

# Vida Health

## Virtual care platform



### Vertical

Digital Health

### Founders

Stephanie Tilenius

### AVP Investment

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<https://www.vida.com/>

### Company Description

Vida provides a virtual care platform for the treatment and management of chronic illnesses, lifestyle issues and mental health issues.

Vida's technology platform leverages predictive analytics and machine learning to tailor patients' treatment programs and maximize efficiency among the providers. Vida sells its digital intervention platform to employers and health insurers in the US.

### Business Model

PMPM plus set-up and performance fees with some customers

### Differentiation

Comprehensive / holistic approach to treatment and clinical validation of ROI

### Opportunities Identified

Distribution/ Sales : Access to health plans  
Reinsurance

### Selected / Targeted customers

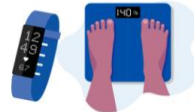
Mid-sized and large employers/  
health plans and payors



### Vida's platform process and outcomes



Video sessions with expert coaches and licensed therapists



Mobile app that connects and syncs with your scale, blood sugar meter, fitness tracker and more



Customized program with digital interventions, engaging lessons and personalized tips

Outcomes seen across Preventative, Mental, and Chronic programs



Weight Loss/DPP

**≥ 7%**

Average 6-month weight loss observed in multiple cohorts



Diabetes

**1.3 pt**

A1C reduction, % points (12 months)



Hypertension

**76%**

Of those with stage 1 hypertension improved by at least one stage



Depression

**64%**

PHQ-8 reduction



Anxiety

**54%**

GAD-7 reduction