




THE NEXT GENERATION OF
PATIENT PROFILING



Human beings make some strange decisions. According to the WHO, medication adherence for chronic illness is about 50%.

Why?

This question is crucial. If we want to answer it, we need to acknowledge that the decision-making process behind non-adherence is complex, sometimes irrational and tremendously different from one patient to another. Indeed, each of us is unique, and we are each driven by very different things.

Today, there is no gold standard tool that can predict patient behavior, provide a complete behavioral profile and that was designed from the ground-up as pure digital technology. This is why Observia developed **spur™**, a next generation tool built on robust behavioral theories, that provides new insights to better understand and engage patients.

Thanks to **spur™**, healthcare professionals can better understand the person behind the patient and can adapt their care and services to create engagement, boost adherence and improve patients' outcomes.

It's not just a questionnaire, it's so much more.

spur™ is an easy-to-use, universal digital tool that unifies different behavioral science theories **to provide a full understanding of each patient's behavioral drivers.**

WHO CAN BENEFIT FROM SPUR™?



Patients all over the world, with any chronic disease.



I want to know how to better manage my condition



I want to learn how I compare to others



I want to improve communication with my doctor



Any **healthcare professional**.



I want to know the extent to which my patient is adherent



I want to identify how to best support my patient



I want to save time



OUR TECHNIQUES TO ENGAGE WITH THE PATIENT

EMPATHY

We get to know our patients through interactive short «stories.» They help patients feel understood, listened to and encourage them to think about their own situation.

FEEDBACK

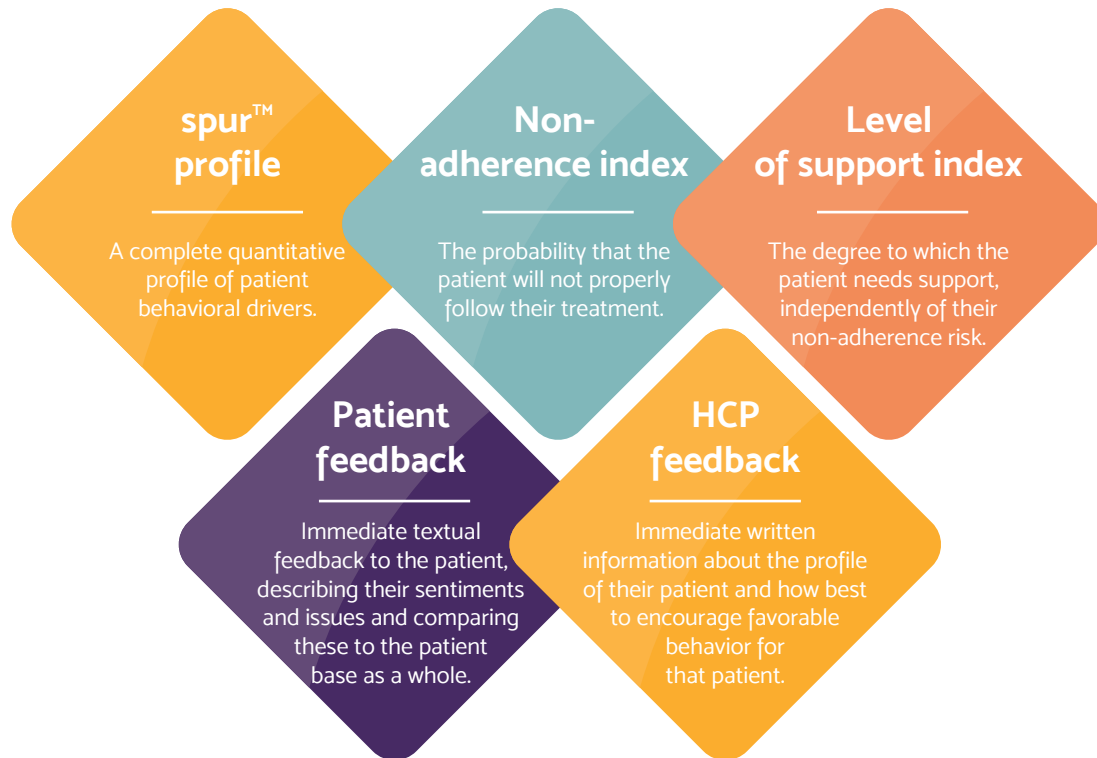
Patients receive immediate feedback about their health behaviors based on their answers. Studies have shown patients find this feedback valuable and it leads to a completion rate over 90%.

DYNAMISM

Patients' answers to a universal set of initial questions dynamically open up personalized follow-up questions, depending on answers. It offers a seamless, flexible and user-friendly experience.

SPUR™ TOOL IS COMPLETE AND POWERFUL!

It provides a complete understanding of the patient's behavioral drivers and an ability to engage patients in their care while giving healthcare professionals useful, relevant and complete information to adapt their support to each patient. To do so, spur™ generates five complementary outputs.



