

# Rethinking Exercise and Making Everyday Movement a Medicine

The thoughts of a practicing GP who referred himself to KiActiv® Health

“I have managed to achieve remission of Type 2 Diabetes within 6 months...and 12 kg loss of weight...without medication which demonstrates how vital lifestyle change is for tackling this disease.

The KiActiv® programme should be offered to all of us who need support to become more active. This is an essential part of taking back control of our lives and give us hope to improve our health and wellbeing.

I am now recommending this programme to my own patients to help them to achieve a better and healthier life.”



**Clinically Proven**



**Personalised Technology**



**No Clinics  
No Gyms**

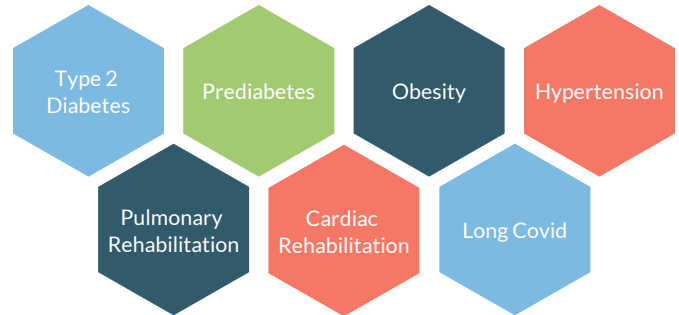


**Accessible to Everyone**

## WHO WE'VE HELPED

We've supported 3000+ people across multiple pathways

- **74%** completion rate
- Age range: **15-96** years
- **74%** of people **51+** years old



## HOW IT WORKS



**Everyday Movement**

Every move you make matters



**Accurate Movement Data**

Measured with precision



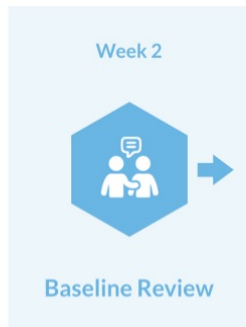
**KiActiv® Dashboard**

Easy-to-use tools that really help



**Personal Mentor**

Supported at every step



## PATIENT REPORTED BENEFITS

I am more aware of my daily physical activity, and how just making small changes makes a huge difference. I have lost half a stone in the 12-week programme which has been an added benefit! I feel happier, healthier and definitely more motivated.

Female, 44yrs, Primary Care Referral



# Improving Access and Empowering Self-Care in the NHS

## Key Findings

Cross-programme analysis has highlighted a number of **unique insights** into the benefits of personalised care across a variety of NHS pathways

**80%** of people improved their **Everyday Physical Activity**

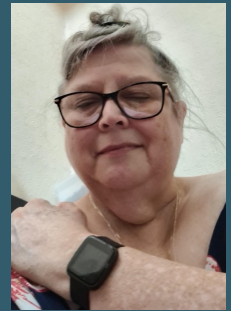
**71%** of people improved their **overall Self-Efficacy**

**71%** of people continued using their technology **beyond the 12 weeks**

**60%** of people improved their overall **Quality of Life**

**64%** of people improved their **Mental Wellbeing**  
Improvements equate to a social value gain of **+£1536** per person

KiActiv® unlocked life for me. I started with simply moving around as normal then realised, through the support of my wonderful Mentor, that adding a little more movement per day was the way forward. She guided and supported me completely, and the regular contact by phone really helped me understand more about my everyday physical activity. If you have a health condition that is controlling you, I'd highly recommend using KiActiv® to help you control your health!



Female, 63-years, T2DM, Fibromyalgia, CFS-ME, Asthma & Arthritis in the Neck & Hands

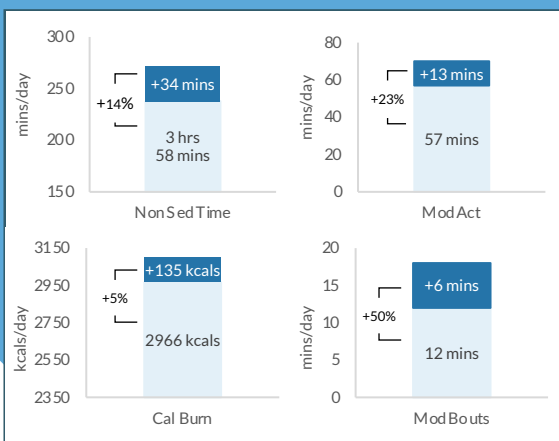
### WEEKLY PHYSICAL ACTIVITY DOSE:

- In total, **80% of patients improved their everyday physical activity**
- On average, people experienced a **total additional dose** of physical activity equating to **+ 28 hrs 58 mins** across the 12 weeks

### KIACTIV® PROMS QUESTIONNAIRE:

- People saw clinically meaningful improvements in **quality of life (>0.876)**, statistically important increases in **mental wellbeing (>1.0)**, and improvements in **self-efficacy** to manage overall health and fatigue

Daily average physical activity in multiple dimensions at baseline, with average additional daily dose across 12 weeks



Average pre-score versus average post-score for the WHOQoL-bref, SWEMWBS, and SEMCDS from the KiActiv® PROMs

