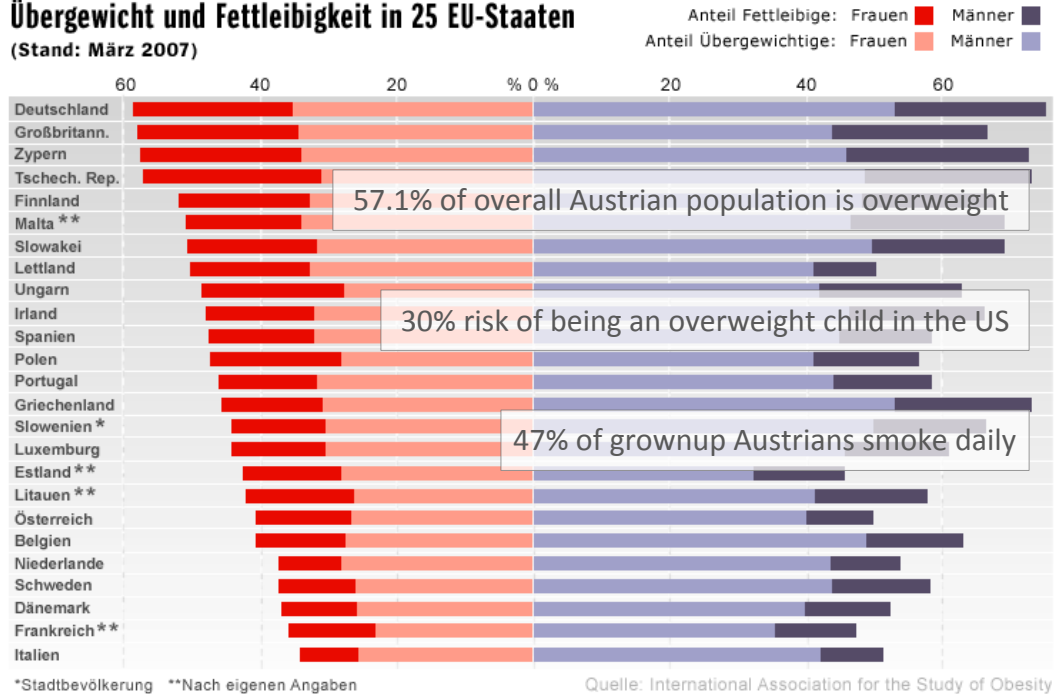


Modern Voluntary Health Care System

The influence of gamification on the willingness of people to live healthy

Übergewicht und Fettleibigkeit in 25 EU-Staaten

(Stand: März 2007)



Key features

- > Collect purchases from grocery store
- > Track activities from sport platforms/apps (e.g. RunKeeper)
- > Track health status with reports from medical checks
- > Stay connected, challenge friends/other users
- > Collect "points" to get discounts at partner stores or others gifts

Business benefits

- > Targeted advertising for partners (promotions, stores, etc.)
- > Online-store
- > Reduce overall costs for health care

The project will lead to a new form of personal voluntary healthcare based on several pillars:

- > *Technology*
use today's possibilities to support a healthier lifestyle
- > *Ubiquitous Computing*
integrate seamless into ones living day
- > *Psychology*
motivate user to stay in shape, especially by gamification
- > *Security & Privacy*
protect sensible data of health care system