

HABIT

Hyper-personalized Multimodal AI for Behavioral Interventions in Preventive Health

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The **opportunity** is huge:

€540 billion

the annual healthcare cost **saving potential** using health promotion in the EU*

16%

the **price premium** customers are willing to pay for great experiences**

*European Commission 2023, McKinsey 2021

**PwC 2018

… but **traditional CX** for preventive health engagement is ineffective:

- Generic letters & emails lead to **low engagement** and participation rates, and a **lackluster customer experience**.
- One-size-fits-all messaging fails to address **individual barriers** to preventive care.
- Existing AI solutions focus only on text, requiring manual adjustments and **lacking scalability**.

HABIT - A scalable, cost-saving solution to **boost preventive care** and **enhance CX**.

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Solution

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Transforming Preventive Health for Insurers

HABIT is Austria's first AI-powered, multimodal health engagement platform, reducing costs, improving customer experience, and scaling preventive care.

Multimodal content generation	Creates **highly personalized messages** using text, image, and audio formats to reach users in the most effective way. Uses **scientifically validated** behavior change approaches to increase response rates and action-taking.
AI-powered **personalization**	Predicts which message format & content will work best for each **individual or group**. **Adapts dynamically** based on real-time user behavior and responses, without needing extensive personal data.
Benefits for insurers and their customers	Higher preventive care participation → **Lower costs** from chronic disease treatments & hospitalizations. More engaged policyholders → **Stronger customer satisfaction** and retention. **Data security**, **privacy, and compliance** are our top priorities - our seamless API integration ensures that all data stays within the client's system, with full encryption.

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Delivering Personalized Preventive Care Engagement at Scale

Example: annual screening promotion

Reduce drop-off in your services…

Service Design

Send emails about annual screening to my customers → … → Customer checks schedule and availability for a screening → … → Customer attends the scheduled screening

Behavioral gap

Customer does not book an appointment due to the perceived low urgency of the screening

…using personalised messages

Personalized communication*

Multimodal content

"Hi [NAME], avoid the low urgency trap and prioritize your health. Book your screening today. Small steps make a big difference."



*currently available languages:

German, English

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Proven Impact of AI-Powered Personalization

0% → **45.5%**

Osaka City

Bowel cancer screening uptake rate

6.3% → **24.9%**

Hospital A

Follow-up examination uptake rate

7.8% → **20.7%**

Insurer B

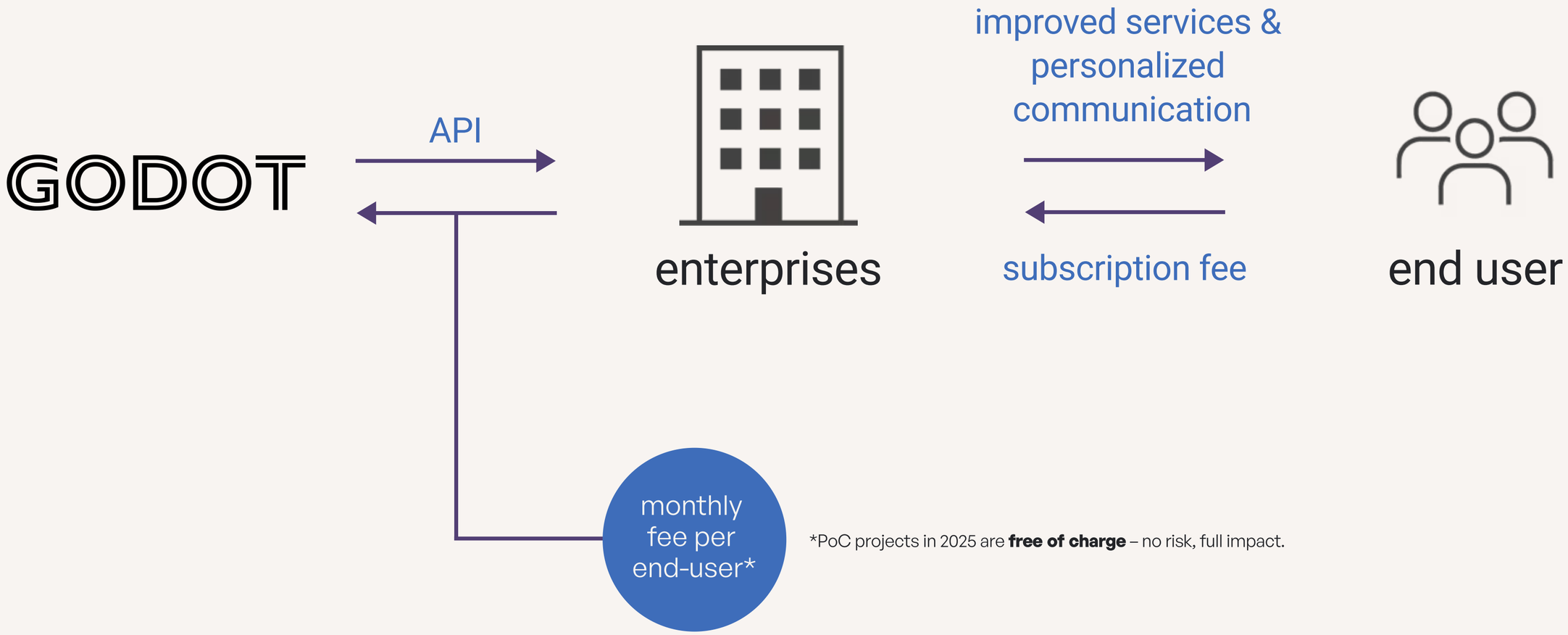
App usage rate

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Work with us!

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Our subscription-based model provides insurers and health providers with a seamless, plug-and-play API that integrates into existing systems, ensuring secure, privacy-protected data handling at every step.



*PoC projects in 2025 are **free of charge** – no risk, full impact.

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Expertise to build, sell and scale

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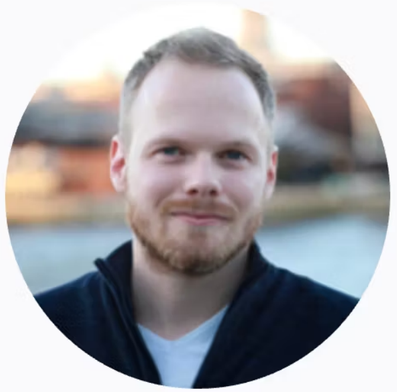
Ken
Co-founder/CEO
3x founder with exits



Meg
Co-founder/CRO
Behavioural Scientist



Go
Co-founder/CTO
Machine Learning Engineer



Johannes
R&D Lead
Neuroscientist

University of Oxford · Goldman Sachs · Johns Hopkins University · accenture · Berkeley University of California · Georgia Tech · King's College London · EY

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We are looking for PoC Partners in Austria and Europe!



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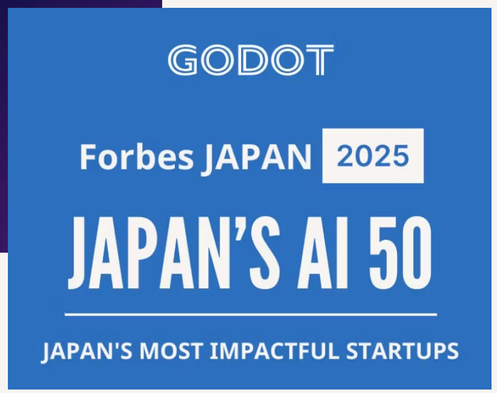
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