



# Project Lifeyarn

Weave your healthiest story.

“Revolutionizing Health in ASEAN with AI and Telemedicine”



**Southeast Asia grapples with a  
double burden of infectious  
diseases and rising NCDs fueled by  
unhealthy lifestyles and weak  
healthcare access.**

*Source: World Health Organization (WHO)*





# Non-communicable diseases (NCDs) are a ticking time bomb in Southeast Asia.

**52%**

of all deaths  
from NCDs in the  
Region are below 70  
years of age

*Source: WHO*

**9M**

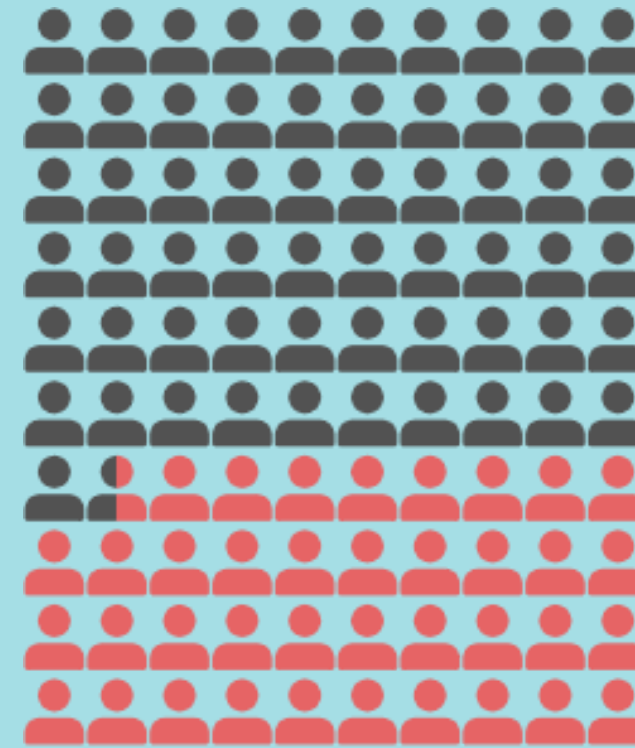
people die of  
noncommunicable diseases  
every year in the Region

*Source: WHO*

**69%**

of all deaths in the Region  
are due to NCDs

*Source: WHO*



*In Southeast Asia, a  
staggering 62% (or  
roughly 9 million people)  
die from non-  
communicable diseases  
(NCDs) each year.*

*Source: WHO*

**The major NCD threats include**



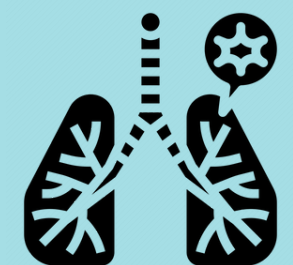
**Cardiovascular  
Diseases**



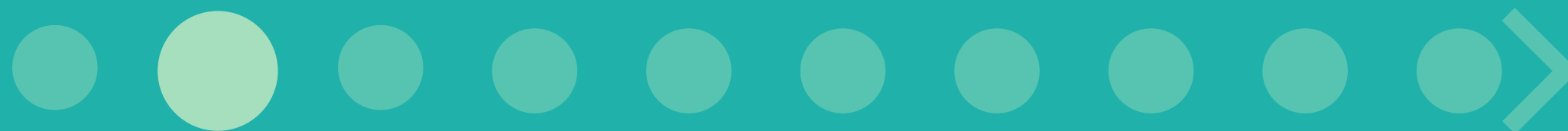
**Cancer**



**Diabetes**



**Chronic respiratory  
Diseases**



# The Southeast Asian region is taking aim at NCDs with specific target outlined in its 2022-2030 implementation roadmap.



**33.3%**

reduction on premature mortality from cardiovascular diseases, cancers, diabetes, or chronic respiratory diseases compared to the baseline in 2015.



**20%**

reduction on the harmful use of alcohol.



