

PIPPI

AI Eureka Call/5 Slides Pitchdeck

Work ability and long-term health & well-being through development of personalized nutrition habits and preventive care - Focus on young people to seniors with obesity

RISE

Personalized and functional food

Intervention between biomarkers and care algorithms

Proactive

Preventive

Individual care

Goals

- 1) The project aims to together develop a more individualized and preventive health care where AI and digital solutions, firstly, empower the adoption of personalized functional food and the long-term changes in nutritious habits and, secondly, the increased quality in care and enabling of better resource optimization, faster and equal access to health care and greater and faster anticipation or reaction to deviations.
- 2) We aim to develop care that is based on the mutual cooperation between the individual and care, efficient use of secondary data, renewed or complementary care services that are mainly delivered digitally to the individual (instead of traditional physical meetings). The goal is to improve the health care's responsiveness, increase preventive capacity and improve high - quality care regardless of living environment in the selected countries. In addition, this project aims to reduce the number of emergency or overnight hospital stays while developing health care resource optimization.

Fighting back chronic diseases obesity and diabetes II with personalized functional food solutions, AI-supportive person-centered and holistic health care

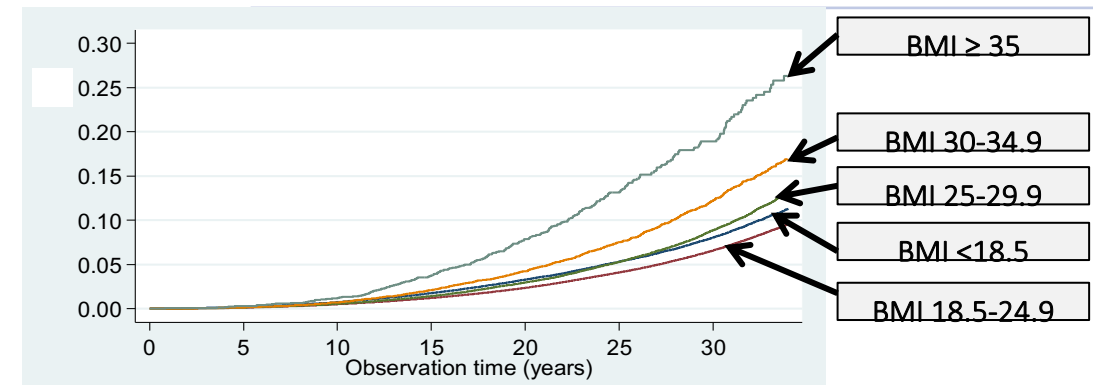
Challenges

- 1 Obesity is associated with many diseases and functional limitations. Prevention and treatment regarding overweight and obesity in the younger age-groups have become increasingly relevant in research and public health policies (Anne-Marie Sand/Tromsø university 2020)
- 2 The amount of knowledge, research, technology driven solutions (sensors, measurements, platforms, AI), treatments and selfcare solutions is high, yet, they do not meet the current readiness (for change) or resources of healthcare nor the readiness (for change) or engagement of an individual in gaining health
- 3 Current care models base in high degree on one-way interaction where the engagement of an individual is still low
- 4 Structural initiatives such as easier access to affordable healthy food and less expensive opportunities for physical activity and sports should be considered. (Source: [Anne-Sofie Sand 2020](#))

Disruption of AI, functional food and care

Interdisciplinary connections between functional food- and medtech industries as well as with care providers hold a driving role in the development of preventive personalized care and long-term holistic health and well-being

Chronic diseases in the working-age population could be prevented by adopting a healthier diet and a non-smoking lifestyle, by engaging in physical activity, by avoiding excessive consumption of alcohol and by preventing obesity. Drug therapy is recommended for people who are at high risk. (THL.fi 2020)



Unadjusted estimates
Not adjusted for muscle strength, socio-economic status, geographical region or year

FIGURE: Obesity in young adulthood and disability pension later in life
Neovius M, Kark M, Rasmussen F. Association between obesity status in young adulthood and disability pension. *Int J Obes (Lond)*. Aug 2008;32(8):1319-1326.

