

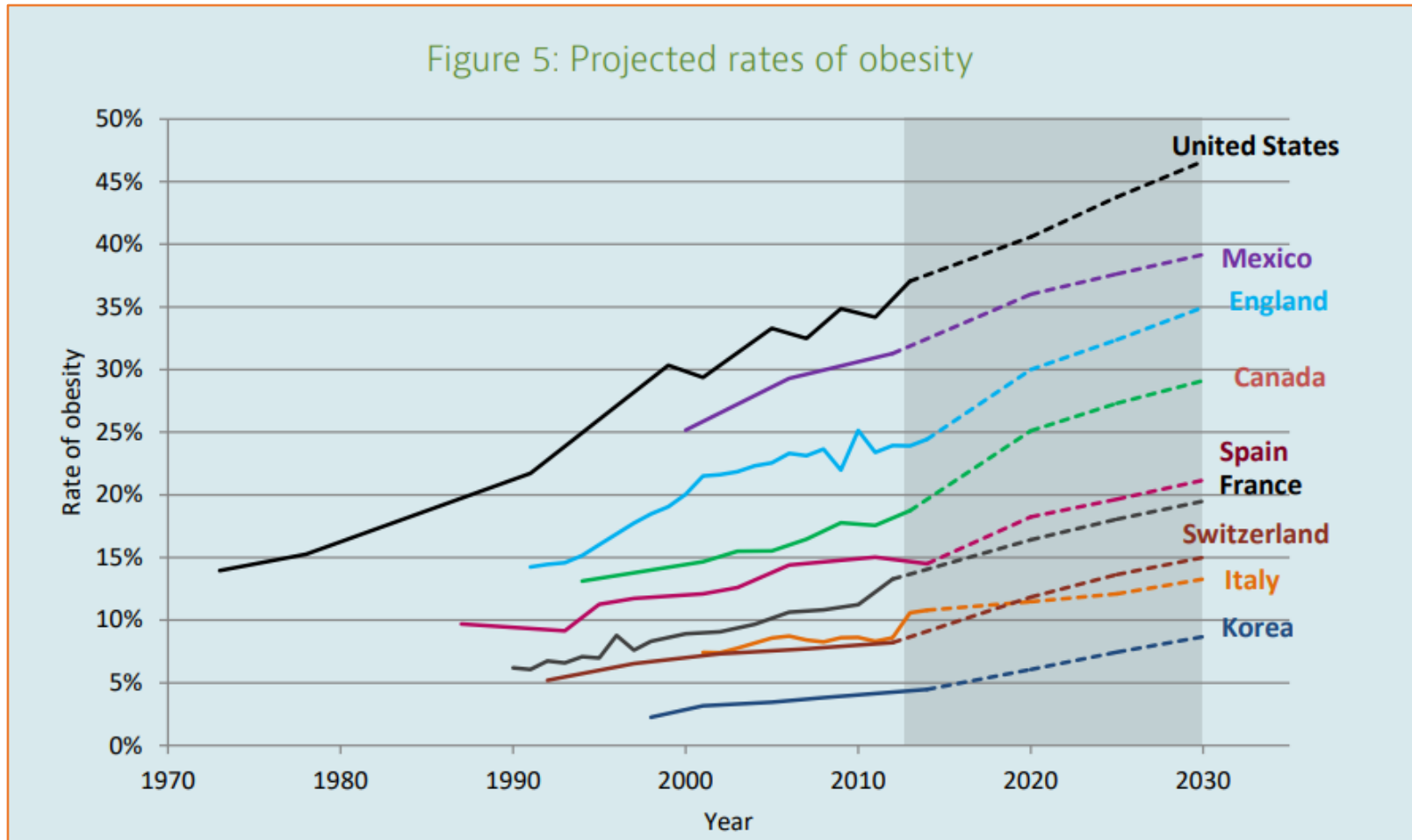
Onnikka Health



Mission:

**To help turn world's obesity
curve down**

Obesity is a global problem

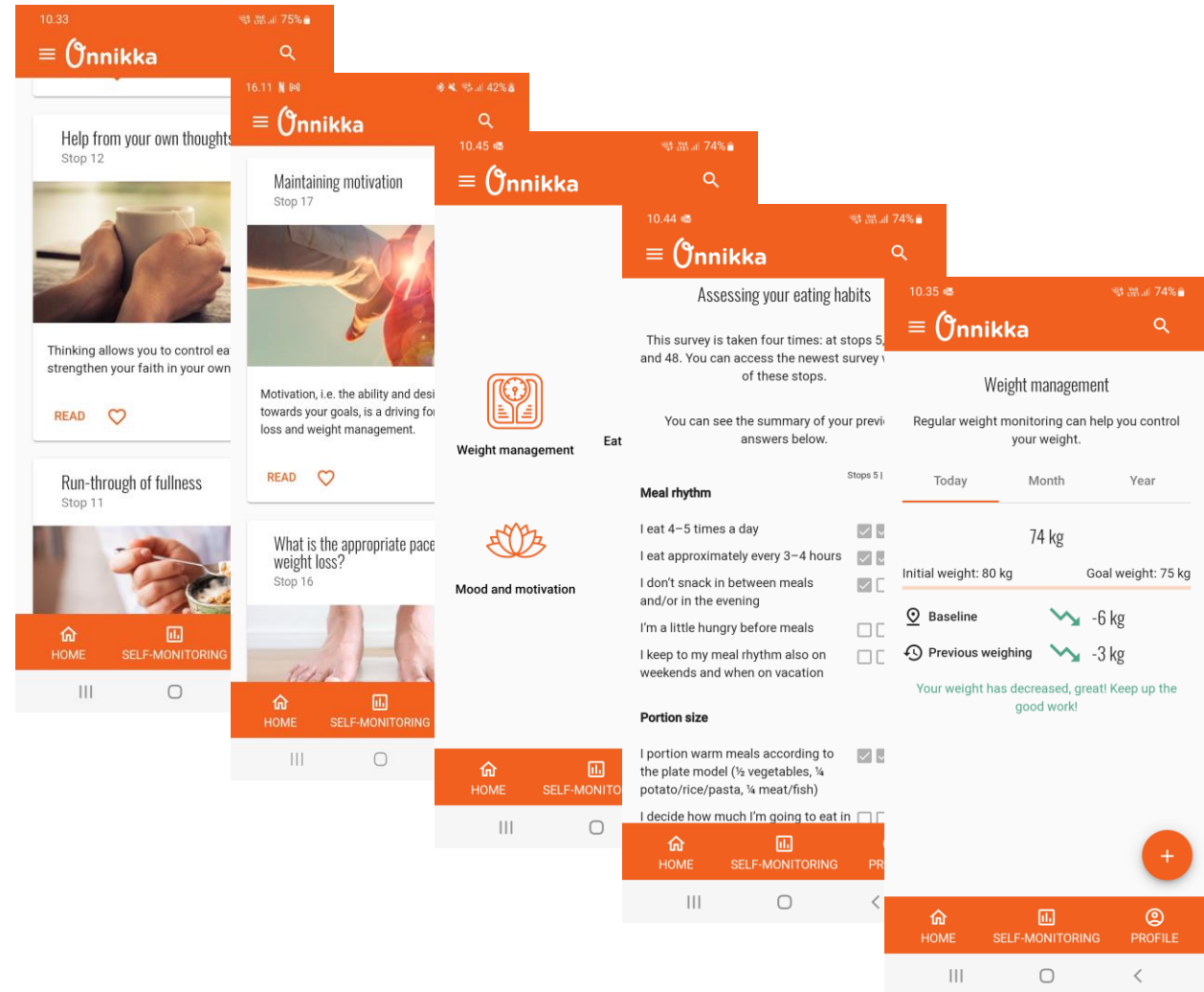


Source: OECD

- Obesity causes **8.4% of total healthcare costs**
- Prevention of obesity generates a **six-fold economic return**, OECD analysis shows

Onnikka - digital lifestyle intervention program

- Easy-to-use mobile application
- Combination of Internal Medicine and Persuasive Systems Design by University of Oulu
- Over 75% of users complete the program