**30%**

reduction in the prevalence of current tobacco use among individuals aged over 15 years.

But we have a long way to go...

Source: SEARO/WHO



# News about NCD in SouthEast Asia

**DH** DECCAN HERALD

Home | Elections | India | Karnataka | Opinion | World | Business | Sports | Entertainment

Home > World >

## Nearly 294 million people living with hypertension in Southeast Asia Region: WHO

The South-East Asia Region has identified the prevention and control of hypertension as one of the priorities.

**PTI**  
Last Updated : 17 May 2024, 21:07 IST

**NEWS** Filtered By: Topstories

## Tobacco use down, but vaping up among youth —DOH

By SHERYLIN UNTALAN, GMA Integrated News  
Published May 14, 2024 10:04pm

BANGKOK — Although the use of tobacco has declined in the Philippines in the last ten years, electric cigarette and vape usage has increased, particularly among the youth aged 13-15 years old, the Department of Health said Tuesday.

## Malaysia's obesity epidemic: experts say education key to counter prediction most children will be overweight by 2035

Story by Joseph Sipalan • 5d • 4 min read

Health Topics mentioned in this article

- +60 Q&A: Obesity
- +140 Q&A: Diabetes
- +380 Q&A: Sugar

- Data from the World Obesity Foundation projects that more than two out of every three children in Malaysia will be overweight by 2035
- Experts say proposed solutions like shutting down unhealthy late-night eateries will not solve what is

18, 2024 9:41 PM

**THE NEW INDIAN EXPRESS**

NATION WORLD STATES OPINIONS CITIES BUSINESS SPORT GOOD NEWS MOVIES

Health

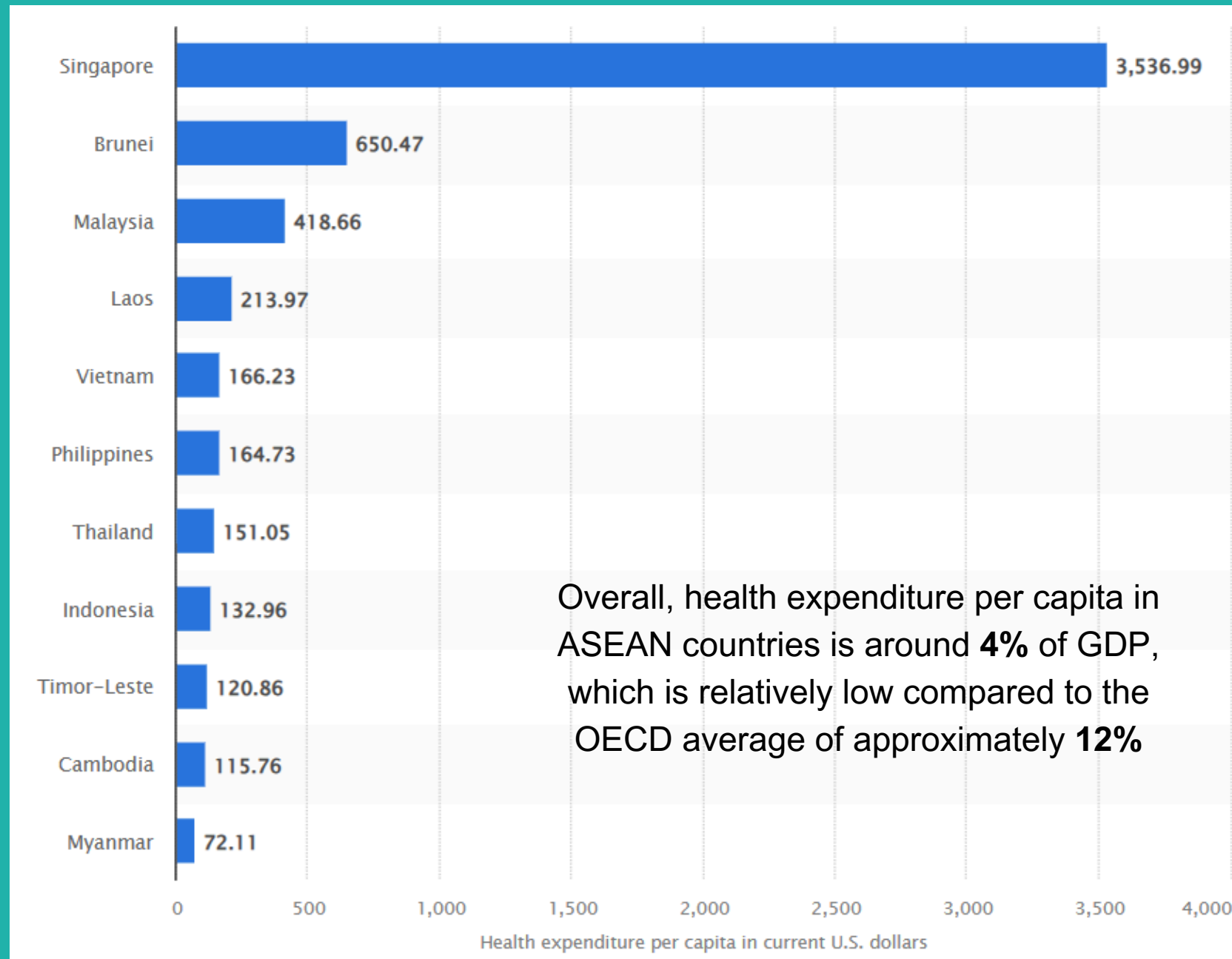
## Deaths due to cardiovascular diseases, cancer, diabetes unacceptably high in South-East Asia: WHO

