

# The 5 Digital Health Tech Trends

WHAT'S CHANGING, WHAT MATTERS, AND WHAT TO DO NEXT IN DIGITAL HEALTH

WITH EXAMPLES AND EXPERT OPINION FROM

*sweetch* WYSA BetterUp NOOM  liva



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The healthcare landscape is evolving, faster than ever, and in more directions than we imagined just a few years ago. As prevention becomes the new frontline of care, digital health platforms have an extraordinary opportunity to reshape how people engage with their wellbeing: earlier, more frequently, and far more meaningfully.

But innovation alone no longer guarantees impact. The real shift is happening where technology meets real-world usability, personalization, and scale. It's not just about dashboards and data but more about offering the right support, at the right moment, in a way that feels effortless and relevant to each individual.

In this short report, we explore five key trends that are already transforming how prevention is delivered in practice. Each trend reflects not only where the market is heading, but also what becomes possible when platforms, insurers, and wellbeing providers dare to lead rather than follow.

At IntelliProve, this is the kind of stuff that keeps us up at night, in a good way. How do we make health insights not just more accessible, but more meaningful? From real-time biometrics to personalized recommendations, we're constantly learning how to close the gap between data and action. This report is part of that journey too: a way to listen, reflect, and open up the conversation.

**We wrote this report because we had questions too. About what's working, what's not, and how we can all do a bit better. If it sparks a few ideas (or debates), then it's done its job.**

Along the way, we've gathered insights from leaders in the space. Sweetch, BetterUp, Wysa and many more, including Nirmal Ghoshal from Liva Healthcare, who shared his perspective on what personalized prevention truly means, and what the industry still needs to get right.

We hope this report gives you more than just insight. We hope it makes you think, challenge the status quo, or even just nod in agreement once or twice. It's meant to give inspiration to design solutions that not only monitor health, but move it forward.

Enjoy,  
Brecht

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## Trend 1

# AI-powered personalised prevention

### From generic advice to context-aware interventions

Artificial intelligence is redefining preventive healthcare by moving from generic wellness advice to highly personalized, context-aware interventions. Digital health platforms are increasingly combining real-time biometric signals, such as stress levels or sleep quality, with medical history, behavioral patterns, and even environmental factors to predict individual health risks. This shift is not just technological; it is strategic. It enables platforms to offer timely, hyper-relevant nudges or recommendations that anticipate symptoms before they surface, driving both better outcomes and deeper user engagement.

*Personalized prevention works because it meets users where they are, delivering the right support at the right time, which leads to better outcomes, stronger engagement, and long-term behavior change.*

### Trust drives retention

According to McKinsey, personalized prevention initiatives could prevent up to 30% of chronic conditions, significantly reducing long-term healthcare costs. But the opportunity goes beyond impact, it's about trust and retention. Research from Rock Health shows that 72% of users express greater trust in digital tools that offer personalized, adaptive guidance. This trust translates directly into more frequent platform usage, stronger data loops, and long-term stickiness. Critical metrics for any digital health product.

All of this could translate into something simple, like connecting an insight that's already being tracked, to a specific next step. In health platforms that could mean showing a personalized tip, surfacing relevant content, or suggesting a micro-coaching moment based on the user's state. It doesn't have to be complex, it just has to be meaningful enough to turn data into something the user can actually do.

### Spotlight Company

## sweetch

Sweetch is a great example of how digital health platforms can move beyond passive tracking into real-time, personalized prevention.

The platform uses behavioral AI to predict when, how, and where to engage a user, delivering tailored nudges that fit seamlessly into daily life.

Instead of relying on users to log meals or complete scheduled sessions, Sweetch continuously learns from real-world signals like phone activity, step count, time of day, and even weather conditions to suggest the best possible moment to act. For instance, if a user is likely to skip a walk due to rain or work schedule, the app might proactively suggest an indoor exercise or offer a motivation boost at just the right time.

What makes Sweetch stand out is its focus on low-friction, high-relevance interventions. Turning every insight into something the user can do now, not someday. This approach has shown promising results in clinical studies around diabetes and hypertension prevention, with improved adherence and lower dropout rates compared to more static programs.