100%

Digital - multi-device and responsive

Interoperable - via APIs

Independent - co-built with academics

Universal - across cultures and pathologies

Compliant - with all international regulations (#GDPR)

BOARD OF EXPERTS



Prof. John Piette

Prof. in the Department of Health Behavior Health Education and Co-Director of the Center for Managing Chronic Disease, University of Michigan



Prof. Reem Kayyali

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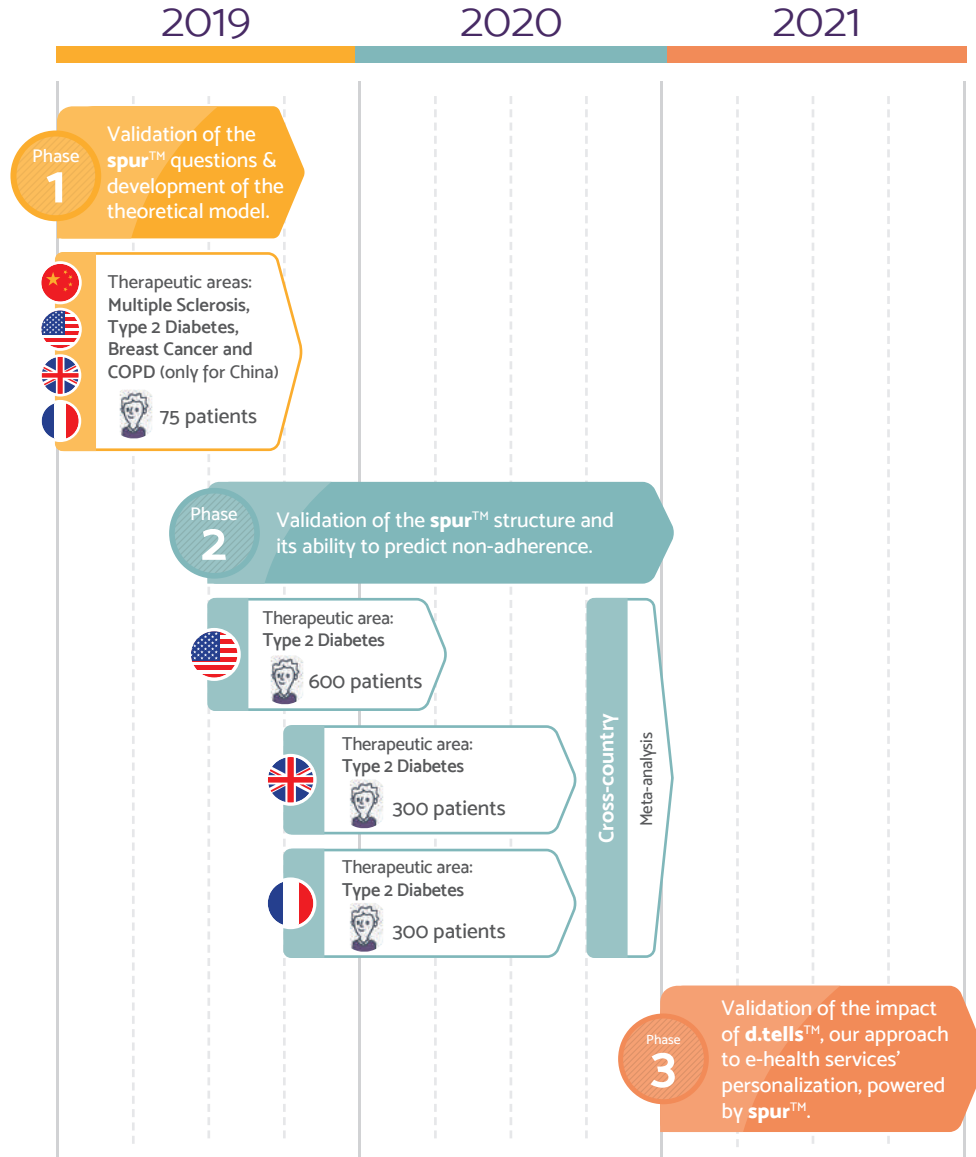
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Dr Hélène Mosnier Pudar

Doctor - Endocrinology - Diabetology Department, Cochin Hospital AP-HP

RESEARCH PLAN

Together with our board, in 2019 we launched an ambitious 3-year research plan that will allow us to scientifically validate our **spur**TM model and demonstrate the impact of Observia's approach to personalized e-health solutions.



ABOUT OBSERVIA

Improving patients' lives and easing healthcare professionals' daily work is our mantra.

Observia accomplishes this by creating uniquely personalized, industry-leading beyond-the-pill solutions that win the hearts and minds of all involved, including patients, caregivers, healthcare professionals, and payers.

Observia combines expertise in behavioral science, technological know-how, and knowledge of healthcare eco-systems. In particular, we have developed **spur**[™] and **d.tells**[™], two proprietary innovations that revolutionize the way we design e-health solutions.



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IMPROVE *patients'* LIVES