

IMBA MEDICAL INNOVATION HIGHLIGHT



COMPANY OVERVIEW

IMBA Medical believes that everyone deserves access to the care they need. They empower organizations to build strong connections with their employees, effectively inspire lasting behavioural change, and create healthier environments through digital coaching. How do they do that? IMBA's nudge-theory approach builds personal momentum, engagement, and retention by connecting with participants regularly. Take Action, their digital health & wellness coaching platform, delivers manageable portions of personalized content that lets participants pick from a variety of subjects so they can choose their own path to wellness on their own time.


LOCATION: OTTAWA, ON


TECHNOLOGY



Data Centre and Cloud

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BARRIERS TO IMPLEMENTING NEW HEALTHCARE SOLUTIONS

Organizations want to be known for providing health and wellness solutions to their broader communities, but often face challenges in execution based on five significant barriers:

- The amount of **Time** it takes for staff to participate
- An initial lack of **Interest** before employees realize the benefits of a health and wellness program
- **High Risk** employees who are most in need are the hardest to reach
- Programs can be **Costly** and require on average three years to achieve results, far exceeding the investment employers are willing to make
- A **Lack of Consistent Support** from leadership can be a significant deterrent to participation

PERSONALIZED PATH TO HEALTH AND WELLNESS

Take Action empowers participants to choose their own health & wellness path by leveraging coaching support from clinicians in a low-impact, low-cost way. "Nudges" are delivered in a precise, momentum-building manner that becomes increasingly personalized over time. Take Action supports each participant by recognizing, predicting and supporting success with autonomous and interventional coaching. Take Action quadrupled completion rates of behavioural change programs, resulting in completion rates of 40%-70% and far exceeding benchmark values.

IMPROVING GROWTH STRATEGY AS AN AWS NATIVE

IMBA's CENG project allowed them to prove their product at scale and establish a growth and risk management strategy for the future. They identified problems with platform redeployment and old elastic load balancing configurations, as well as measured scale vulnerabilities when deployed on an AWS microservices native platform.

IMBA was among the first to use CENG's new hybrid cloud service offering, which augments CENG's private cloud with Amazon AWS and Microsoft Azure. IMBA contributed to learnings that will allow CENG to provide subsequent projects with an enhanced service offering.

**"The value of
this exercise
will be in our
architecture and
implementation
for many years
in the future.
It would be
impossible to
quantify the
value to us—it's
been profound."**

Govindh Jayaraman
Founder and Head Coach,
IMBA

