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## **Falck Healthcare supports healthy lifestyle with AI in partnership with leading health tech company dacadoo**

*Falck Healthcare launches a new digital healthcare universe for the Nordics later this year.*

Falck Healthcare has partnered with leading global health tech company, dacadoo, to create a unique digital healthcare universe named Falck Pulse. Falck Healthcare is the largest provider of occupational healthcare in the Nordics, and now the company will use anonymised health data and personal insights to keep employees healthy and fit for the labour market.

"With the launch of this intelligent healthcare universe, we aim at empowering employees to take responsibility for their own health. It will also enable us to provide the right support at the right time when the employee needs it," says Anette Damgaard, SVP of Falck Healthcare.

### **Early detection of health challenges**

Falck Pulse will give employees easy access to both digital and physical counselling sessions with health experts, if the need for treatment arises. A solid insight into their own health is a must to make it easier for employees to understand and even prevent problems with lifestyle, sleep, nutrition as well as mental health. The dacadoo platform is based on 300 million accumulated years of anonymised clinical health data, which assists Falck Pulse in providing evidence-based, personalised feedback and coaching. Through artificial intelligence, digital self-help programmes are also provided in the areas of sleep, diet, exercise and stress, if needed.

"The solution provides a unique opportunity for early detection of employees' health challenges which prevents longer-term sick leave and ultimately causes fewer employees to lose their employability," explains Anette Damgaard.

"This will of course support the individual employee, but employers will also benefit from fewer sick days, fewer cases with loss of employability, reduction of cost, etc."

### **A unique healthcare solution**

dacadoo has global experience and they believe the partnership with Falck offers a unique healthcare solution in the Nordics.

"We are very much looking forward to this valuable, strategic partnership integrating Falck Healthcare's physical and mental healthcare solutions and dacadoo's digital engagement platform," says Peter Ohnemus, President and CEO of dacadoo.

*For further information, please contact Falck's Communications Department on tel. +45 7022 0307.*

## About Falck Healthcare

Falck Healthcare provides healthcare programmes covering more than 3 million people in Sweden, Denmark and Norway and provides more than 1 million muscular and psychological treatments per year.

Falck Healthcare's customers are insurance companies, pension funds and private businesses providing healthcare programmes to their customers and employees. Its services include consultancy, visitation and guidance in call centres as well as physiological and psychological treatments. Through its employee healthcare programmes, Falck Healthcare helps reduce costs related to sickness-related absence and incapacity for work.

## About dacadoo

dacadoo is a global technology company and innovative business partner, driving the digital transformation of the healthcare market. dacadoo develops and operates a mobile-first digital health platform that helps people live healthier and more active lives through a combination of motivational techniques from behavioural science, online games and social networks, as well as artificial intelligence and automated coaching. The digital healthcare platform is available in more than 15 languages and is offered as fully integrated white-label solutions or integrated into enterprise solutions via API.

For more information, visit [www.dacadoo.com](http://www.dacadoo.com)

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## About Falck

We care for the well-being of people and excel in saving and improving lives of people in urgent need. This has made Falck an international leader in emergency response and healthcare.

For more than a century, Falck has worked with local and national governments to prevent accidents, diseases and emergency situations, to rescue and assist people in emergencies quickly and competently and to rehabilitate people after illness or injury.

Falck operates in 30 countries and has approximately 30,000 employees.

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