

Aisti Health - understanding population wellbeing and individualising interventions

Patrik Borg,
Chief Innovation Officer, Aisti Health



The Solution

Our mission is to offer
customized paths to the well-
being for employees and work
communities



The Problem:


How to find right interventions to improve well-being of work communities and to ensure resourcing and productivity?

Companies are suffering from shortage of labour




How to identify well-being risks early enough and ensure resourcing?

Well-being challenges are causing productivity gaps and talent loss



How to energize employees?

Health care system is overloaded



How to use existing data to streamline the HR/occupational health care process?

Story of Aisti Health

2017

Aava Medical decided to focus on digital and preventive wellbeing. Aava Virta is created. Lack of knowledge of individual lifestyle situations emerges as a main challenge.

2019

This Virta Index research project involved doctors, psychologists, nutritionists and sports scientists and other well-being experts from Medical Center Aava and research institutions.

2020

New strategy created and pivoting the product from B2C to B2B2C. New customer segment focus: well-being at work.

2021

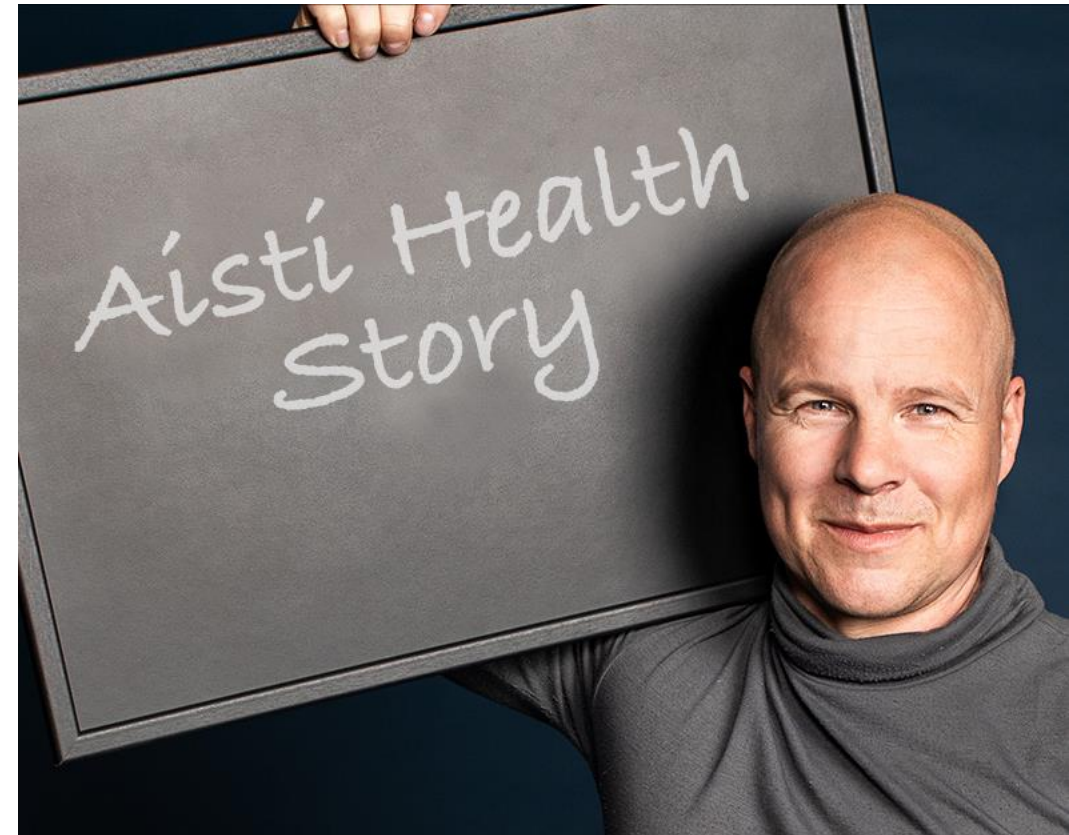
New Virta Index -> Aisti Health branding.

2022

Aisti Health Oy spinoff company was established in February 2022. Aho Group, a Finnish family business active in the healthcare and travel sectors, is a majority shareholder.

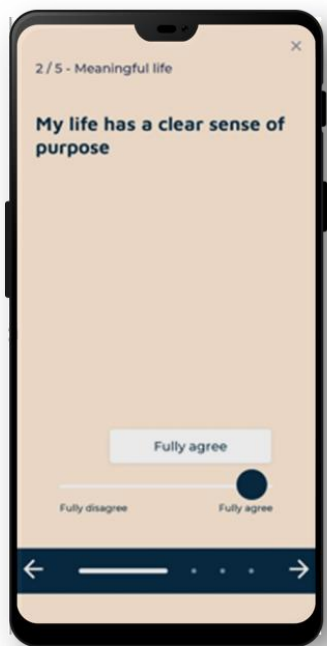
today

New Aisti work modules were launched in May 2022 and number of B2B customers has rapidly increased to +100.

