

# On a Wellness journey with Artificial Intelligence (AI)

Hamish Clark, Rasha Saleh and Hala Haouili, talk to Health Magazine on AI and Wellness



The power of Artificial Intelligence (AI) is transforming and reshaping several aspects of our lives. It is fundamentally changing entire sectors, from retail, manufacturing, hospitality and others to provide better services. In healthcare, what challenges is AI addressing? How is it disrupting the healthcare system, and more specifically, how can it help people stay healthy so that they do not need a doctor, or at least not as often? Healthcare systems around the world are under tremendous pressure; populations are growing and ageing, the disease profile is shifting towards chronic illnesses due to lifestyle choices, healthcare costs are escalating, and patients are becoming increasingly educated.

In the UAE, preventable diseases statistics are challenging: 1 in 5 people are diabetic, 9 in 10 people are at risk of suffering from a CVD and more than 60% of population is overweight or obese.

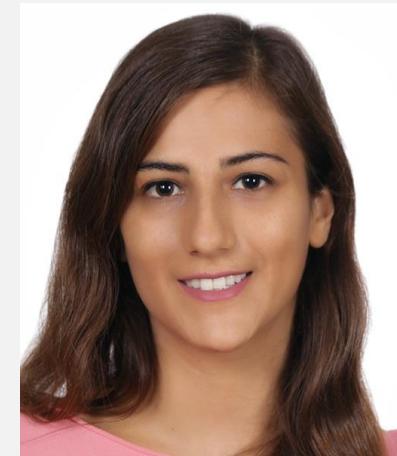
These trends have resulted in growing demand for healthcare services, and in particular personalised care. AI is addressing these challenges by providing more specialised care through empowering patients to manage their own healthcare, keep themselves well and lead healthier lifestyles, as well as enabling providers to help patients more effectively. AI has the ability to enhance individuals' wellness by capturing and analysing their health data, predicting the impact of their current lifestyle choices and simulating their future health state.



Patients embark on a wellness journey with AI and proactively initiate their care management, rather than only following their providers' assessment and orders. AI is very powerful in driving individuals to change their habits, improving their health outcomes and alleviating demand on the healthcare system.

In our 2017 healthcare report "What Doctor", we highlight the use of AI applications to encourage healthier behaviour in individuals and help with the proactive management of their care, keeping people out of hospitals and living healthier lives.

An example of this is PwC's Bodylogical™ - a scientifically developed digital model of the human body that enables true-life simulations to predict the likely progression of chronic diseases based on today's actions and interventions. Using pattern recognition, this solution is precise in its simulation of the unique requirements for each individual, motivating and taking into account how people respond differently to many inter-related factors such as lifestyle, environmental, genomic and others that can lead to chronic conditions or better health. Not only are individuals in control of their wellness, but also providers, payers and pharmaceutical companies can better understand how interventions impact individual



patients or patient populations in order to become healthier faster and less expensively. In South Texas, PwC's Bodylogical™, with the interchange from DoubleJump Health™, aims at reducing the prevalence of chronic diseases and provides care to a community, referred to as Dacadoo, is another digital AI platform that measures health to ensure that individuals are motivated to lead healthier lifestyles. Based on behavioral science, online games and feedback, a health score is scientifically calculated for each individual and includes rewards and penalty for healthy behaviors such as using the stairs

Today, AI is empowering you to be proactive and keep well – it will enable you to understand how your actions can harm or benefit your body and will influence the care that you will need. The UAE is very well positioned to pioneer this journey and has already started doing so with the ministerial appointment for AI, and the next steps would be using applications such as Bodylogical and Dacadoo! Fasten your health trackers, are you ready for this wellness journey with AI?

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