LifeWell: Digital Lifestyle Medicine
Poor lifestyle behaviors

**Common**
- 90% US adults

**Costly**
- ~$1 trillion healthcare costs/year
- Accidental injuries
- Chronic disease

**Fixable**

*Determinants of Health Risk, Outcome, Cost*

- Genetics: 10%
- Lifestyle behaviors: 30%
- Environmental exposures: 15%
- Social circumstances: 40%
- Medical care access/quality: 5%

*Fine et al., 2004 Am J Prev; McGinnis et al 2002 Health Affairs*
What lifestyle behaviors?

- Heavy alcohol use, tobacco & drug use
- Poor sleep
- Poor diet
- Physical inactivity
- Stress, poor emotional wellbeing

Lifestyle Medicine: preventive healthcare & self-management
LifeWell solution

**Smartphone application**

- Goal setting
- Lifestyle tracking
- Evidence-based interactive tips/tools
- Virtual coaching

**Data analysis platform**

- Personalized, data-driven lifestyle feedback
Our holistic approach decreases stigma

- Identification
- Quantification
- Actionable Insights
- Connection
A validated solution in 2 trials in ~200 subjects (2018-23)

Improves multiple lifestyle behaviors

- 67% increased exercise
- 57% better sleep
- 67% improved emotional health
- 44% reduced drinking
- 61% reduced cannabis
- 33% quit tobacco

98% adherence

“I actively did not drink as much because I didn't realize that my blood alcohol content was getting that high.”

NIH Grants: R21AA028886, R34AA026021
## Competitive Analysis

### FACTORS

<table>
<thead>
<tr>
<th>All lifestyle behaviors</th>
<th>Big Health</th>
<th>Reframe</th>
<th>Twill</th>
<th>Pluto</th>
<th>Calm Health</th>
<th>LifeWell</th>
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- Decreased stigma
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- Risk discovery
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**LIFEWELL**
Market strategy

**Start:** Heavy drinking & young people

**Expand:** Mandated smoking cessation/weight loss for surgery

**Expand:** Lifestyle behavior self-management in cancer, liver disease, diabetes

*Executive talent & early-stage partners*

Prevention & early intervention lifestyle medicine

\[= \$112 \text{ million}\]

Pre-surgical lifestyle medicine *

\[= \$670 \text{ million}\]

Chronic disease lifestyle medicine *

\[= \$15 \text{ billion}\]
Our team

Yale

Garrett Ash, PhD
Cofounder & CTO/CIO

Lisa Fucito, PhD
Cofounder & CEO/COO

Kelly DeMartini, PhD
Cofounder & CDO/CAO

Yale

Nancy Redeker, PhD
Scientific Advisor

Rajat Doshi, BS (2023)
Machine Learning Analyst

UCONN

Stephanie O’Malley, PhD
Scientific Advisor
Plans for $30K Accelerator Award

Pilot with young adults at 1 engaged university community

Design
Naturalistic study - offer LifeWell free to all students for 1 month

Cost
$28,000: Run prototype app & analytics platform
$2,000: Virtual coaching

Demonstrate
Sufficient user engagement
Recency/frequency evidence to support LifeWell success