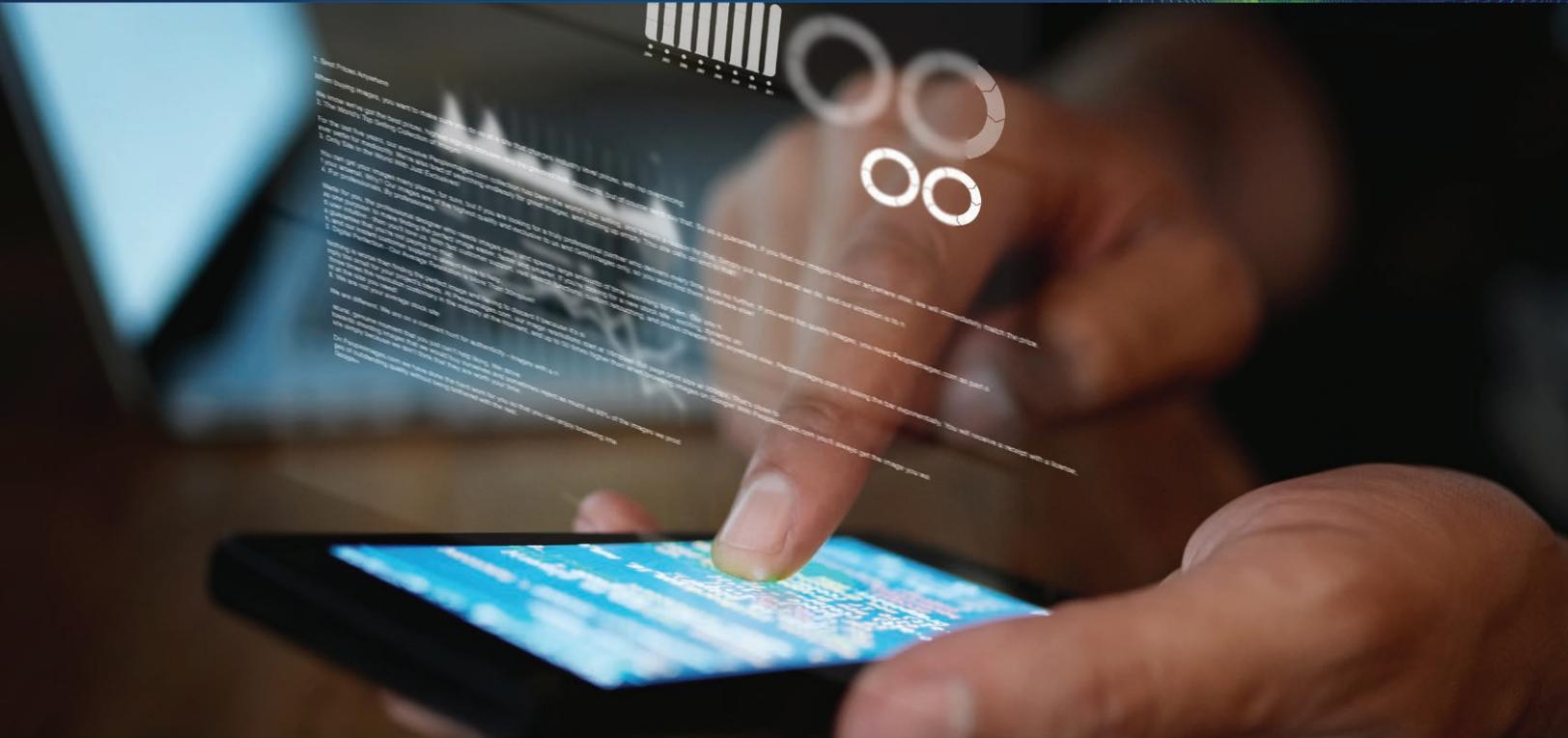


Accelerating Innovations into CarE – Validate Program (AICE-Validate)



The Lyfe MD app provides personalized, evidence-based, lifestyle therapies to people with digestive disease

PROJECT FAST FACTS

RECIPIENT: LyfeMD Inc.

PROJECT DURATION: 15 months

AWARD: \$300,000

AWARD DATE: March 15, 2022



THE PROBLEM

Patients suffering from digestive diseases can benefit greatly from targeted lifestyle therapies that help reduce painful symptoms and improve their quality of life. Unfortunately, lifestyle therapies like nutrition, physical activity, yoga, breathing and mindfulness activities are not readily available or well defined. Patients may be told to “eat a better diet”, “start getting more exercise” and “reduce stress”, but behavioural science shows this type of general advice is not effective. Patients may look to unreliable sources and try ineffective, and sometimes harmful, treatments. This can mean patients are at risk for increased malnutrition, worsening symptoms, reduced work productivity, and a reduced quality of life.

THE SOLUTION

The LyfeMD app takes the latest diet and lifestyle research and puts it into a personalized, easy to follow, evidence-based program for people with digestive disease. LyfeMD provides customized and doctor-recommended advice including meal plans, physical activities, and yoga and mindfulness programs that complement patients’ drug therapies and helps them better manage their disease. Patients choose what behaviours they can easily accomplish to build their confidence and wellness. LyfeMD offers programs for a broad range of patients including those with inflammatory bowel disease, non-alcoholic fatty liver disease, inflammatory arthritis, and for patients who want to improve their gut microbiome. LyfeMD has partnered with doctors, pharmacies and pharmaceutical companies to help ensure that patients can easily access the program.

PROJECT OBJECTIVES

LyfeMD is working to reach the following goals:

- Product development to enhance and further improve the LyfeMD application (usability, features, scalability, security) and associated content.
- Creating a Patient Support Program and LyfeMD Coach role to help patients adopt and maintain the LyfeMD therapies.
- Creating a Customer Experience Program and Channel Support role to help channel partners (customers) with their own internal change management required to adopt and distribute LyfeMD materials and subscriptions to their patients.

ABOUT THE AICE-VALIDATE PROGRAM

AICE-Validate is an opportunity for Alberta’s health-tech innovators to accelerate commercialization of digital and data-enabled health technologies through the early validation phase. If you’d like to learn more, please check out [AICE Validate on the Alberta Innovates website](#).

Learn how

albertainnovates.ca