



ALLYVIATE

# Allyviate Health Inc.

## Concept Overview

Allyviate is an online, community-centric approach to wellness through education, communication, and behavioral management for people with chronic health conditions.

## Executive Summary

Many of the leading health problems in America involve chronic medical conditions that are maintained or exacerbated by unhealthy behaviors. Furthermore, research shows that people's lifestyle is the factor that drives the current leading causes of death. The poor health behaviors that contribute to chronic diseases and death are the same behaviors that may trigger mental health problems among those with chronic diseases. Studies show that mental health problems like depression worsen these chronic medical conditions, which increases chronic medical condition treatment costs by 40%. Despite this cost increase, the chronic medical condition will not necessarily improve due to the presence of depression. There is a less expensive and more effective way to resolve these health complexities.

Allyviate's wellness platform delivers health solutions to patients according to their individual level of readiness for making these health behavior changes. Allyviate's approach is based on 30 years of proven research. Unfortunately, most patients with these chronic medical conditions are not aware of these straightforward and reliable self-management methods. Likewise, many medical providers lack the time and expertise to help patients develop new health behaviors.

Yet, even with all the tools at the fingertips of our users, Allyviate remains cognizant of the latest findings of health and social media research. Only 15% of people who use social media for health purposes actually interact with one another online. Most users simply obtain health information. Although learning new information is an important building block to developing healthier behaviors, health research shows that new knowledge is truly acted upon when this information is acquired within a social community, where members participate in these changes together. Consider the impact if 100% of the members in an online community interacted with each other to discuss their challenges, exchange support with their peers, and develop solutions together. This is the goal of Allyviate: to promote and prompt increased interactions and communication among its members.

Allyviate's research-driven wellness platform augments traditional healthcare and delivers improved health outcomes. Costing a fraction of traditional medical solutions for improving health and mental health, Allyviate helps users make self-directed health gains and achieve increased life satisfaction by facilitating reciprocal peer support, and motivation to improve one's own health behaviors. Ultimately, using Allyviate results in better disease management for the chronic medical condition and improved mental health - at a low cost, and in the privacy of the user's home.