Saima Wazed, Regional Director of WHO South-East Asia Region (SEARO), however, said the region, which includes India, has seen many gains and has much to celebrate with regard to the right to health.





# Despite setting goals to address NCDs, Southeast Asia faces several challenges:



Source: Statista



## Over 12.1 k

healthcare workers in Vietnam have abandoned the fight against NCDs, resigning from their public healthcare jobs between 2020 and 2022.

Source: thebmj.com

## 1.9 million

By 2030, South-East Asia will need an additional 1.9 million nurses and midwives to meet its demand

Source: WHO



Addressing these workforce shortages is crucial for ensuring quality healthcare delivery in the region.



# How well does ASEAN in terms of Healthcare Access

Out-of-pocket expenses as a % of health expenditure as of 2019



73.9%



53.9%



44.5%

Doctors per 1,000 people in ASEAN 2019



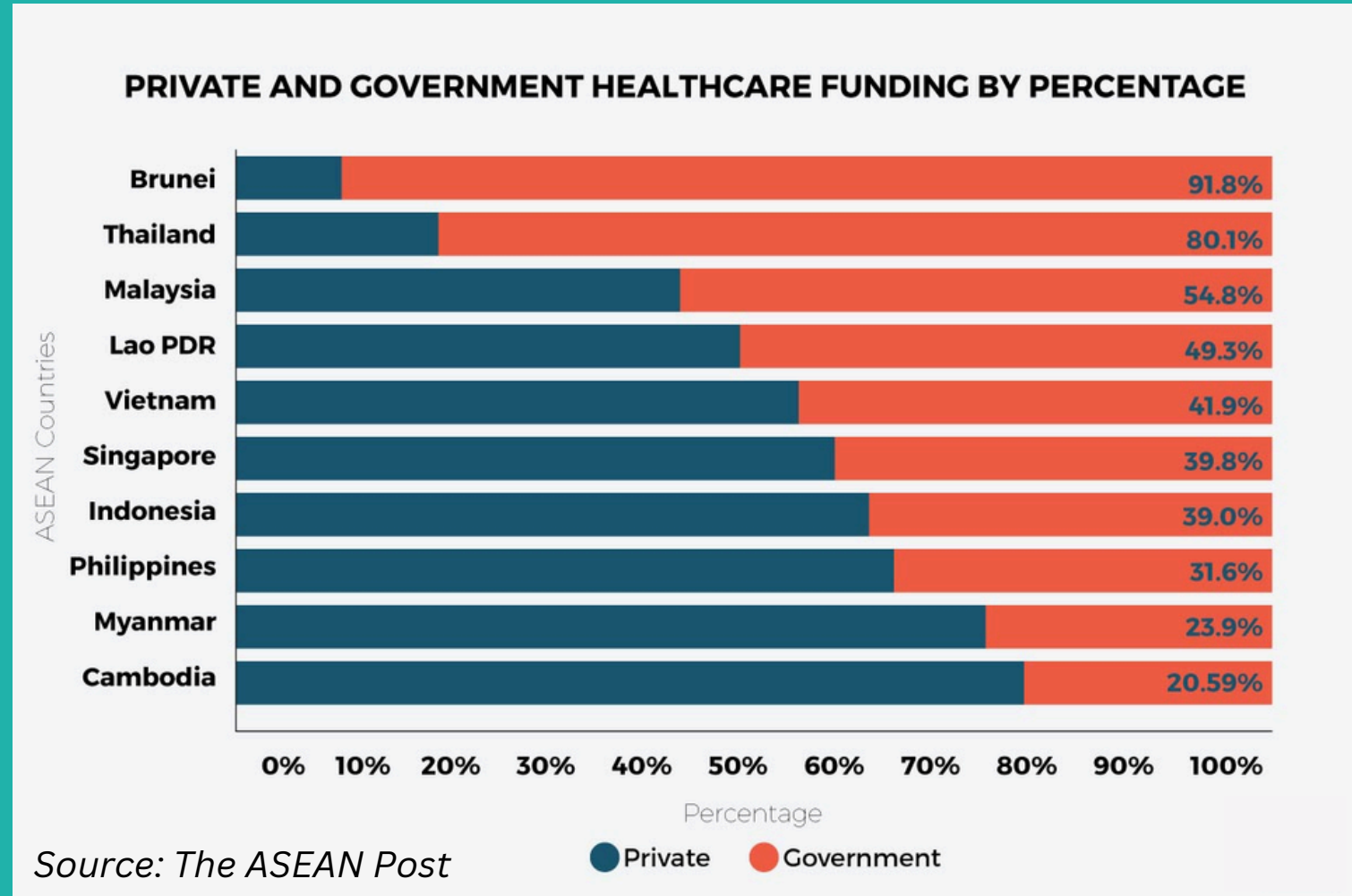
2.3



1.3



0.9



Addressing these disparities requires targeted efforts to improve access, infrastructure, and healthcare delivery

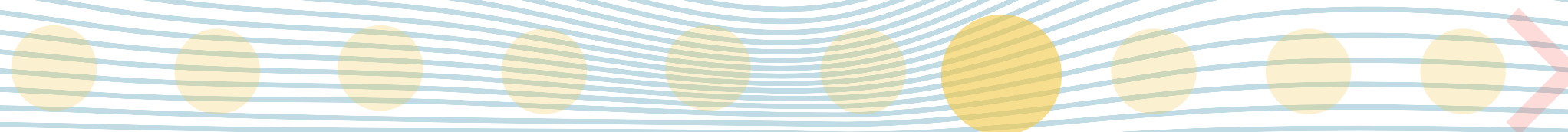


What if we could integrate technology as a solution to our occurring problem?