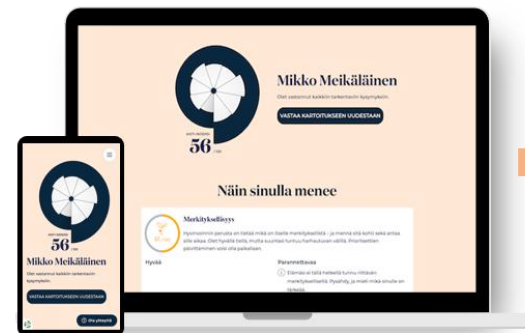
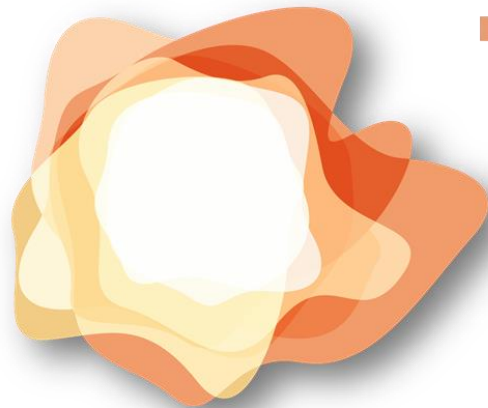


Aisti Health platform offers customized paths to well-being at work

Employees' well-being survey as an online application.
Can be completed either on a computer or phone.



Data analytics
using artificial intelligence

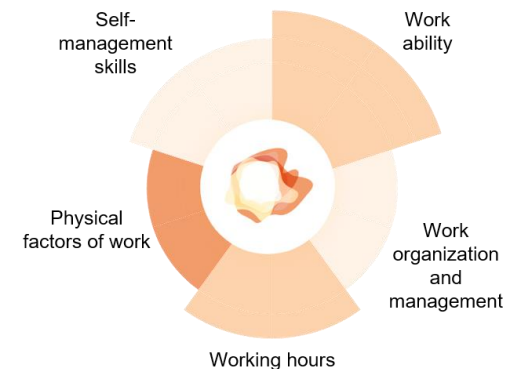
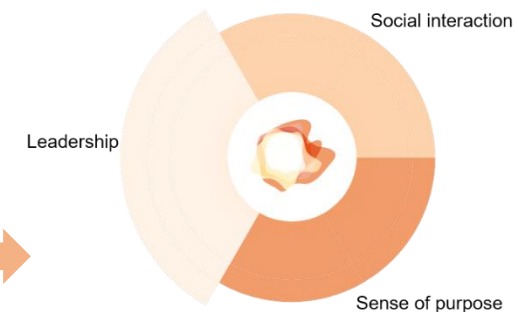
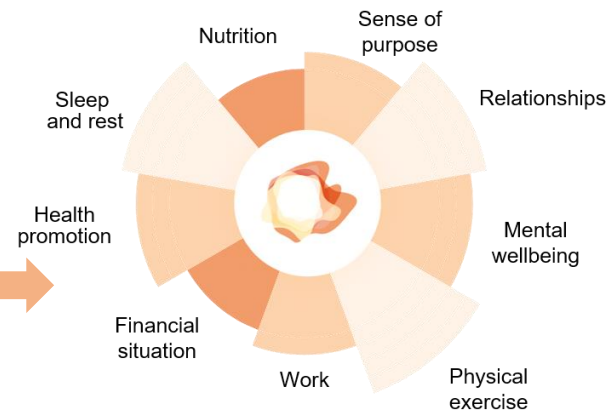


Employee's well-being report



Organization's well-being report

Customized recommendations



Aisti Health wellbeing platform delivers value

Employees can

- Get understanding on their resources and stress factors
- Get personalized well-being recommendations to motivate the change
- Plan easily the improvement actions and monitor their progress towards balanced life

Work community can

- Get early visibility to well-being strengths, weaknesses and risks
- Understand how well-being varies depending on teams, profession, age, gender, location, years of employment, remote vs hybrid work and how different changes affect well-being
- Get automated recommendations for improvements
- Prioritize development activities in well-being, company culture and work-related topics and create action plan which is easy to follow-up

