



The adaptive and personalised burnout prevention coach 🙌

## Burnout bonanza

Though we now live 80 years on average in the UK and US, we can expect to be disease burdened for 20+ of them. **Avoidable physical and mental chronic conditions are the biggest cause of illness and early deaths.** The average diagnosis age of type 2 diabetes is reducing, and at any time >25% or more of us are suffering from anxiety or depression. The effects on quality of life and experience at work are significant, **and burned-out employees are 63% more likely to take a sick day and 2.6 times as likely to be actively seeking a different job.**

Thankfully, day to day lifestyle behaviour change can prevent the majority of chronic conditions. But it's really hard to achieve lasting change without support. Most daily behaviours happen automatically, without us thinking, and often in response to emotional factors, like stress and burnout, for example. And even when you're ready to make changes, it's difficult to know which behaviours to focus on and really hard to achieve them consistently enough to stick. Something which often holds us back is focusing too much on the *what* rather than the *how and why*, leaving a significant gap between awareness (e.g. I should eat more vegetables or I should go to bed earlier) and action (e.g. consistently hitting 5 a day and 8 hrs sleep). There's no scalable yet personalised and empathetic solution at this stage.

## What's the answer?

Holly Health, built by a team of psychology and product experts, provides a **fully digital coach** (via iOS and Android mobile apps), **for day to day health behaviour change and proactive health.** **Holly helps individuals to prioritise, achieve and sustain small but influential daily health habits across: exercise, sleep, mental health, and relationship with food.** The app and its recommendations (on habits, articles, challenges, experiments) are personalised to each person, and adapt throughout the time they use the service.

### The Holly service incorporates:

- Initial behavioural health assessment (in-app)
- Personalised recommendations, articles and challenges (covering mental wellbeing, nutrition, sleep and exercise)
- Ongoing coaching, motivation and reminders
- Monitoring of health behaviours, weight, BMI & psychological markers
- Administrative support for new users and account management
- Aggregated data on employee habits and outcomes

### For context, here are some examples:

- User has high stress --> Holly app helps them to achieve more daily calm through quick reflections and daily habits like breathing or journaling exercises, or simply going for a walk, and tracks progress using assessment of psychological markers.
- User goal is weight management --> Holly helps the individual to rebuild their emotional relationship with food, to find joy in movement, and reduce the impact of stress on daily behaviours. Habit examples include reflecting on hunger levels before meals, and building 5 minute mini workouts into the day.

The approach works. It uses **evidence-based psychological approaches including cognitive behavioral therapy, acceptance and commitment therapy, and mindfulness-based interventions**, and incorporates some of the latest psychological medicine research from King's College London. Above anything else, Holly creates a *mindset change*, which triggers healthy behaviour patterns, far beyond the Holly habits. Don't take our word for it, check out Holly Health user reviews:

## What users say



'I've found the approach to health and well-being promoted by the Holly Health app to be wonderfully and refreshingly balanced. After years of being bogged down in guilt and feelings of self-doubt every time I gained a single pound (and elation every time I lost it again), this considered and sustainable approach to living and eating happily is exactly what I needed'

'Holly Health is a service for anyone who's feeling a bit out of control or they don't have any time to themselves, they're always playing catch up. Small habits that build routines give a sense of being more grounded and in touch with ourselves, less pulled along by outside forces - chores, family commitments etc. If you have a framework of stability around your own routines you can prevent the feeling of being overwhelmed'

'Thank you for developing this tool. I find it way more effective than anything else I've tried because of how small and reasonable the chunks of change are. It feels more positive and attainable to add small habits than a behaviour overhaul'

### Expected user outcomes after 6 month:

- At least 3 new consistent health behaviours incorporated into the person's life
- Lower reported stress by >15%
- Higher perceived control of health by >15%
- Average weight loss of >2% body weight for those with starting BMI over 28

## Key Differentiators

Holly is **built for everyone**. From a 60 year old, near-retiree with arthritis, looking to become more mobile, to a busy working mum with little time to spare, to a 30 year old man who's looking to optimise his sleep and mental wellbeing. It's designed with inclusivity in mind throughout.



Built for adaptability & personalisation  
at population scale



Human-like conversational coaching with  
regular progress check ins & personalised  
recommendations



A unique empathetic and supportive tone  
of voice. Guilt free zone!



Founding team of behaviour change experts  
using proven psychological science

Crucially, the Holly service bridges the gap between the *what*, *how* and *why* of health behaviour. The **Holly app emphasises a focus on intrinsic motivation factors and emotional and psychological context**, to trigger long term behaviour change

#### **Additionally, Holly Health is**

- Ready to scale at your pace
- Built by a team of psychology and nutrition scientists and product professionals with a strong track record in creating and growing impactful, high engagement products
- Addictive and fun (let us know if you'd like to test it for yourself)
- Continually improving with more data

Together, let's improve the health and quality of life of the lifeblood of our organisations, our teams!



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