DIGITAL SYSTEM FOR CV-PREVENTION PROGRAMS

ENHANCING SELF-MANAGEMENT WITH TAILORED NUDGING

Cardiovascular diseases (CVD) are the leading cause of death worldwide. While metabolic factors such as age and gender affect greatly, most of the CV events can be prevented by addressing behavioural risk factors such as physical inactivity, smoking or bad diet.

CV prevention programs aim to reduce the burden of these conditions by providing guidance to individuals and predict negative outcomes, but adherence to these programs rely heavily on individual capabilities and intrinsic drivers.

The proposed product-service system enables **self-management of risk prevention programs** by tracking progress and adapting to interactions with the app.
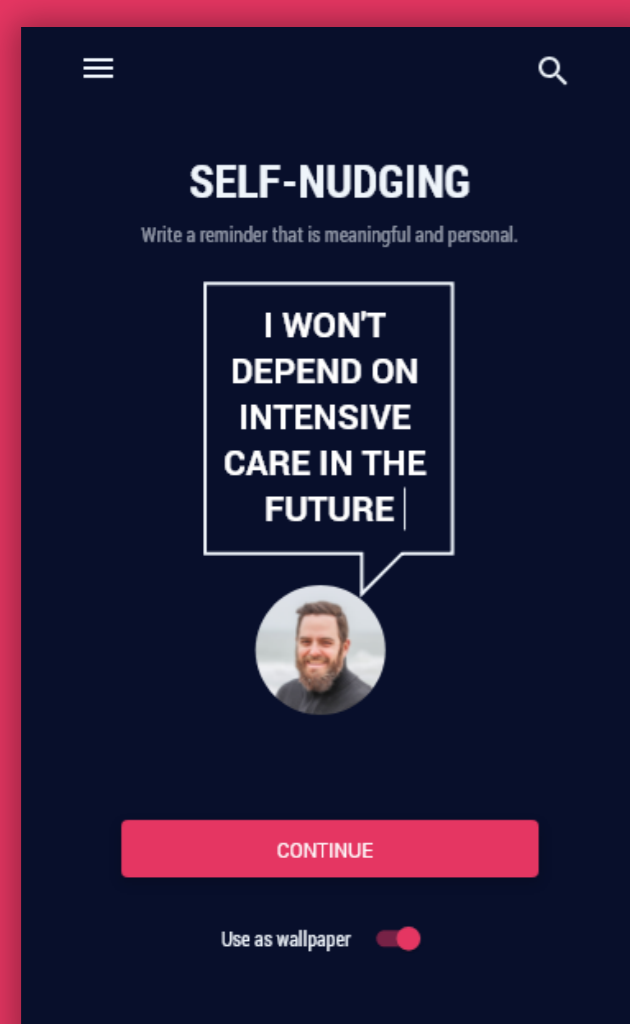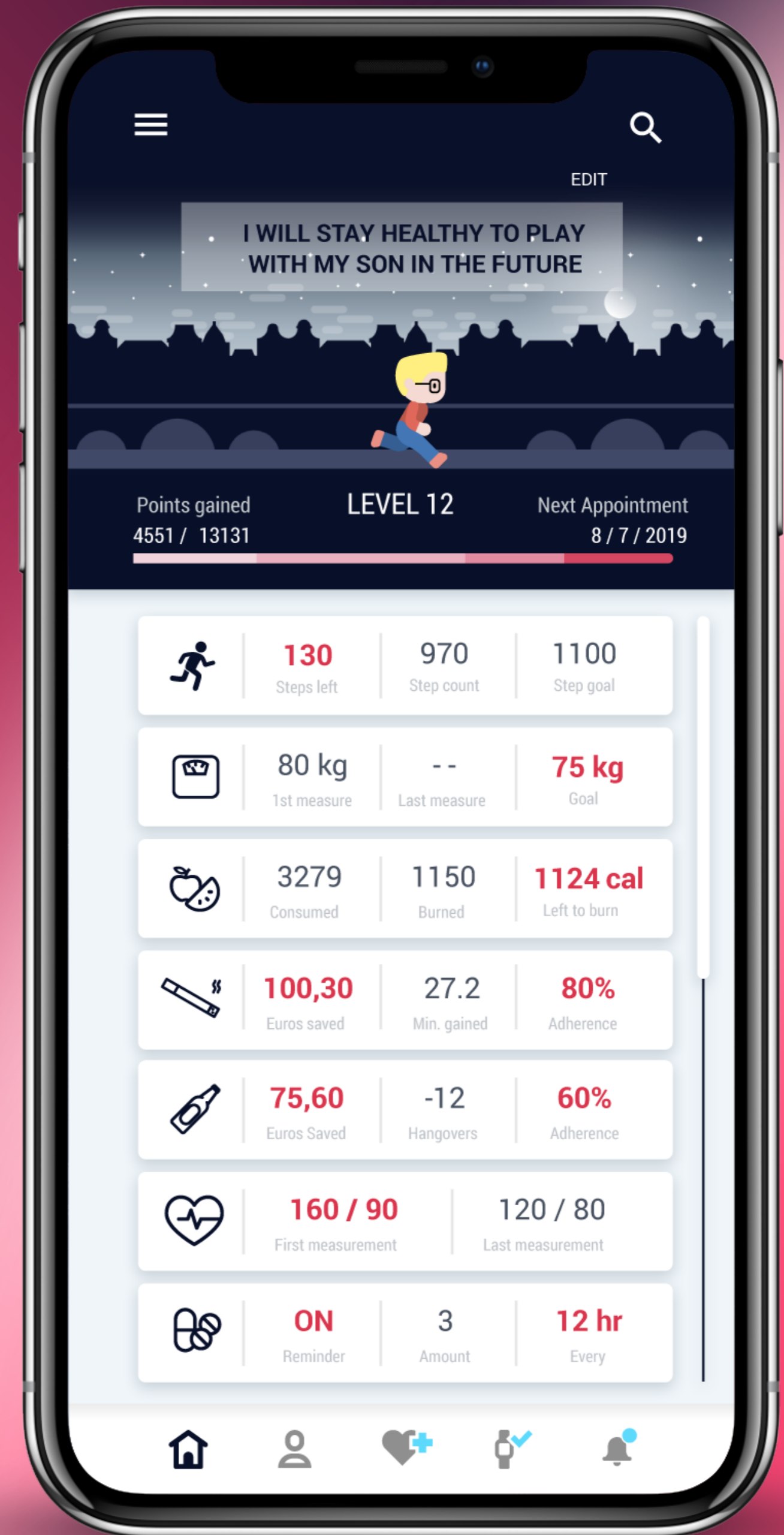
Self-assessment
The product enables personalization and strategies for each individual risk factor.
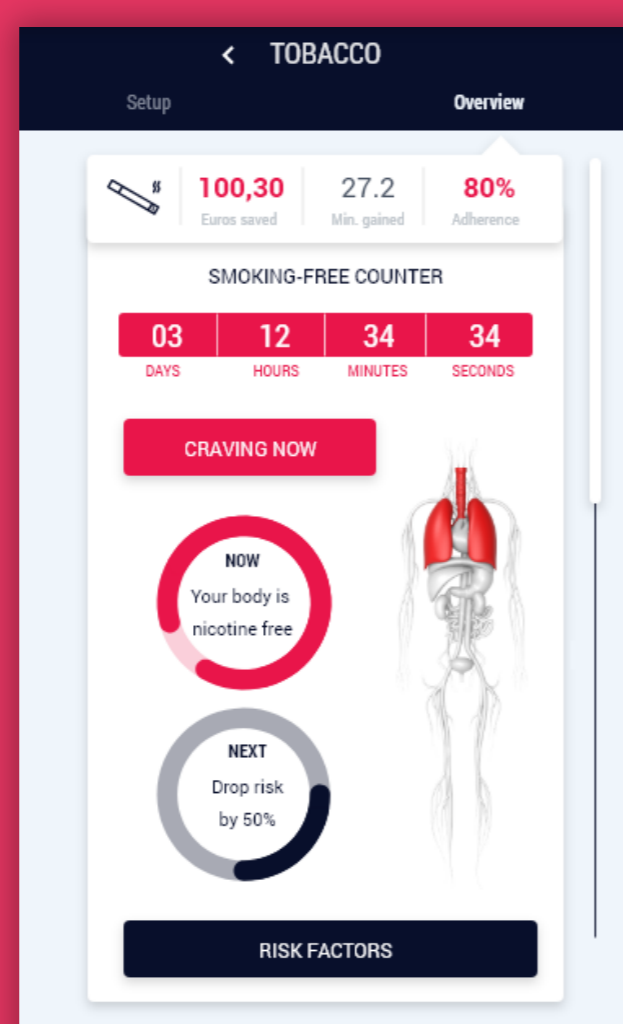
Connectivity
Follow-up reports for future appointments and Electronic Health Record (EHR) updates.