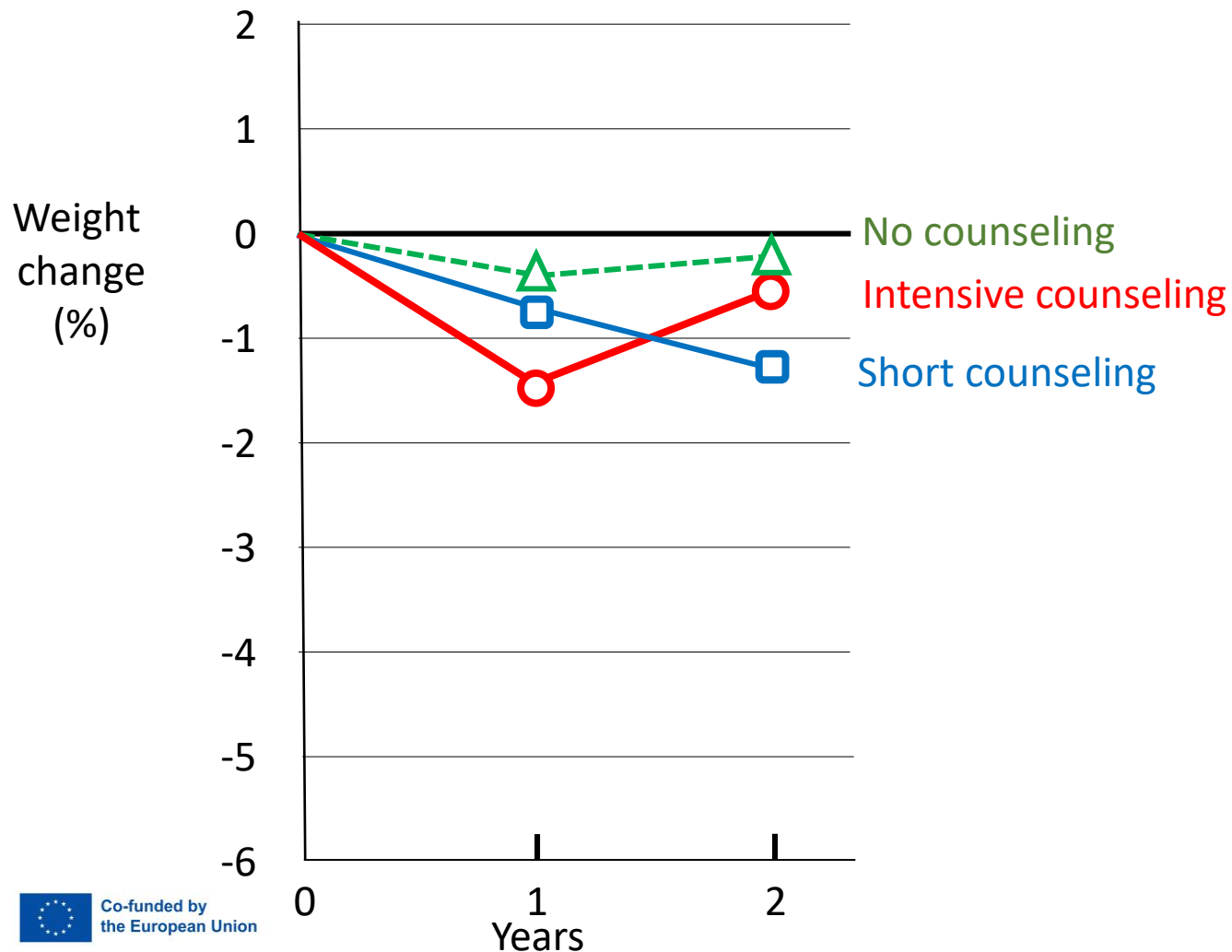


Onnikka effectiveness

