

## Challenges

Arion Bank  
Ministry of Health  
digi.me

## API & Data

Arion Bank  
(Credit Card Transactions)

## Iceland Health

(Appointments, Vaccinations, Prescriptions)

digi.me  
(FitBit)



**Salud**

**Enabling humans to track,  
interpret and manage their  
personal health.**

# The Problem

70%

(very) good self-reported health

50%

obese &  
inactive



Wrong  
self-diagnose

# The Problem

70%

(very) good self-reported health



Wrong  
self-diagnose



Unused  
check-ups

40%

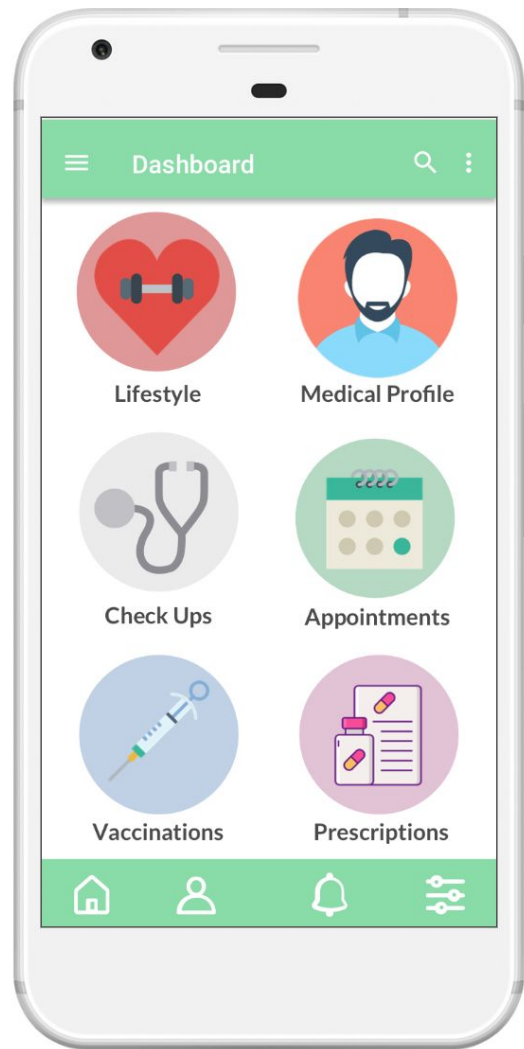
not using  
cardiovascular  
checks

25%

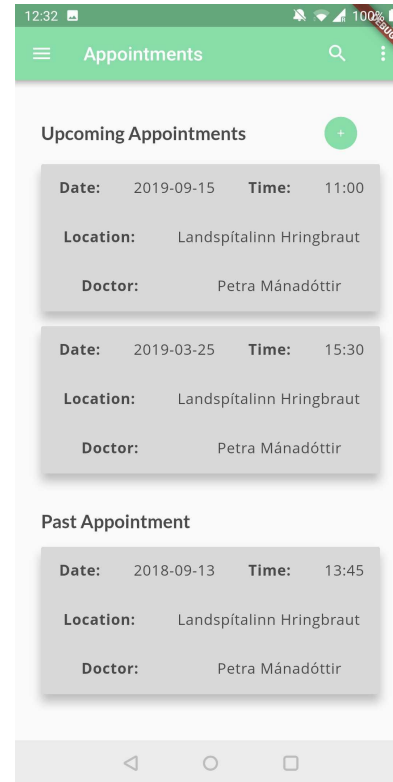
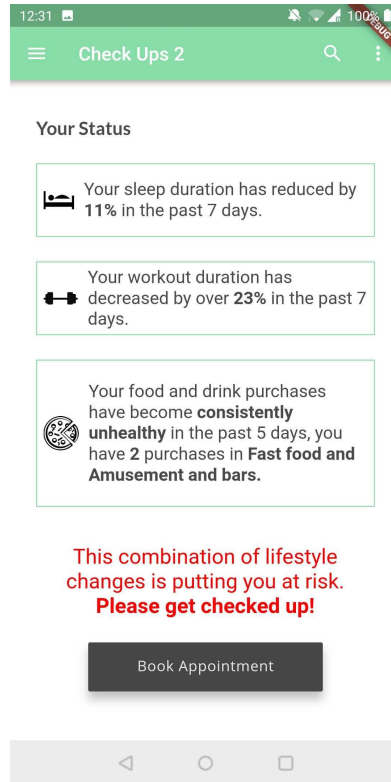
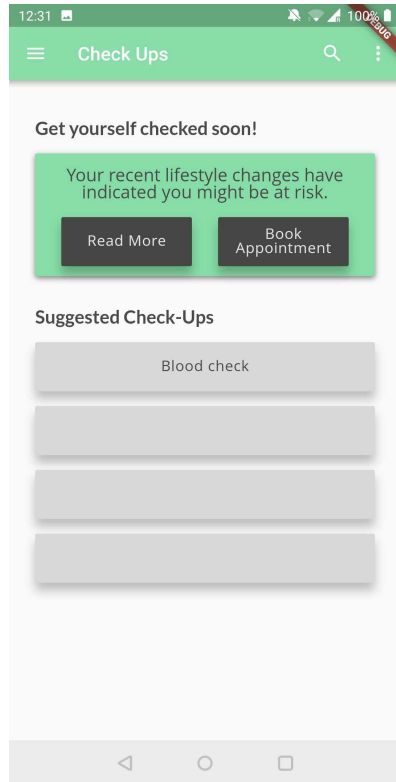
not using  
cervical cancer  
screenings

