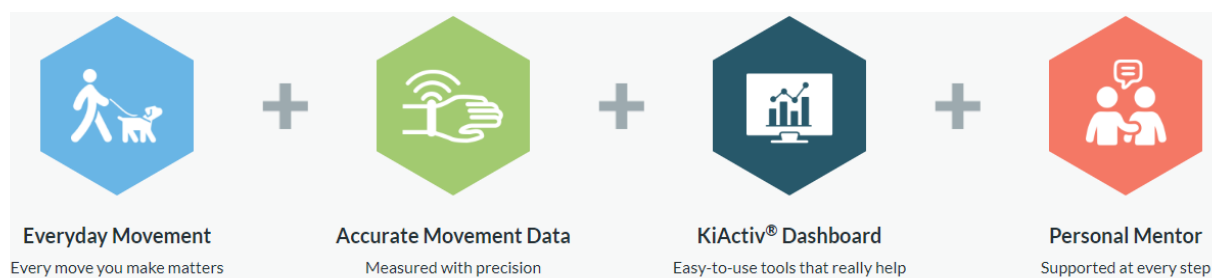


Figure 1. Key components of the KiActiv® programme

We expand the therapy window, from just 1-2 hours of exercise per week, to include all ~112 hours of a waking week by personalising the value of movement in our daily routines and finding the opportunities for people to move more in the context of their health and capacity. Establishing everyday physical activity, and the idea that ‘every move we make matters,’ as the foundation for health and wellbeing creates a powerful catalyst for a number of other important lifestyle changes. Our patented method for the measurement and analysis of multi-dimensional physical activity establishes new standards for “real-time” programme evaluation and optimisation, and enables us to map real-world health outcomes into future cost reduction.

Who we Help?

Everyday movement is a powerful medicine for us all, so whether you have a health condition, are recovering from an illness or injury, or just want to protect yourself and age well, KiActiv® supports you at every stage of your behaviour change journey to achieve your goals. We have demonstrated our positive impact across multiple NHS pathways, supporting users with an array of long-term health conditions, those on rehabilitation pathways and those with fatigue related conditions, to optimise their physical activity and improve self-care.



Figure 2. Long-term condition and rehabilitation pathways that we are currently working within

We support the prevention and self-care priorities of our NHS partners by empowering all individuals with the knowledge, skills and confidence to self-care. It is proven to be accessible, appealing and effective for delivery at scale. Ultimately, we believe it is our mission to help everyone to better health and wellbeing.

Service Benefits

Our service provides an array of user-level and service-level benefits.

User-level benefits include but are not limited to:

- An increased awareness of all movement, not just exercise.
- Understanding the accessibility of everyday physical activity, and finding more enjoyment in daily activities.
- Improved condition-specific symptoms.
- Benefits to other aspects of lifestyle such as improved sleep, healthier eating habits, feeling fitter, stronger and more energised.
- The ability to set realistic goals, self-manage, and improve daily physical activities.
- Reduction in medications.
- Weight loss.
- Feelings of empowerment, autonomous choice and support from the KiActiv® Mentor, which promotes sustainable behaviour change.
- A sense of control around how everyday physical activities affect their health and wellbeing, which has led to an improvement in physical and mental health, as well as overall quality of life.
- Greater health confidence.

Service-level benefits include but are not limited to:

- Integrates seamlessly with multiple pathways.
- Accessible alternative to traditional face-to-face services.
- Improves access to care and proven to engage typically 'hard-to-reach' groups (i.e., older age groups, those with a high body mass index, and those in areas of high deprivation).
- Eases the demand on clinical staff time.
- Reduced likelihood of condition-related exacerbations and hospital admissions.
- Reduced emissions associated with a reduction in unnecessary visits to physical healthcare facilities and an increase in active travel methods.
- Helps to manage growing waiting lists.
- Empowers behaviour change and self-care, supporting the NHS shift towards patient-centred models of care.
- Cost-effective digital solution that is able to deliver exceptional health outcomes.
- In-depth analysis and reporting, which enables simple satisfaction of Key Performance Indicators (KPIs).

User Journey

Figure 3 (below), depicts the typical user journey through the 12-week KiActiv[®] programme.