## Trend 2

# Digital Biomarkers with contactless measurements

Health tracking is entering a new phase, one that no longer relies on physical devices or manual input. Advancements in computer vision and AI now enable the extraction of digital biomarkers such as heart rate and blood pressure using only a camera. These methods offer clinically relevant data in real time, with minimal user effort. For digital health platforms, this evolution dramatically lowers the barrier to entry and opens up new possibilities for continuous monitoring at scale.

*Contactless measurements reduce friction by eliminating the need for extra devices or manual input, allowing users to access health insights instantly through tools they already use, like their smartphone camera.*

### When trust lags behind technology

A recent Deloitte survey found that only 34% of consumers trust companies to be transparent about how they use personal data, fueling growing fatigue with device ecosystems and increasing hesitancy around adopting new wearables. Similarly, data from the HINTS 6 study shows that while 78% of U.S. adults say they are willing to share wearable data with healthcare providers, only 26.5% actually do. This highlights a trust and adoption gap in digital health tracking.

### Why contactless may be the breakthrough

Contactless measurement offers a meaningful response to this reluctance by embedding health tracking into devices people already own and use daily. This frictionless approach makes biometric feedback more accessible, especially in platform-based and employer-driven health programs where scalability and ease of onboarding are essential.

Instead of starting with lengthy forms or device syncing, offer a simple face scan to give users an instant, personalized health snapshot. It's low effort, creates immediate value, builds curiosity, and demonstrates your platform's capabilities.

### Spotlight Company



An emerging leader in contactless biomarkers? Guilty as charged. We're [IntelliProve](#). A digital health company that uses facial scanning to extract real-time health insights through any standard smartphone or computer camera. By analyzing subtle changes in facial blood flow and skin tone using computer vision and AI, IntelliProve can measure key parameters such as stress, energy level, heart rate, and even blood pressure without the need for wearables or active user input. This creates a frictionless experience that's particularly well-suited for integration into digital health platforms, wellbeing apps, and employer health solutions and so much more.

By turning any camera-equipped device into a health sensing tool, IntelliProve helps platforms close the gap between engagement and meaningful health data, empowering more timely and targeted interventions.





## Trend 3

# Making mental health measurable

### From self-reports to sensors

Mental wellbeing remains at the forefront of global health priorities but the way it's being monitored is undergoing a fundamental shift. While traditional self-assessments like mood surveys and questionnaires still play a role, digital health platforms are increasingly turning to objective, real-time data to assess mental health more accurately. Using biometric indicators such as heart rate variability, facial micro-expressions, sleep or screen usage patterns can detect signs of stress, cognitive load, and much more far earlier than subjective reporting alone.

### A Global Problem needs scalable solutions

The urgency is clear: according to the World Health Organization, mental health conditions are projected to become the leading cause of disability globally by 2030. Yet despite growing awareness, early detection and intervention remain major challenges, especially at scale. This is where objective, passive measurement becomes a game changer. It reduces reliance on user self-awareness, lowers reporting bias, and enables continuous mental health monitoring in a way that's both user-friendly and clinically meaningful. For digital health providers, this trend opens up new possibilities

*By replacing guesswork with real-time, passive insights, platforms can finally measure mental health in a way that's both clinically meaningful and user-friendly.*

### Smarter signals lead to stronger interventions

Platforms can now offer real-time stress tracking, flag elevated risk states, or personalize content and support based on a user's actual physiological or behavioral state, not just what they think or report. This makes interventions timelier, more relevant, and more likely to drive positive outcomes.

### Spotlight Company



Wysa is a globally popular mental health app that brings structure and objectivity to what has traditionally been subjective: how someone feels. Through its AI-powered conversations, Wysa analyzes language patterns, emotional tone, and interaction frequency to detect early signals of anxiety, stress, or depressive tendencies. All of that without the need for formal self-assessments.

Wysa saw opportunity in passively collecting mental health signals through natural, everyday dialogue. Over time, the app builds a data-backed emotional profile of the user, tracking fluctuations in mood, stress expression, and cognitive patterns. This creates a longitudinal view of mental wellbeing that doesn't rely on users to rate their mood on a scale of 1 to 10, but rather read between the lines.

