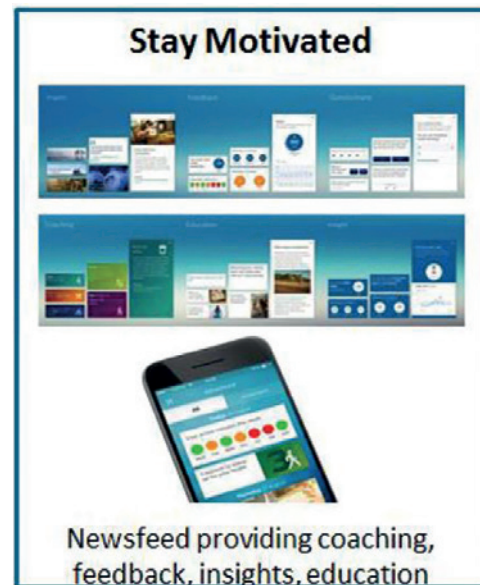


# ProVITA

# Digital Wellbeing

ProVITA



## Prolonging vitality and wellness at the workplace

ProVITA will create a paradigm shift in occupational health by offering innovative, digital propositions and an incubation environment targeting an extended professional working life of employees.

Life expectancy in the world has gone up, and while actual retirement age in Europe also goes up, this does not correspond to actual life expectancy.

There is a need to invest in a healthy life style of the working population and support people to increase their vitality and wellness at the workplace. ProVITA will create programs that have measurable impact on

workforce outcomes, such as awareness of undiagnosed medical conditions, improved condition management, reduced sickness absence.

Ultimately, the project targets to increase employee retirement age by 5 healthy and productive years.

## Competitive Advantages

- Increasing comparability and standardization of research
- A validated EIT Health Vitality Index
- Evaluation & validation of interventions with end users
- Installation of incubator environment

## Target Markets

- National Health Service providers
- Boards of directors of companies ("Employers")
- Starting in The Netherlands and the UK, then expanding to the rest of Europe

## Status/ Traction

- Pilot projects with National Health Service providers in the UK and the Netherlands

## Road Map

### 2017

- Intervention strategy and business development
- Intervention infrastructure development
- Validation of activities (incl. Vitality Index) with workers from the UK and Netherlands
- Implementation for two work environments
- Business preparation & launch

### 2018

- Continue business launch and upscaling
- Expanding of other countries

## Connect



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### Partners:

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# ProVITA

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