

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



Sustained Behavioural Change in Prevention in the Nova Scotia Let's Get Moving Initiative

PROJECT FAST FACTS

RECIPIENT: Endurance Unlimited Inc.

AWARD: \$102,200

AWARD DATE: July 5, 2023

PROJECT DURATION: 12 months

THE PROBLEM

There is a global physical inactivity crisis with an estimated ~500 million people at risk of developing heart disease, obesity, diabetes or other non-communicable diseases this decade. 70 per cent of all healthcare dollars will be spent on treating illnesses attributable to physical inactivity, costing the world economy \$300 billion by 2030. Despite available public health recommendations, current efforts are not reversing the inactivity crisis. 95 per cent of Canadian adults consulted online medical resources and physicians to find information regarding lifestyle and health behaviour change. However, there remains a need for continued engagement of health care providers (HCPs) to influence their patient's adoption of healthy lifestyle behaviour. Unfortunately, our healthcare system is overwhelmed and faces a declining human resource capacity. Further, most HCPs rarely discuss or prescribe physical activity, due to the many challenges (e.g., time, low confidence) they face during regular patient care.

THE SOLUTION

Endurance Unlimited has developed GoGet.Fit (GGF), a platform allowing patients to set goals, schedule fitness activities, monitor progress, receive reminders or prompts, and most importantly, connect with health professionals. Other features include educational and motivational videos, blog posts and access to community-based resources and partners. Patients can access the app's resources for free, while HCPs log into a secure portal to monitor patient progress, send personalized messaging, access exercise templates, offer remote support and recognition, and view aggregated data to measure impact and outcomes. Having health professionals involved in patients' health transitions can help improve their results and motivate them to stick to their goals. With the GGF platform, healthcare professionals can support patients beyond the walls of their clinic. The platform consists of two core components: an end-user-facing app (GGF app) paired with professional-facing web portal (GGF Pro-portal).

PROJECT OBJECTIVES

Endurance Unlimited is working to reach the following objectives:

- 1. Evaluate the effectiveness of the GGF platform in improving patient outcomes and HCP engagement informing future implementation*
- 2. Establish the health economic case for the technology and digital health platform to successfully improve population levels of physical activity among inactive, vulnerable populations*

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

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