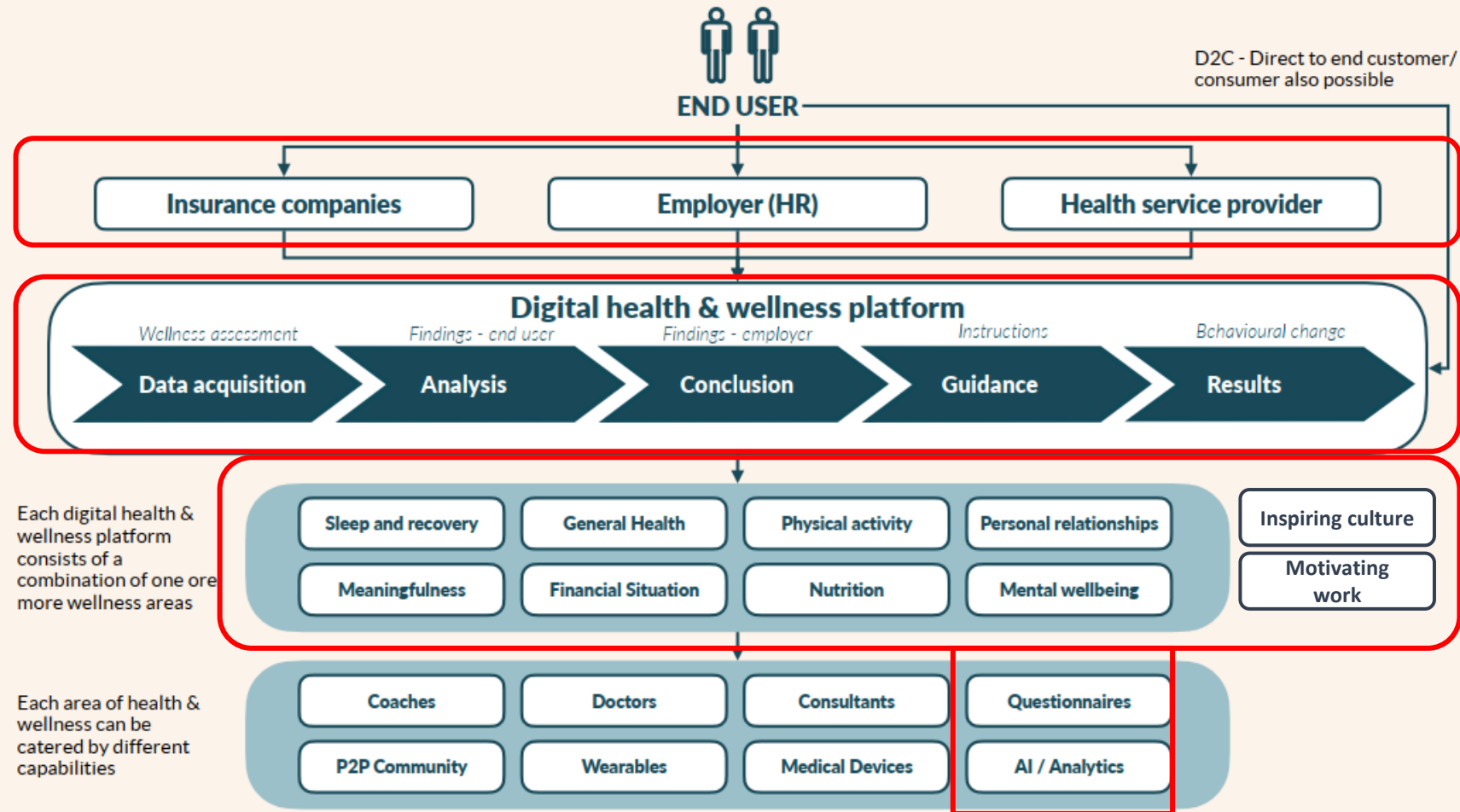
Health care provider/coach can

- Target health measures to the people who need them most
- Focus on their scarce resources to the most important activities
- Save time by digitalizing the occupational health process



Aisti Health value chain

Landscape



- Aisti Health develops and sells smart analytics powered well-being platform to B2B customers to improve well-being at work.
- Aisti Health covers all aspects of the individual well-being as well as several work aspects if so needed.
- Product consists of well-being assessment, results analysis by smart analytics, recommendation for improvements* and smart creation of improvement plans*
- Product is sold directly to the B2B customers and also via insurance companies and selected health centers.

