NEURA

User-Aware AI: The Future of Digital Health

Neura's personal artificial intelligence service enables consumer health technologies to increase patient (user) engagement, reduce churn, and drive better health outcomes.

- A personal AI service that makes digital health solutions aware of users' lifestyles, activities, and meaningful real-world locations.
- Health apps and devices can integrate Neura to boost patient engagement by 88% or more.
- AI-enhanced digital health tools send perfectly timed notifications, offer highly personalized messages, and anticipate users' needs.

Digital health tools promise to dramatically improve health outcomes while reducing costs. Mobile health apps, wearable technologies, and Internet-connected medical devices already have enabled patients to take more control over their health and rely less on costly, episodic in-person care.

Nevertheless, if these technologies do not effectively engage patients/users, they will fall short of their potential. Personalization is central to driving engagement. Unfortunately, digital health tools are severely limited in this regard—they often treat every user the same.

Neura's personal AI service gives digital health apps the "user awareness" needed for engagement-boosting personalization.

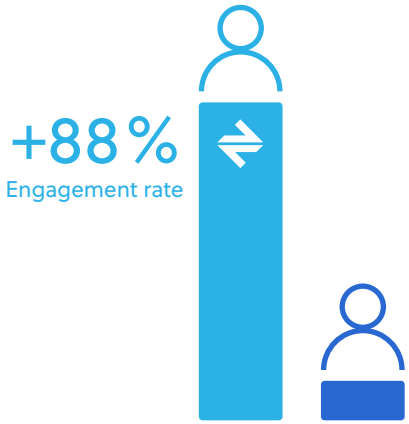
Benefits of User-Aware AI

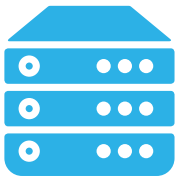
Neura-enhanced apps understand and adapt to users' lifestyles, activities, and meaningful locations in the physical world. This results in high engagement and reduced churn.

1. One customer, a leading medication adherence app company, ran an experiment in which they split their users into two groups: those using the app with Neura and those using it without. The Neura group showed an 88% higher level of engagement than the control group.

2. In another example, a women's fertility app saw an 18% increase in user engagement in just 30 days after integrating Neura.

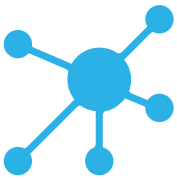
Apps and IoT devices that consistently provide value to users via personalization can expect churn rates to sink and engagement levels to significantly increase.





How Does Neura Work?

Neura's algorithms transform raw sensor data from a user's phone and connected devices into rich behavioral profiles. With these profiles, Neura predicts, for example, the exact moment when a user is likely to be driving to the gym or waking up after six hours of sleep or working at the office. Apps access bits of these profiles through API calls—if the user allows it—to individualize based on users' real-time and anticipated behaviors.



Breaking Down Neura's Machine Learning

The Neura machine learning journey begins with raw sensor data. Neura's data scientists divide these different data points into sets that give clues about a user's activities and meaningful real-world locations.

Neura's data scientists train Neura's algorithms to identify the correct output. The processes of supervised and unsupervised learning enable Neura's machine learning to continuously improve its accuracy.

How Apps and IoT Devices Leverage Neura's Machine Learning Engine

Digital health apps and IoT devices integrate the Neura software development kit (SDK) to enhance their product with personalization that matches the user's day-to-day lifestyle as well as what is happening at that exact moment. The host app can only access the parts of a user's Neura profile that serve a specific purpose. For example, a medication adherence app that wants to send users pill reminders as soon as they wake up will only receive API calls from Neura about whether the user has woken up. It will not receive API calls about whether the user is driving to work or exercising at the gym or eating at a restaurant.

Minimum OS Requirements to Integrate Neura

- **iOS. To integrate Neura, you need at least iOS 8. For the upcoming Neura release, you'll need at least iOS 9. You need Location and Motion Device permissions.**

- **Android. To integrate Neura, you need at least Android KitKat (4.4) with Location and Motion Device permissions.**

What Can User-Aware Apps Do That Yesterday's Apps Could Not?

Perfectly timed notifications

Neura enables apps to reach users at moments when they're most likely to respond favorably. For example, a medication adherence app that triggers a noisy pill reminder at 6:30 every morning regardless of the user's state can instead detect when the user wakes up and issue the reminder at that exact moment—the perfect moment.

Tailored messages

Neura's behavioral profiles capture insights about users that app makers can draw upon to craft personalized messages. For example, a hypertension management app, knowing that one of its users is a workaholic, may proactively share information about the ill effects of overworking on one's blood pressure.

Proactive service

Neura's user awareness frees apps from having to wait passively for users to take an action before serving them. Instead, apps can proactively meet users' needs. For example, a smart diabetes management app, knowing that a user is heading to the gym, can proactively urge the user to eat an apple to avoid a hypoglycemic reaction while exercising.

Interested in Neura's user awareness for your digital health app or device? Email demo@neura.com to schedule a demo.