# PROJECT LIFEYARN

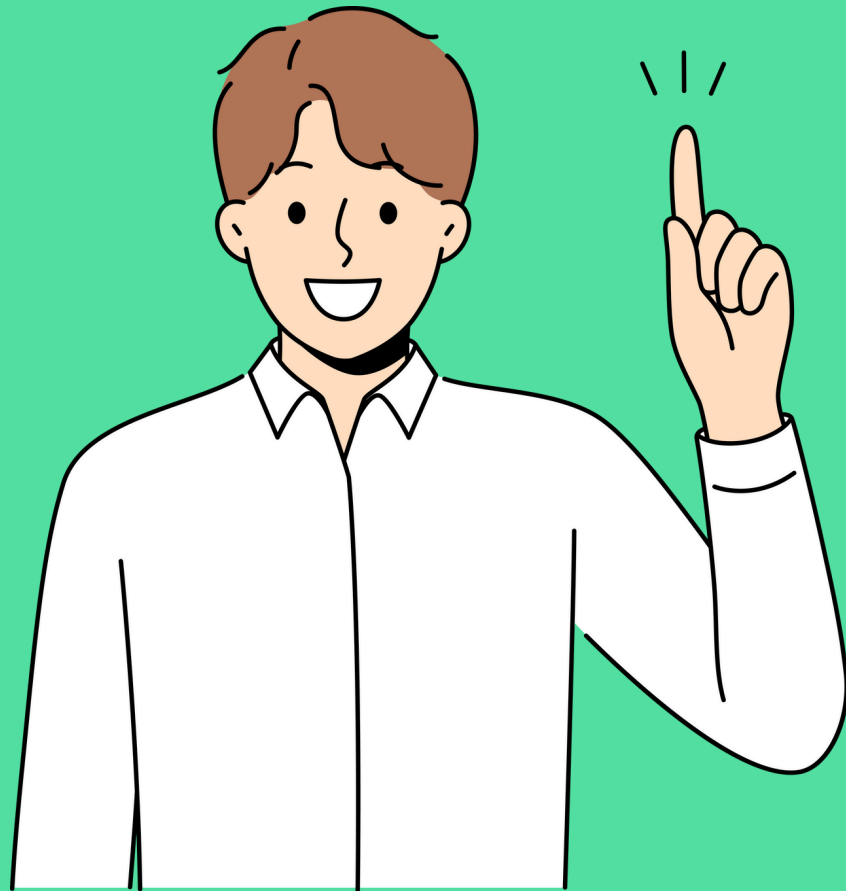
Weave your healthiest story.





# **We Monitor Health Programs...**

**Identifies shortcomings  
before its too late**



**Provides elements of analysis as  
to why progress fell short of  
expectations**

# What does Project LifeYARN all about



AI-powered health companion in Southeast Asia,  
designed to combat the rising threat of non-  
communicable diseases (NCDs) like heart disease,  
diabetes, and cancer.



## Empowering you to take control

Through wearable technology and our user-  
friendly app, Lifyarn seamlessly integrates with  
your life.

## Weaving a healthier story

Receive personalized recommendations for  
a healthier lifestyle, including diet and  
exercise tips



# Project Lifyarn: Implementation Process

## Phase 1: Pilot Launch (1-2 Years)

**Target Market Selection:** Identify 2-3 countries in Southeast Asia with a high NCD burden and smartphone penetration.

**Partnerships:** Collaborate with local health ministries, NGOs, and healthcare providers for pilot launch support.

**App Development and Testing:** Finalize app development for the chosen languages and integrate with relevant wearables. Conduct beta testing with a small user group to gather feedback and refine the app.

**Marketing and Awareness:** Launch targeted marketing campaigns in the chosen countries to raise awareness about Project Lifyarn and NCDs. Utilize social media, local influencers, and partnerships with healthcare providers for outreach.

**Pilot User Recruitment:** Recruit a representative sample of participants in each country, ensuring a mix of age groups, demographics, and health conditions.

**Pilot Program Execution:** Distribute wearables and onboard pilot users to the app. Monitor user engagement, data collection, and health outcomes. Gather feedback through surveys and user interviews.

## Phase 2: Evaluation and Expansion (3-4 Years)

**Data Analysis:** Analyze pilot program data to assess user engagement, app effectiveness in identifying health risks, and user satisfaction.