Adaptability
Based on different personality types, the system tailors the tone of information presented to the user.
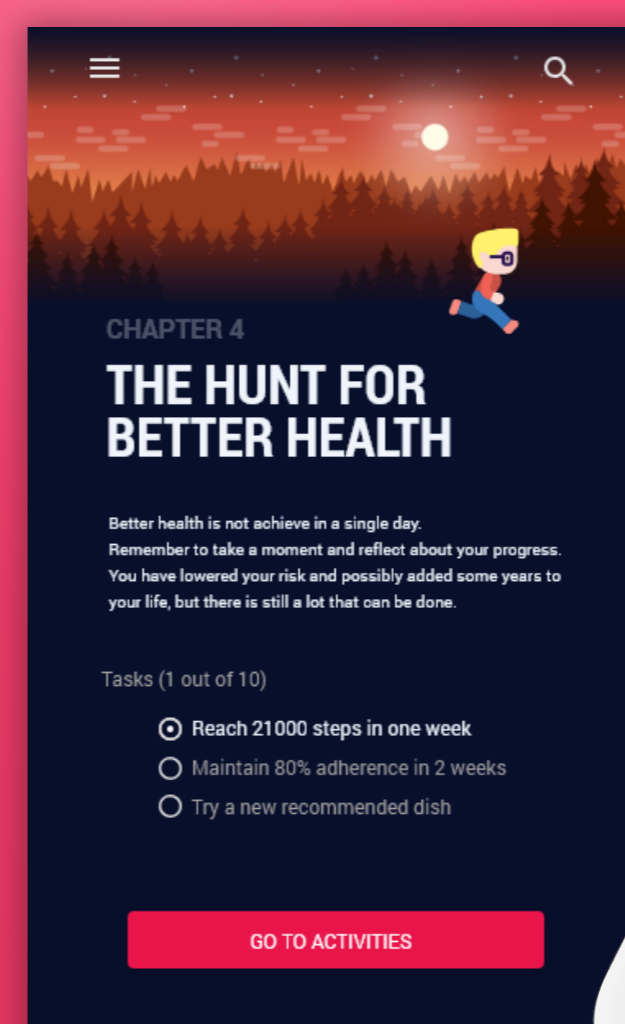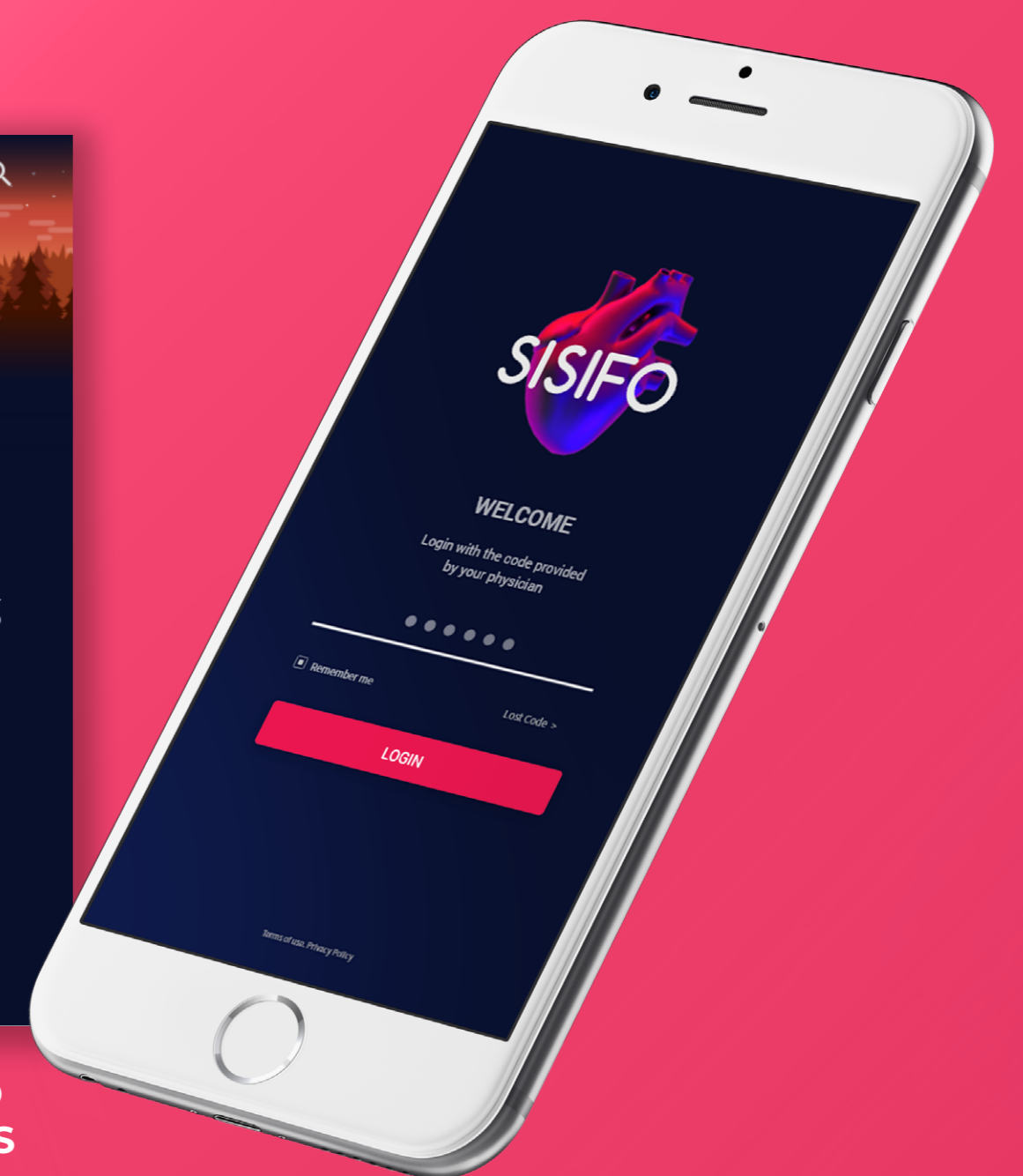

SELF-ASSESSMENT AND PERSONALIZATION

INDIVIDUAL RISK FACTOR MONITORING

TAILORED TRIGGERS AND REMINDERS

STORYTELLING AND GAMIFIED ELEMENTS

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