50%

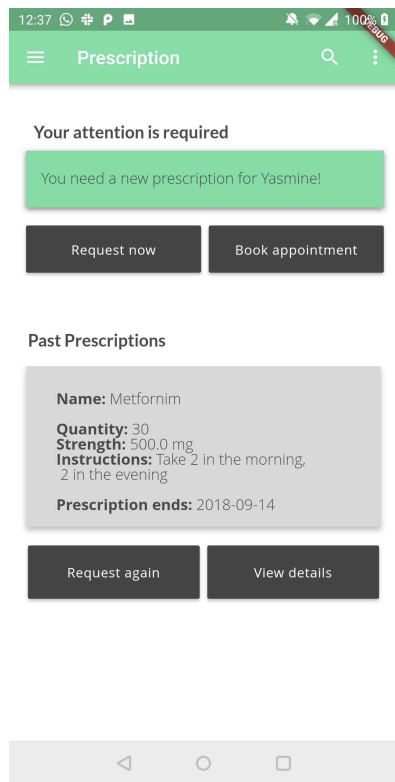
obese &  
inactive



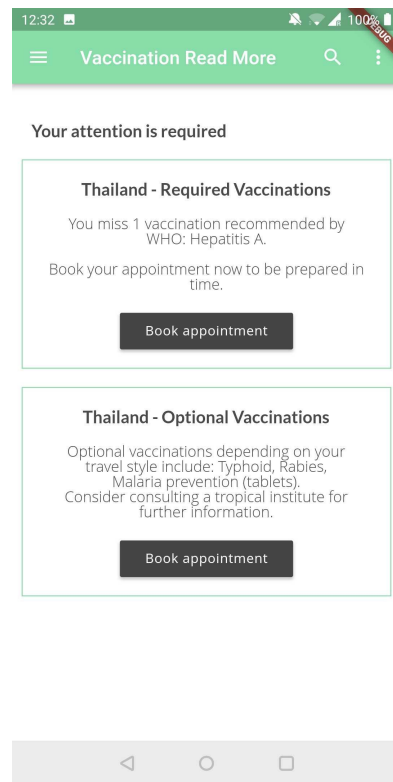
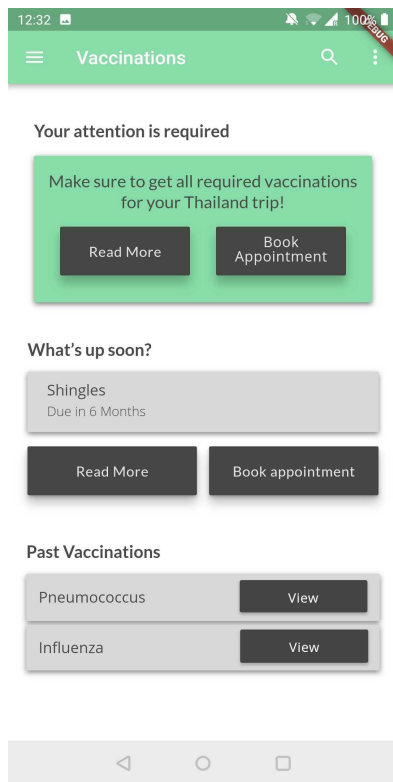
# Check up recommendation



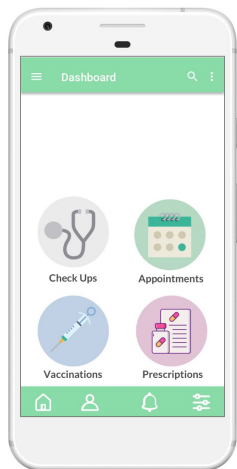
# Prescriptions



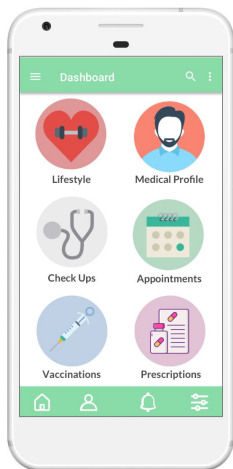
# Vaccinations



# The Next Steps



Nordic  
Health  
Hackathon



June 2020  
POC  
Launch  
Iceland

Train AI



Add mental health  
features



Add social well-being  
features

June 2021  
Launch  
Nordics

...  
Launch  
EU

# Questions?