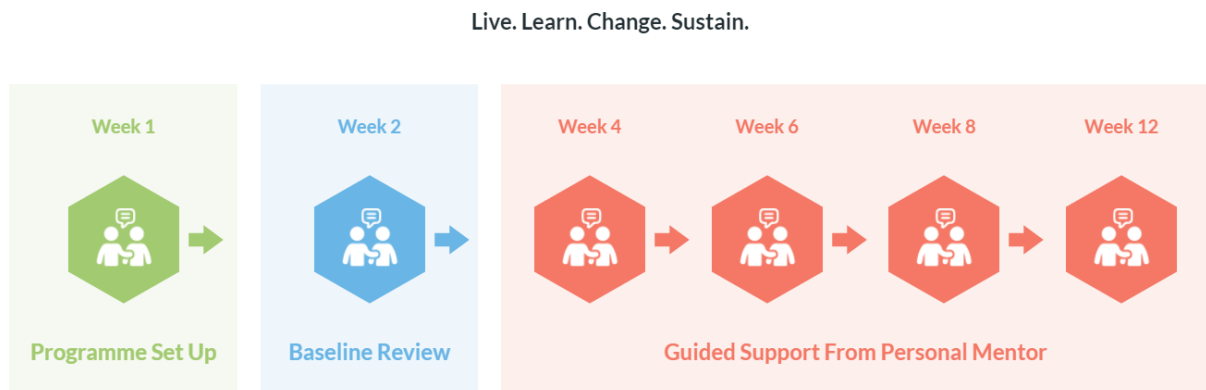


Figure 3. Overview of the 12-week KiActiv[®] user journey

- Before their first session, users will receive their physical activity monitor in the post.
- During their first session we support the user with setting up the technology and for the following 7-8 days, the user will live their normal life and find their personal physical activity baseline.
- In their second session, they will review their baseline with a dedicated KiActiv[®] Mentor, who will explain all aspects of the personalised online dashboard and provide the necessary context to the data they are interacting with.
- For the remainder of the 12-week programme, the user will have 24/7 access to their personal physical activity data for their own self-management.
- In weeks 4, 6, 8 and 12, the user will have further calls with their dedicated KiActiv[®] Mentor to support their ongoing self-management.
- After the 12-week programme is completed, the structured support with their mentor comes to an end, but the user's self-management using the technology doesn't need to – that's theirs to keep.

Implementation for Partner Organisations

Partnering with KiActiv[®] is simple and straight-forward. We endeavour to provide the same high level of support and satisfaction to our partner organisations as we do to the participants of our service. We have a demonstrable track record of working in close collaboration with clinicians and commissioners to tailor our service to specific user cohorts, maximising our impact and delivering measurable health benefits. We are committed to working closely with the relevant clinical team during the programme setup phase to enable us to understand their specific requirements and the challenges that face them. This in-depth level of understanding allows us to create tailored communication materials designed with the specific user group in

mind, optimising programme uptake. The flexibility of our service also presents the opportunity to include analysis of other clinical measures at pre- and post-programme time points, to aid with the evaluation of the programme, if the clinical team deems a certain outcome measure to be necessary and/or valuable.

The KiActiv® team manage the user journey from the point of referral onwards, further reducing the time constraints placed on busy clinical teams. The 12-week KiActiv® programme is delivered by a trained and accredited KiActiv® Mentor, after which the user retains access to their wearable technology and the personalised online dashboard, in order to continue self-managing. We undertake a performance analysis for each cohort, and produce a detailed report conveying the outcomes and impacts of KiActiv® on each group. A typical report contains analysis of a mix of quantitative and qualitative data, providing a uniquely rich view of cohort performance:

- Physical activity outcomes
- Engagement and adherence
- Qualitative analysis of KiActiv® Mentor calls
- Patient Reported Outcome Measures (PROMs)
- User case studies
- Any other relevant clinical measures which have been implemented

Pricing

We have a simple, transparent pricing model, based on a one-off per user licence fee. We offer two service levels to suit different patient needs:

- **Standard Service (£159 + VAT)**
 - Lifetime access to patented online technology, which includes the personalised online KiActiv® dashboard incorporating a suite of easy-to use and interactive tools that support sustainable behaviour change.
 - Validated proprietary wearable physical activity monitor.
 - 2-hours of remote telephone support from a KiActiv® Mentor across initial 12-week KiActiv® programme.
 - Ongoing informal support beyond initial 12-week KiActiv® programme.
- **Enhanced Service (£199 + VAT)**
 - Lifetime access to patented online technology, which includes the personalised online KiActiv® dashboard incorporating a suite of easy-to use and interactive tools that support sustainable behaviour change.
 - Validated proprietary wearable physical activity monitor.
 - Over 3-hours of remote telephone support from a KiActiv® Mentor across initial 12-week KiActiv® programme.
 - Ongoing informal support beyond initial 12-week KiActiv® programme.

Support

All participants receive dedicated telephone support from their personal KiActiv® Mentor, which helps them to feel supported on their behaviour change journey. These calls are scheduled at key time points within the first 12 weeks, and help facilitate an increased understanding and awareness of everyday physical activity, and give the user the confidence to make sustainable changes to their lifestyle, without compulsion or prescription. Beyond the initial 12-week KiActiv® programme, our team are happy to provide ongoing informal support to users who continue to utilise their personalised technology, including dealing with any technical issues should they arise.

We operate a number of other support channels, which are available to any individual at no extra charge. These channels include:

- Telephone support from 8am to 6pm Monday-Friday (excluding bank holidays) (usual response time: immediate within stated working hours, next working day outside of stated working hours).
- Email support (accessible 24/7, usual response time: next working day).
- Online support via <https://kiactiv.com> by filling out our support form (accessible 24/7, usual response time: next working day).
- Online support via <https://kiactiv.com> in the form of specific support videos (accessible 24/7).
- Online support via <https://kiactiv.com> in the form of FAQs (accessible 24/7).

Contact

If you would like any further information, or have any questions, please don't hesitate to get in contact with us.

General

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