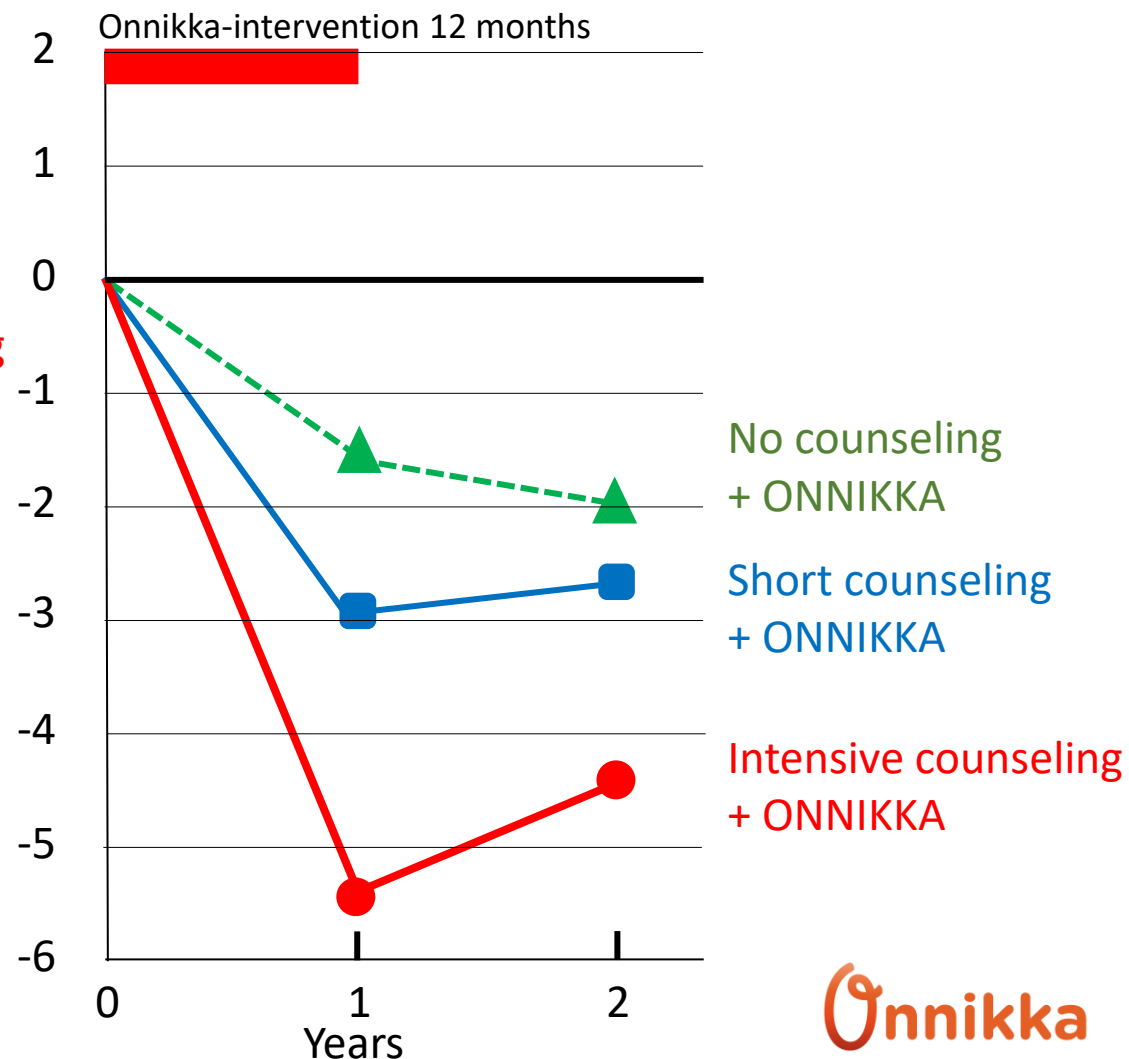
(Teeriniemi et al. Journal of Internal Medicine 2018)

