



Proven Results

Economic Results

In 2021, The Institute of Health Economics in Alberta, Canada completed an early economic evaluation of My Viva Plan, to measure cost-effectiveness compared to participation in the CHANGE program alone (a lifestyle medicine intervention for metabolic syndrome (MetS)).

My Viva Plan vs CHANGE Program

Patients received My Viva Plan during the initial 3 months of the CHANGE program which resulted in a 30.8% MetS reversal rate.

My Viva Plan + CHANGE > CHANGE > Standard Care (no lifestyle intervention)

Healthcare Expenditure Savings

The study used the Markov model to estimate health impacts over a 10-year period for 1,000 patients:

- 7 fewer diagnoses of ischemic heart disease (IHD).
- 18 fewer diagnoses of Type 2 Diabetes.
- One fewer death.

\$ 1.3M saved over 10,000 patients in 10 years

My Viva Plan is cost-saving, reducing the average cost per patient by \$85 compared to the CHANGE program alone.

When applied to a population of 10,000 patients, My Viva Plan would save the health care system \$1,303,026 over 10 years.

Institute of Health Economics. Early Economic Evaluation of the My Viva Plan Digital Platform for Improved Patient Self-Care in the Management of Metabolic Syndrome (MetS). Edmonton (AB): Institute of Health Economics; 2021.

Clinical Results

Osteoarthritis Study

In 2023, the BMC Musculoskeletal Disorders Journal published an article that examined how My Viva Plan improved osteoarthritis (OA) symptoms and delayed surgical interventions.

Digital Intervention

- Participants with an average age of 64 years, with a mean BMI of 33.4 received weekly OA-specific content and resources developed by My Viva along with unlimited free access to My Viva Plan.

My Viva Plan Acceptability Results

- Moderate acceptability was shown with a 52% completion rate vs the typical completion rate for other technology which is approx 28%.
- The intervention helped patients feel less isolated and more in control of their health.

Preliminary My Viva Plan Effectiveness Results

1.8% Reduction in interest to proceed with total knee replacement

17% Reduction in the perception of OA pain severity

Godziuk, K., Prado, C.M., Quintanilha, M. et al. Acceptability and preliminary effectiveness of a single-arm 12-week digital behavioral health intervention in patients with knee osteoarthritis. BMC Musculoskeletal Disorders 24, 129 (2023). <https://doi.org/10.1186/s12891-023-06238-8>



Revive Patient Case Study

In a single-case longitudinal study, upon consent, Revive Wellness patients were assessed:

Medical records were reviewed by a Healthcare Provider (HCP), documenting baseline A1C, blood pressure, lipid panel, stress levels, current medications, and goals. Patients began using My Viva Plan at home with monthly HCP follow-up.

Parameter	Improvement
Weight	↓ 14%
Blood Pressure	↓ 15%
Total Cholesterol	↓ 35%
Hemoglobin A1C	↓ 6% <small>*No longer Pre-diabetic</small>
Framingham Heart Age	Improved By 38%
Medications	Metformin Discontinued

Student Wellness Study

My Viva Plan was offered to first-year students at the University of Alberta to promote a healthy diet, mind, and provide a resource for self-monitoring.

Participants became more cognizant of the impact of healthy eating on happiness and were more inclined to engage in physical activity, even if as simple as taking the stairs more often.

Awareness of nutrition, physical activity, and stress on overall health. = Small, intentional behavioral changes.

The “Mind” section was the most frequently used and appreciated for its holistic view of health and wellness.

“

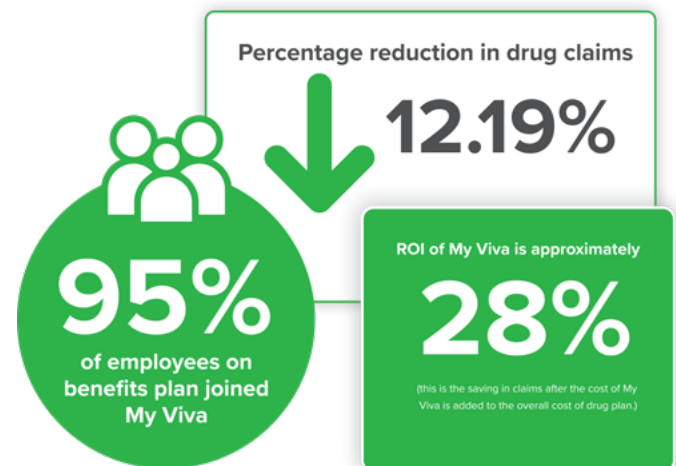
My Viva Plan Daily Reflections helped me a lot because they actually forced me to think about my day. They make me feel more motivated to eat healthy and work out — even if nobody else sees it.

- Student Participant, Female

Jessica R.L. Lieffers, Maira Quintanilha, Claire F. Trottier, Steven T. Johnson, João F. Mota, Carla M. Prado, Experiences with and Perception of a Web-Based Mindfulness, Nutrition, and Fitness Platform Reported by First-Year University Students: A Qualitative Study, Journal of the Academy of Nutrition and Dietetics, Volume 121, Issue 12, 2021, Pages 2409-2418.e3, ISSN 2212-2672, <https://doi.org/10.1016/j.jand.2021.04.019>.

Corporate Results

Fresh Forward partnered with My Viva Inc. to deploy My Viva Plan, a cost-effective, evidence-based digital tool that creates personalized wellness plans but remained “low touch” and didn’t disrupt operational efficiencies.



Impact of My Viva Plan

- **95% Participation:** Employees participated and remained in the program throughout the year, intending to continue.
- **12.19% Reduction in Medication Claims:** There was a noticeable decrease in health insurance claims.
- **Positive ROI:** The company saw a 28% return on investment after covering the cost of My Viva Plan.