

NOVI Health collaborates with Great Eastern

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NOVI Health (NOVI), an innovative and rapidly growing Singapore-based medical and digital health provider, with a focus on preventing and reversing chronic lifestyle-related diseases, has collaborated with leading insurer Great Eastern, bringing its holistic services to enhance Great Eastern's existing portfolio of health solutions.

Great Eastern's GREAT SupremeHealth customers will be able to access NOVI's full suite of health and wellness solutions at preferential rates. These solutions are tailored to every individual's unique needs, whether they are healthy, at-risk or have a chronic disease. Examples of such solutions include:

- **NOVI Assessment** – This program comprises a comprehensive health screening and in-depth lifestyle evaluation followed by a personalised assessment and action plan, and is targeted at anyone interested to understand their health better. The program also includes lifestyle-related digital health coaching post-screening.
- **NOVI Healthy Habits** – This is a digital health coaching program provided by a personalised care team of doctors and health coaches (dietitians, nutritionists and fitness coaches). The program commences with the care team first meeting the client, either in person or over a video call, which strengthens the connection between the coach and the client. The program includes the use of NOVI's proprietary mobile application for the client to track real-time health data and progress, as well as communicate with their care team. This program will benefit individuals who are interested to lose weight, have specific health goals, or are aiming to make lifestyle changes to become healthier, and can be purchased as a standalone service, or as an extension to NOVI Assessment.
- **NOVI Complete Care** – This comprehensive program, intended for individuals with chronic conditions, combines NOVI Healthy Habits with medical therapy where needed.

For those with pre-diabetes or diabetes, the use of wearable glucose sensors can also be incorporated as part of digital health coaching, to help individuals better understand their body's real-time response to diet and physical activity and facilitate more targeted recommendations to better control sugar levels. If a customer has an existing doctor, the NOVI team is also able to work closely with their existing care provider(s) to holistically support their needs.

NOVI's solutions have helped clients to achieve positive health outcomes. Over 70% of clients have lost weight, and over 60% of clients with diabetes have achieved better sugar control within 6 months, with an average reduction of 0.8% in HbA1c. They have also been able to achieve healthier lifestyle habits and are more empowered to sustain these habits.