* future plans



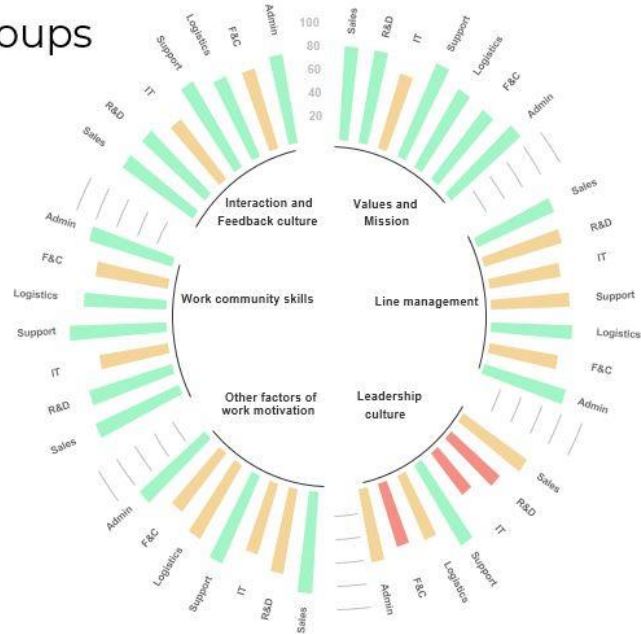
Aisti is based on research – Intervention Study 1

Study group	Research focus	Publication
Aisti research team with prof Markus Perola PRS team from Finnish Institute on Health and Welfare	Main intervention findings along with genetic CHD-T2D-obesity PRS effects.	Borg P, Sarin H et al.. (Manuscript at preparation)
Aisti research team with prof. Nelli Hankonen team from University of Helsinki	Empowering and motivating effects of Aisti.	Kostamo K, Borg P et al. Promoting lifestyle change via extensive health risk feedback and coaching: Qualitative examination of crucial change-inducing components (submitted European Health Psychology Society)
Aisti research team with prof Ari Väänänen team from Finnish Institute on Occupational Health	Interplay between work, lifestyle changes and mental health	Rahman S, Borg P et al The effect of healthy lifestyle changes on workability and wellbeing: a randomized controlled trial (published Health Promotion International)
Aisti research team	Barriers and prerequisites to successful lifestyle change – towards the development of even better individual recommendation algorithm	Borg P et al. (Manuscript at preparation)
Aisti research team	Aisti Health method validation&method article	Kauppi K, Borg P, Roos E, Korpela K. Scalable subjective wellbeing assessment for targeting worker wellbeing programs and measuring change (not submitted)

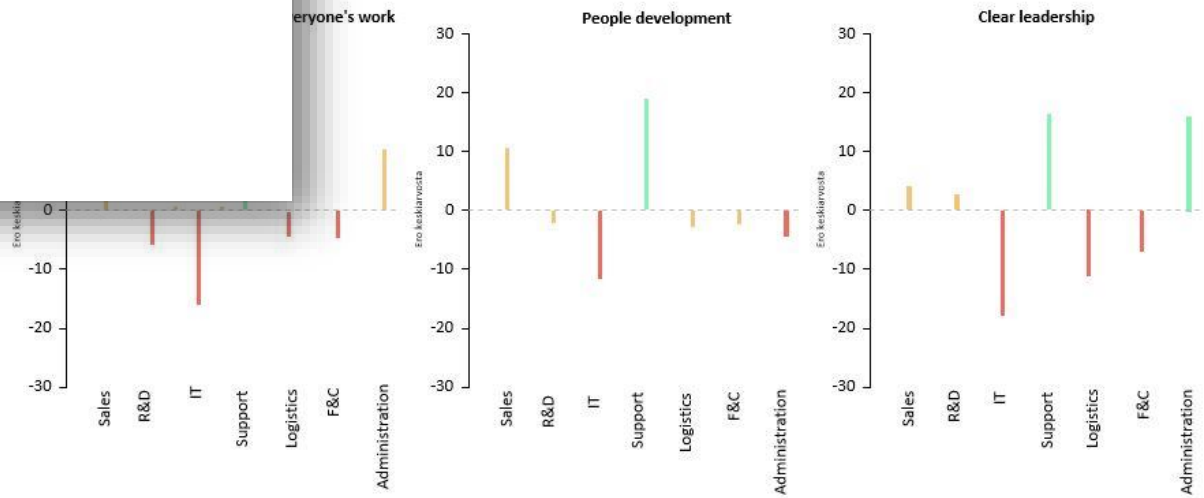
See comparisons from different perspectives



