HABIT: AI-Driven Personalization for Preventive Health

Overview

HABIT is a cutting-edge AI solution designed to revolutionize preventive healthcare engagement**. By leveraging** multimodal AI and behavioral science**, HABIT enables health insurers, public health institutions, and enterprises to** deliver hyper-personalized, scalable, and effective health interventions **– without relying on extensive personal data.**

The Challenge

Preventable diseases account for a significant portion of healthcare costs. In Austria alone, **141 deaths per 100,000 population** in 2021 were deemed **avoidable***, with **over 28% of illnesses linked to lifestyle factors****. Yet, **engagement in preventive health measures remains low**, leading to **increased long-term insurance payouts** and **hospitalizations**. **Traditional outreach methods**, such as generic emails and letters **lack personalization, fail to drive meaningful behavior change**, and **weaken the overall customer experience**.

The HABIT Solution

HABIT is a **hyper-personalized, AI-powered engagement platform** that transforms how preventive healthcare interventions are delivered:

- **Multimodal Content Generation:** AI-driven text, image, and audio formats tailored to individual preferences.
- **Behavioral Science-Based Personalization:** Uses **scientifically validated Behavior Change Techniques (BCTs)** to improve engagement.
- **Adaptive AI Engine:** Dynamically adjusts messaging based on user responses, ensuring maximum impact.
- **Seamless API Integration: No sensitive data leaves the insurer's system**, ensuring full encryption and GDPR compliance.

Key Benefits for Insurers & Health Providers

- ✓ **Higher engagement in preventive care** → Increased health screening participation, lower chronic disease claims.
- ✓ **Improved customer experience** → Personalized messaging fosters trust and policyholder satisfaction.
- ✓ **Cost savings through prevention** → Reduced hospitalization and long-term treatment expenses.
- ✓ **Scalable automation** → Reduces administrative workload while enhancing intervention effectiveness.

Proven Impact

In a case study with a multinational insurer in Japan, AI-driven interventions **increased follow-up health screening rates by 60%** and **doubled engagement among hard-to-reach groups**.

Funding & Recognition

HABIT has received **funding from the Vienna Business Agency as part of its Innovation Programme**, recognizing its potential to drive **digital transformation in healthcare**.

Get Involved

We are actively seeking **strategic partners** in the health insurance and public health sectors for **proof-of-concept (PoC) collaborations in 2025**. For potential partners, PoC projects in 2025 are **free of charge**, offering a risk-free opportunity to explore **AI-driven health engagement**.

Contact us to learn how HABIT can help you scale personalized preventive healthcare: contact@godot-austria.com

* Statista; ** WHO