

Service Definition: Holly Health

Service description

It has been proven over and over again that small, gradual and consistent changes lead to lasting health improvements.

Holly Health is a personalised **digital health + wellbeing coach** that supports habit-forming behaviour change, guided by clinical and psychological evidence.

This is a highly scalable, yet personalised health behaviour change service which can scale to entire populations, affordably.

Designed for population wide distribution (e.g. in primary care settings) or cohort or condition based deployments, Holly Health enables patients to achieve significant long term health changes, to both physical and mental health, without the need for human intervention.

Features

- Health goal setting (weight-management, mental wellbeing, self-esteem and general health)
- Self-report health assessment ('behavioural health check' at service start and set intervals)
- Over 100 habits covering nutrition, eating psychology, exercise, sleep and mental wellbeing
- Personalised nudges, tracking and habit reminders on various media (e.g. emails, push notifications)
- Personalised, proactive coaching and motivational support
- Progress tracking - mood, weight, health outcomes, energy levels, blood pressure, HbA1c
- Chatbot for self-reflection exercises and CBT-based 'in the moment' support
- Wide range of health-education articles and coaching programs
- Video content for meditations and guided physical exercise routines (including for adapted low mobility exercises)
- 'Challenges' in the form of activities across different health areas

Benefits

- Multifaceted- covering physical, mental and emotional health
- Reduces burden on clinicians and improves patient access
- Permanent outcomes focus, average of >15% health improvements to health areas like exercise and mood after 8 weeks engagement
- Friendly, empathic and motivational tone
- Evidence-based using: CBT, ACT, Motivational Interviewing, Mindfulness
- Delivered by team of experts covering psychology, medicine, technology, design
- Low-cost and scalable solution up to population level

- Adaptable and iterative interface and personalised experience
- High service engagement
- Reduce GP appointments
- Access insightful population health data aggregations (and optional integration with medical records via Patients Know Best)
- Class 1 Medical Device
- Standalone and White label service options

Customer Support & Business Continuity & Disaster Recovery

Customers will have direct contact with an account manager who is available daily on weekdays. Customers or potential customers will also have access to a customer service email address, hello@hollyhealth.io, available daily on weekdays. There is no additional cost to receive help from customer support. A reply will be received within 24 hours >95% of the time. Average response time is under 4 hours. Technical support will be available by escalation if there is a technical query.

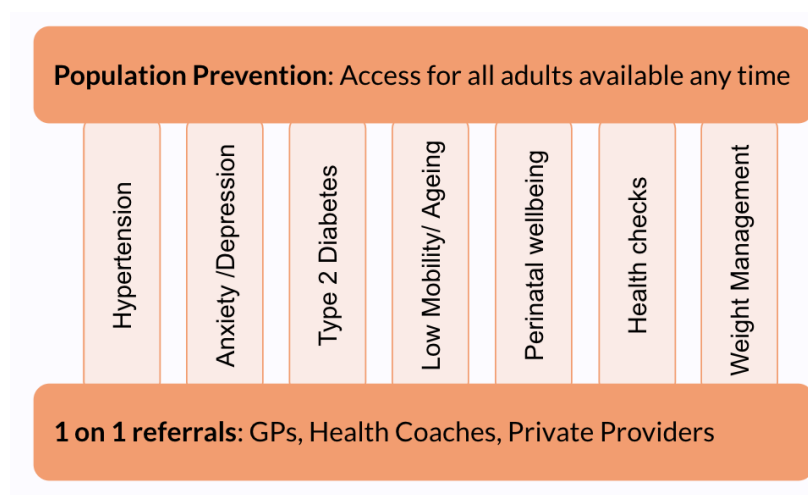
Downtime: If for any reason the service goes down as a result of a technical failure, we have a 24 hour SLA (service level agreement), aiming to be up and running again within that timeframe over 95% of the time.

We work with trusted partners and techniques which are flexible and adaptive to scaling needs (i.e. AWS). In the event of a major outage, email updates will be provided.

In the event of disaster, AWS stores safe backups and we are able to easily revert back to previous versions of the service. We also have thorough testing procedures to avoid risk of disaster.

Customisation / Integrations

Upon entering into a partnership, we can work with you to customise to your specific requirements. Personalisation is possible for health conditions coaching including the following:



Aggregated data insights are shared as standard and medical record interoperability is available via a Holly Health Patients Know Best integration. Data insights (on health

challenges/behaviours/outcomes tracking/medical conditions) can be tailored depending on what customer needs.

Metrics

We provide information on sign up funnel metrics by a practice or geographical level (steps from registration to active ongoing users). To see ongoing engagement, we provide regular data on active users and information on the specific health behaviours that have been adopted. We can provide aggregated quantitative data on health challenges, goals and changes in lifestyle behaviours at baseline compared to weeks 8 and 12 and 26 across physical activity, nutrition, relationship with food, sleep patterns, mood and stress management and motivation to change (i.e. health outcomes). Service acceptability is also measured quantitatively through email surveys and qualitative through user interviews.

Technical Requirements

The service runs on iOS and Android mobile apps and is accessible to anyone with an iOS or Android device, with access to basic internet. We additionally run service via Web and email for those who are not confident using a smartphone app or don't have access to a smartphone.

Scaling

The service is developed for scale and can handle up to millions of users simultaneously.

Onboarding

When rolled out to a patient group or population, users receive a link to sign up for the service via text message, email, or a QR code. The link goes to a bespoke landing page to easily create an account (on mobile or desktop). Once users have downloaded the app and logged in to their account they are guided through an onboarding process using an automated chat interface. Here, users are asked some health-related questions to inform their personalised recommendations and coaching.

At the end of onboarding, users are given the option to choose two initial habits, based on the highest priority health areas. All habits are small and achievable to help with motivation and engagement, designed to empower users to incorporate actions into their everyday lives. Throughout onboarding, there are videos and animated images demonstrating how to interact with the service. After setting up their first habits, users receive personalised nudges and notifications in the form of emails, push notifications and emails to introduce what to expect from the service based on their goals and health challenges. In case of any difficulties, users are provided with a support email with quick responses, and the ability to provide in-app feedback which is reviewed regularly by the team.

After Sales Support

Partners and clients will be provided with an experienced Account Manager to support them directly with any account queries.

Offboarding

After a contract has ended, the local population group will cease to receive free access to Holly Health daily coaching (however each user's access will only end after their initial 9 or 12 month access has completed - depending on the agreed length of access per person).

We will work with commissioners to extend contracts ahead of expiry. This process can be used to extend user access.

As standard, user data will be deleted within 24 months of user inactivity.

Security Governance, Data Protection, Clinical Safety

Holly Health is compliant with [DTAC guidelines](#) for digital health apps.

Holly Health has an ORCHA assessment score of 90%, as of January 2025, putting it in the top 2% of all assessed health apps.