Inspiring culture:
themes by subgroups

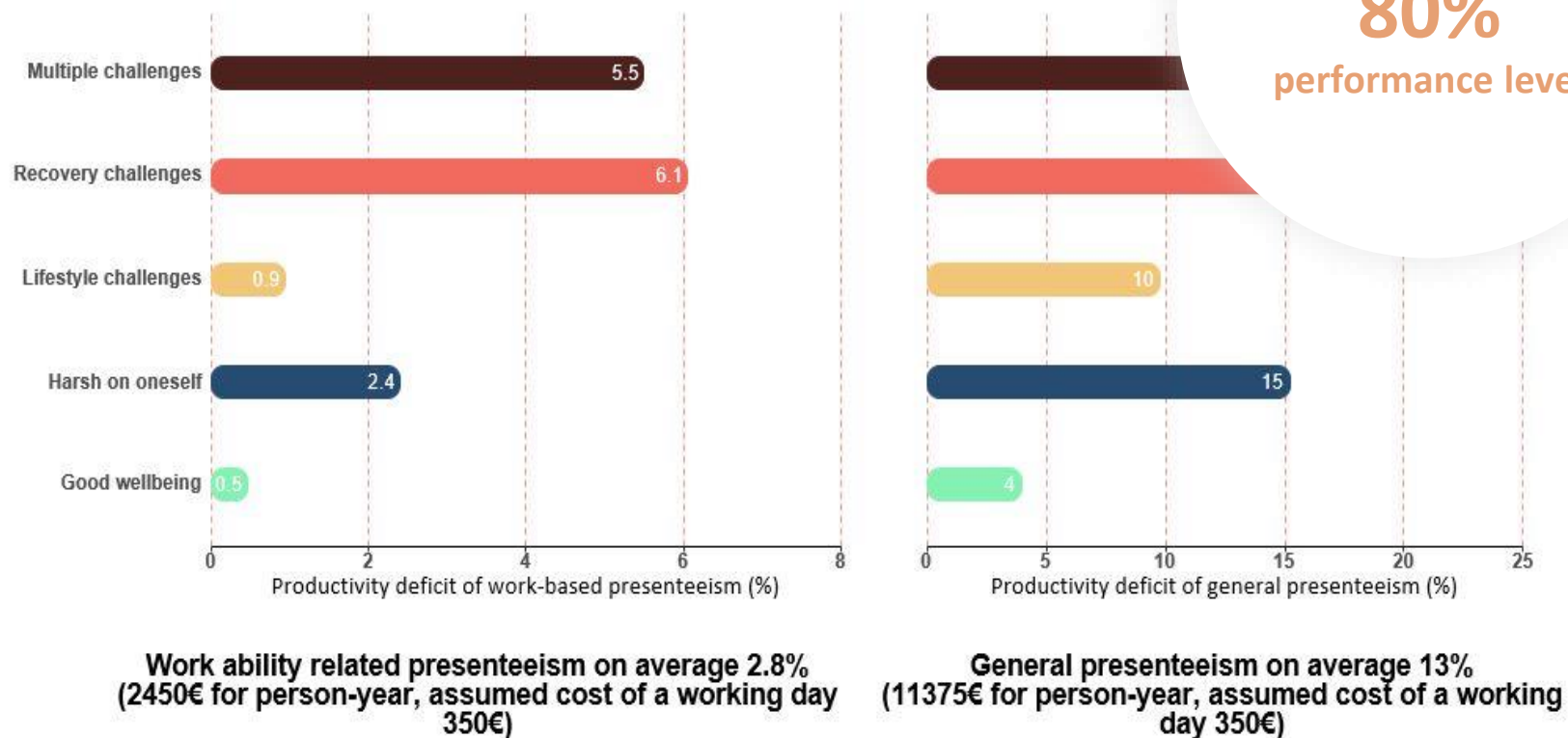


Leadership
sub-groups



See the productivity gap caused by well-being challenges.

Productivity deficit of presenteeism by cluster



None of us can be productive all the time. It is natural for a person's feel for work and work ability to vary. At best, we can reach a performance level of about 80% during working days.

However, challenges in resources, work culture or work motivation factors can significantly reduce the productivity of work.

Aisti Health reports show the productivity gap caused by well-being challenges and allow you to calculate its costs.

Sinebrychoff targets services with Aisti.



- Identification of well-being needs for different risk groups
- Analysis of needs for target groups
- Targeted coaching
- Effectiveness monitoring

Stora Enso uses Aisti in identifying and focusing well-being actions.



Stora Enso Imatra factories needed a long-term well-being partner with the ability to identify the organization's well-being needs and target services where they are most needed.

Aditro created a well-being strategy with the help of Aisti.



- Identification of well-being need groups
- Prioritization and phasing actions for target groups
- Recommended paths for the implementation of well-being projects

Thank you!

You can contact me by email

patrik.borg@aistihealth.com

Or in LinkedIn

