

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



Yaro: Your Health and Wellness Accountability Buddy

PROJECT FAST FACTS

RECIPIENT: My Viva

AWARD: \$300,000

AWARD DATE: January 11, 2023

PROJECT DURATION: 24 months

THE PROBLEM

Many health conditions can be improved by focusing on a few core components of health and wellness – namely nutrition, fitness, and mental health. However, committing to making lifestyle changes aimed at improving one’s health can be challenging. Not only do people need access to trustworthy, evidence-based information, they also need to feel supported when embarking on a health journey. Literature shows that peer support is critical for reaching long-term health goals, and the medical system struggles to provide the level of support and connection individuals require to shift their behavior. In addition, healthcare providers feel overworked and burnt out. Chronic illnesses ranging from cardiovascular disease to type 2 diabetes continue to weigh on the healthcare system. There is also a lack of accountability to one’s health goals as most people do not have the resources for daily check-ins with a dietician or psychologist making it easy to revert to old habits.

THE SOLUTION

Yaro – My Viva’s new, innovative product – is a conversational health buddy who provides an engaging way to interact with digital health apps. Through natural verbal conversation with an augmented reality avatar, users complete their daily reflections with Yaro and collect rewards. Users are more likely to engage with their health app through natural motivation with aspects of gamification and a 24/7 accountability buddy. With My Viva’s core digital health product, My Viva Plan helps people take control of their health. As the first adopter of Yaro to increase adherence and retain subscribers, My Viva hypothesizes that Yaro will increase the frequency of daily reflections resulting in improved health outcomes, higher app usage, and more retained subscribers. Health outcomes and self-efficacy will be measured by physical and mental health self-assessments, validated psychological assessment scales and biometric data specific to individual diseases. Key performance indicators, including app retention and usage frequency, will be collected as evidence of validation for health platform customers.

PROJECT OBJECTIVES

MHCombiotic is working to reach the following objectives:

- 1. Demonstrate the efficacy of the Yaro product amongst individuals*
- 2. Validate the uptake of Yaro amongst individual clients through KPIs*
- 3. Build the technology and business for scale distribution*
- 4. Validate the uptake of Yaro as a white-label in other digital health apps*

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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