The app also allows users to track mental health trends visually, helping them spot patterns in their emotional state over time. And because the AI interacts daily, it can pick up on micro-shifts, like subtle changes in tone, that might otherwise go unnoticed.

By turning language into data and feelings into signals, Wysa helps make mental health measurable, even when the user can't always describe how they feel.

## Trend 4

# The rise of digital prevention programs

In 2025, employers and insurers are moving beyond generic wellness perks and investing in targeted, data-driven prevention programs. These digital solutions combine real-time biometrics with coaching, educational content, and nudging mechanisms to guide individuals through personalized health journeys, all embedded seamlessly into daily routines. Rather than reacting to illness, these programs aim to anticipate it.

### Why employers are betting on prevention

For employers, the shift is not just about wellbeing. It's also about performance and retention. According to Gallup, employees who have access to digital prevention tools are 23% more engaged at work and 32% less likely to be absent. Let's just say that kind of impact shows up clearly in a company's ROI.

### Less hospitalization, more value

For insurers, digital prevention represents a dual opportunity: lowering long-term care costs and deepening customer relationships. Personalized prevention programs can detect early warning signs, enable timely interventions, and reduce the incidence of chronic conditions.

A 2025 machine learning study analyzed longitudinal data from over 1,100 patients and found that medication adherence and participation in preventive care programs resulted in a 38.3% reduction in hospitalization risk and a 37.7% drop in hospital admissions. Fewer hospitalizations directly translate to significant claim cost savings. A major driver of rising health expenditures. In parallel, they increase touchpoints with members, strengthening loyalty and improving their perceived value.

Platforms can already start small on this. Rather than launching a separate prevention program, start by embedding short check-ins or nudges into your platform's existing user flows. A one-question prompt, quick scan or contextual tip can personalize the experience and create a sense of ongoing support without requiring users to "opt in" to something new.

### Spotlight Company



BetterUp demonstrates how digital prevention can go beyond physical health to support emotional and mental wellbeing and do so at scale. Their platform offers employees personalized coaching journeys, real-time support, and psychological insights, all tailored to individual challenges and growth goals.

What sets BetterUp apart is the combination of AI-driven personalization and human coaching. After a short onboarding, users are matched with coaches and content based on their profile, mindset, and objectives. The focus is preventive: reducing stress, building resilience, and addressing potential burnout before it escalates.

For employers, this translates into higher engagement and lower absenteeism. In one customer study, BetterUp reported a 90% improvement in work-related resilience and a 63% reduction in presenteeism (being physically present but underperforming).

BetterUp proves that investing in proactive mental support isn't just good for people, but also a smart business decision.



Source: BetterUp website, accessed July 2025

## Trend 5

# From tracking to actionable moments

In case it wasn't already clear: data alone isn't enough anymore. What matters is what platforms help users do with that data. In 2025, leading digital health solutions are shifting from passive monitoring to real-time guidance, turning raw inputs into contextualized, actionable moments. Whether it's nudging a user to adjust sleep habits, start a breathing exercise, or book a coaching session, platforms that connect insights to immediate actions see higher engagement and better health outcomes.

### From Insight to Impact

While collecting health data has become the baseline expectation, the differentiator lies in how platforms turn that data into timely, contextual prompts that drive behavior. Whether it's nudging a user to get more sleep, try a mindfulness exercise, or connect with a specialist, actionable moments are where value becomes visible, for the user and for the business.

*A sleep score is nice, but a gentle nudge to go to bed earlier? That's where it's at.*

### Micro-interventions, major results

These micro-interventions reduce the gap between insight and outcome, and that gap matters: a McKinsey report found that platforms using personalized nudges and support can boost engagement by up to 35% and reduce churn significantly.

For platforms, this translates into more frequent usage, stronger health outcomes, and tighter data loops. All essential ingredients for proving ROI to enterprise clients like insurers and employers. A well-timed recommendation isn't just good UX, it's a retention driver.

