High-Level Description:

FwdHealth (www.fwdhealth.co) is a company that optimizes personal health by connecting individuals and their apps and devices to a cloud of health expertize.

Category For Consideration:

Monitoring

Executive Summary:

Currently, healthcare costs nearly $3 trillion each year and continues to grow. Wellness is the key to lowering cost and many apps and devices like RunKeeper and Fitbit track this important information. Yet, this cost-saving information isn't getting to healthcare teams (employers, insurers, and care providers like doctors, nurses, and wellness coaches).

At FwdHealth, we bridge this communication gap between lifestyle inputs and clinical outcomes to curb rising healthcare costs and help pass those savings to members. Our duel-edged solution includes:

1. A mobile app that gathers cost-saving information from devices and apps and empowers members to conveniently share it with their healthcare team.
2. A web dashboard for organizations to view population progress and see who's on track to meet, exceed, or miss their daily goal and pass encouragement, recommendations, or rewards to keep individual members engaged and on track to meet their recommended daily activity level.

In summary, we provide value to the aforementioned groups in the following ways:

EMPLOYERS
FwdHealth helps employers inspire, empower, and support healthy lifestyle choices leading to increased productivity of their employees, lower healthcare costs for their business, and ultimately a more competitive operation – good news to both customers and investors.

INSURERS
FwdHealth helps insurers proactively manage costly medical risk on their books by engaging at-risk members through targeted mobile messaging. We also test the effectiveness of these messages and work with insurers to increase their effectiveness moving forward.

CARE PROVIDERS
FwdHealth helps care providers decrease unnecessary hospitalizations through supporting outpatient disease programs related to obesity and extending the care conversation radius from a more expensive clinical setting to a much less expensive (and convenient) lifestyle setting.

In closing, FwdHealth increases the effectiveness of the apps and devices that engage millions of users around the world in their health by connecting those instruments to a cloud of health experts (traditionally excluded from the conversation) that can then study this data and optimize population groups accordingly.