Solution Hypothesis

LINK BETWEEN YOUR BIOMARKERS, HEALTH DATA & HOLISTIC HEALTH

Understanding of links between biomarker analysis data, microbiota conditions, wellness states, sensor data, monitoring, use of medical / non-medical equipment and data sources to develop the relationship between your biomarkers and health data

Develop new value propositions for holistic and individually adapted (digital) services within H&W related to diet and long-term health

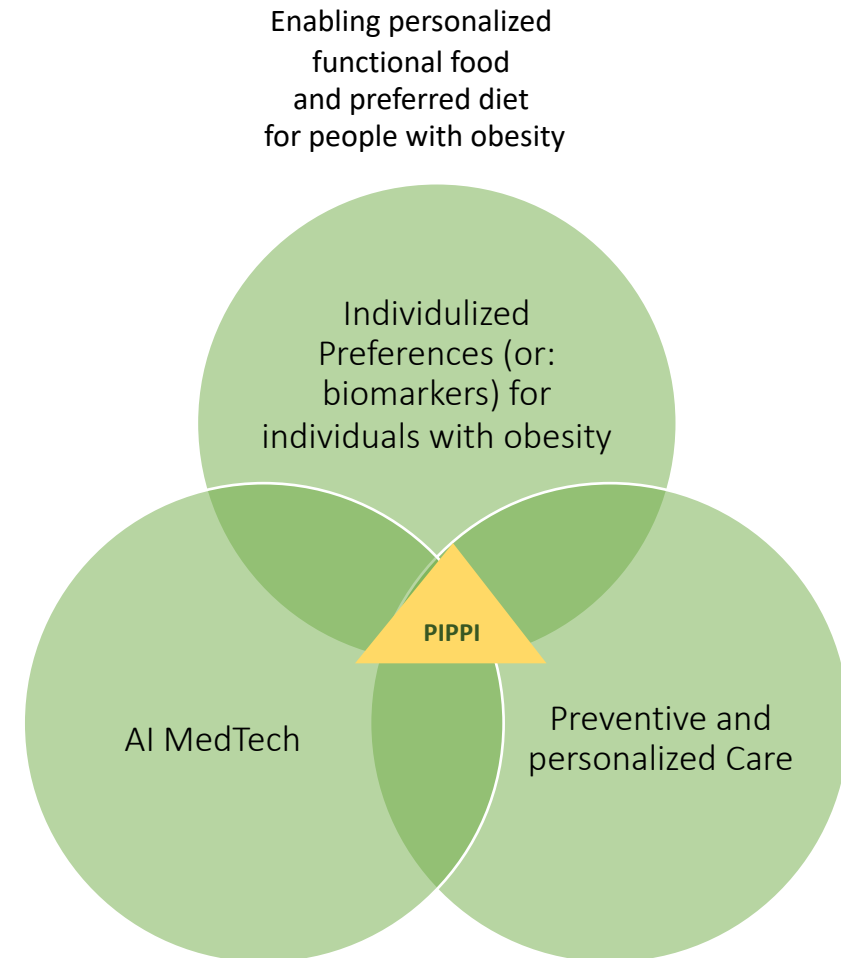


Figure: Referring to Forsman, Laura (2020), University of Turku

Sustainable growth potential according to 2030 goals

International potential

- The implemented digital solution can streamline the co-development between preventive health care and functional food production. The solution provides also obesity patients and individuals with increased support and security, which, in turn, empower their health and has the potential to improve working ability health globally. The solution increases competence and competitiveness of nutritious based personalized care internationally
- International competitiveness is created in collaboration with e.g. Finland, Singapore and South-Korea increasing the quality, efficiency and availability of preventive care for the target group.

Connection to 2030

- Goal 3, Good health and well-being. The main purpose of the project is to improve health and well-being through preventive care regardless of living environment (in the selected countries) To contribute to the conditions for people to reach their full potential is increased and thus their contribution to society.
- Goal 12 Sustainable consumption and production, What you eat, and drink has great significance for health and the environment.
- Goal 10 Reducing inequality, a sustainable society where everyone can take part in, for example, the changes in nutritional habits.

PIPPI is made by RISE, AI solution actors, functional food producers and care providers

The Swedish Organization

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Functional Food Producing companies	
Retail chain	
Care provider	

Timeline & Resources - estimate

Timeline	2021-2024
Countries involved	Sweden, Finland, Singapore, South-Korea
Type of actors providing the solution	AI solution actors, functional food producers and care providers