**Refine and Improve:** Based on pilot data and feedback, address any technical issues, improve app features, and tailor content based on user needs.

**Secure Funding:** Prepare a comprehensive report on pilot program results and leverage data to secure funding for broader implementation.

**Partnerships and Expansion:** Forge strategic partnerships with additional healthcare providers, insurers, and government agencies to expand reach across Southeast Asia.

**Localization and Scaling:** Localize the app interface and content for additional languages spoken in the target region. Prepare for larger user base and potential infrastructure scaling.



# Project Lifeyarn: Implementation Process

## Phase 3: National and Regional Rollout (Ongoing)

**Phased Launch:** Gradually launch Project Lifeyarn in new countries based on partnerships, infrastructure capacity, and funding availability.

**Targeted User Acquisition:** Continue targeted marketing campaigns to reach diverse populations most at risk of NCDs. Partner with community organizations to reach underserved areas.

**Sustainability Strategies:** Develop strategies to ensure long-term sustainability of the program. This could involve exploring subscription models with premium features, partnerships with health insurance providers, or government adoption for public health initiatives.

**Continuous Improvement:** Continuously monitor user data, gather feedback, and update the app with new features and functionalities based on evolving user needs and technological advancements.

**Impact Measurement:** Establish metrics to track Project Lifeyarn's impact on early detection of NCDs, preventative health practices, and overall population health outcomes in Southeast Asia.

# References:

## Statistics

- Canva
- World Health Organization: WHO. (2019, August 22). Noncommunicable diseases - SEARO. <https://www.who.int/southeastasia/health-topics/noncommunicable-diseases>
- THE LANCET Regional Health (2023, October 29). Non-communicable diseases in South-East Asia: journeying towards the SDG target. [https://www.thelancet.com/journals/lansea/article/PIIS2772-3682\(23\)00165-8/fulltext](https://www.thelancet.com/journals/lansea/article/PIIS2772-3682(23)00165-8/fulltext)
- Yiengprugsawan, V. S., Kim, J. K., Apostol, M., Osewe, P., Bajaj, P., Malik, D. W., Parikh, R., & Mahajan, S. (2024). Integrated Primary Care Technologies for Noncommunicable Diseases and Mental Health in Asia and the Pacific. Human and Social Development Office, Asian Development Bank.
- Dans, Antonio & Ng, Nawi & Varghese, Cherian & Tai, E-Shyong & Firestone, Rebecca & Bonita, Ruth. (2011). The Rise of Chronic Non-Communicable Diseases in Southeast Asia: Time for Action. Lancet. 377. 680-9. 10.1016/S0140-6736(10)61506-1.
- Naik, R., & Kaneda, T. (2016, May). Addressing noncommunicable disease risk factors among young people: Asia's window of opportunity to curb a growing epidemic. Population Reference Bureau. <https://www.yhp.astrazeneca.com/content/dam/young-health/Resources/research/prb-policy-report-ncds-in-asia-20162.pdf> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7277903/>
- The state of healthcare in Southeast Asia. (n.d.). Economist Impact - Perspectives. <https://impact.economist.com/perspectives/health/state-healthcare-southeast-asia>
- Sarkar S. "Past the point of sanity"—South East Asia faces critical shortage of healthcare workers BMJ 2023; 382 :p1655 doi:10.1136/bmj.p1655
- Asean's evolving healthcare needs. (2019, November 21). <https://www.bangkokpost.com/business/1799744/aseans-evolving-healthcare-needs>
- The ASEAN Post Team. ASEAN's harmonisation towards healthcare. (2018, January 24). <https://theaseanpost.com/article/aseans-harmonisation-towards-healthcare>
- Sivaramakrishnan S. GLOBAL EXCLUSIVE: Improving regional integration in ASEAN. (2020, March 11). The ASEAN Post. <https://theaseanpost.com/article/global-exclusive-improving-regional-integration-asean>