OBESE
BMI 30-35

WITHOUT ONNIKKA

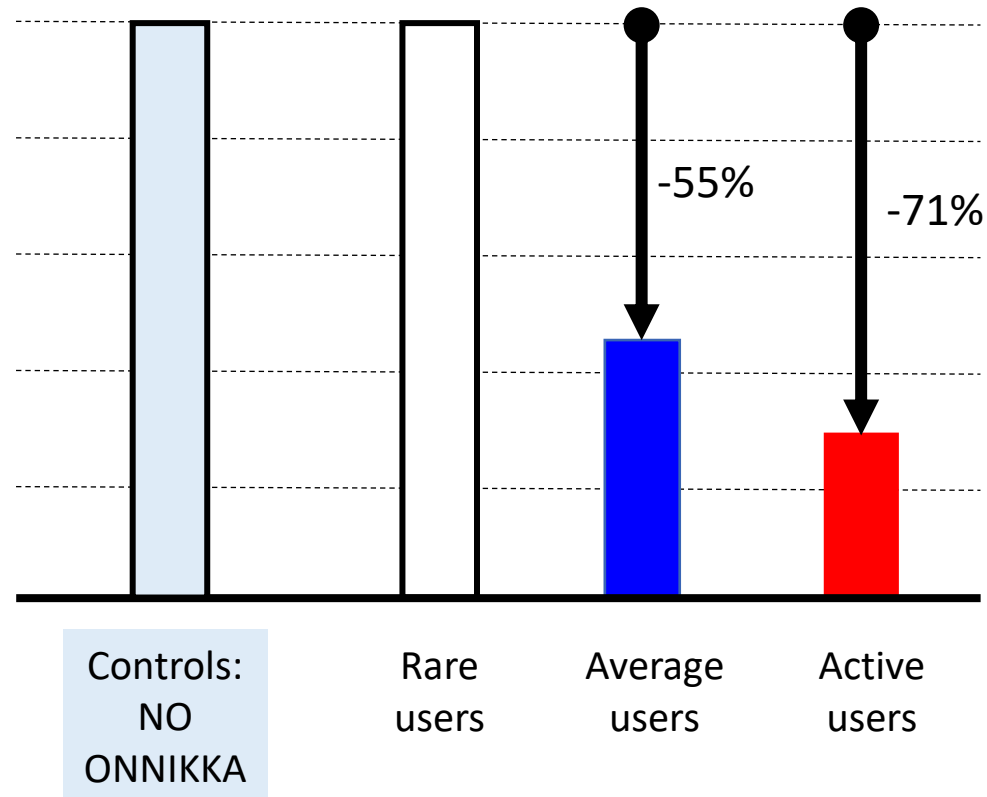


ONNIKKA USERS



Onnikka usage impact on metabolic syndrome

(Seo Y-G et al. Ann Med 2020)



- Frequent users had 71% less metabolic syndrome
- Results from 2-year visits, i.e. one year after the intervention

Achievements

- Two large clinical studies
- 5 design patents
- 7 customer organisations in Finland + 1 in Norway
- > 1000 Onnikka users
- Assessments and recommendations:
 - Finnish Current Care Guidelines of Obesity
 - Council for choices in Health care in Finland
 - Position statement of the European Association of Preventive Cardiology
 - Digi-HTA assessment
- Included in new book about “100 health innovations from Finland”



Team



Harri Oinas-Kukkonen, Ph.D., is Professor of information systems in the University of Oulu, Finland. His current main research include persuasive systems design, behavior change, and humanized technologies.



Markku Savolainen, MD, PhD, is Professor of Internal Medicine (emeritus) in University of Oulu. Leader of a large clinical trial on the Prevention of Metabolic Syndrome starting in 2012 based on ONNIKKA method.



Advisor/Founder



Employee

Ville Nyman, M.A., is lead software developer and has been working with the project since its start, focusing on sw development and medical device requirements.



Joona Heiskanen, latest addition to the team. Joona works in software development and technical support.



Silja Tarvonen, M.H.Sc (Nutr.), M.A.Ed. is an authorized nutritionist and responsible of Onnikka content and customer support. Before Onnikka she has been involved in lifestyle intervention related research.



Teppo Virkkula, MSc Technology, has 25+ years international experience in product management, marketing, sales financing, entrepreneurship and leadership. Teppo is current CEO and co-founder of Onnikka Health.



Thank You !

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