Meanwhile, user expectations continue to rise. According to Deloitte's 2024 personalization study, 80% of consumers expect brands to offer personalized next steps, not just information. If a platform doesn't show users where to go next, many will simply leave.

The business case is clear: turning insights into action isn't an add-on, it's what makes your health platform stick.

### Spotlight Company

# NOOM

Noom is a prime example of how to operationalise behavior change using real-time, personalised guidance. The app doesn't just show users their weight trends or calorie intake but it also translates those metrics into daily tasks, nudges, and micro-coaching moments that are adapted based on user behavior and goals.

What sets Noom apart is its psychology-based curriculum combined with continuous digital coaching. If a user logs low activity, for instance, the app might prompt a motivational tip or initiate a short walking challenge. When stress is detected (via app usage patterns or journaling inputs), Noom might recommend a mindset activity or initiate conversation with a coach.

Their model exemplifies how turning data into immediate, relevant action not only increases engagement but also builds long-term behavior change and loyalty.





## Nirmitt Upadhyay

Senior Business Development Manager



Liva Healthcare is a digital health platform helping people prevent and manage chronic conditions through personalized coaching and long-term behavior change programs.

### On personalisation in prevention

“At Liva Healthcare, we often talk about the difference between personalisation and customisation. Personalisation within a product-tailored content, dynamic goals, adaptive nudges - is table stakes now. But what many platforms still miss is customisation in the offering itself.”

***True personalisation is about understanding how prevention fits into someone's life, not just their health data.***

“In my recent LinkedIn post I called this “Same Product, Different Journey.” That’s because while the underlying clinical model or tech may remain the same, the way we frame and deliver it needs to flex across geographies, cultures, and individual circumstances. If we want to be truly preventive and truly global, we must stop assuming that one UX fits all.

True personalisation is about understanding how prevention fits into someone’s life, not just their health data. It’s about meeting people where they are - emotionally, socially, and even linguistically. At Liva, this is something we’re continuously working on: building scalable programs that are both evidence-based and locally relevant. That’s where real impact lies.”

### On the balance between AI & human coaching

“We’re seeing an evolution toward hybrid care models across the UK and EU. Automation is making huge strides in proactive engagement - handling things like daily nudges, reminders, and low-complexity queries with speed and scale. But we believe strongly that human relationships remain central to lasting behaviour change.”

***AI should do the heavy lifting in the background so the human connection can shine in the foreground.***

“In the next few years, I see the model shifting toward “AI-first, human-focused” care. That means automation will increasingly manage the routine and the scalable, while human coaches will be reserved for the moments that matter most - emotionally charged situations, motivational plateaus, or complex clinical needs.

At Liva, we’re exploring how to use AI to amplify human support, not replace it. We want our coaches to have more time for deep, personalised engagement, because that’s where real transformation happens. The tech should do the heavy lifting in the background so the human connection can shine in the foreground.”

### On the future of personalised preventative care

“One of the biggest opportunities I see is in building truly adaptive behavioural models into preventive care. We talk a lot about data-driven personalisation, but often forget that people’s motivations, environments, and emotional states are constantly changing.

The challenge is designing systems that can respond not just to what a person is doing, but why - and adjust accordingly. At Liva, we’re thinking about how to make behavioural nudges more dynamic, context-aware, and personalised over time.

Done right, this could unlock a new era in preventive health: one where people feel supported as individuals, not just as users or patients. It’s about shifting from interventions that are reactive to those that are empathetic, timely, and embedded in everyday life.”

## Conclusion

# From possibility to implementation

The five trends in this report point to one thing: digital health isn't just evolving, it's more...growing up. AI, contactless biometrics, measurable mental health, personalized prevention, and real-time guidance aren't just vague concepts anymore. They're becoming the building blocks of how smart platforms deliver real value. In 2025, it's no longer only about the boldest tech, it's about whether that tech actually helps people take meaningful action. At scale, and without making them jump through hoops or lengthy questionnaires (which by the way is a killer for your drop-off rate, but more on that some other time)

The opportunity? Turning these trends into strategy. Whether that's designing prevention programs that feel like they were made for one person when they really weren't, reducing friction or making sure every health insight comes with a helpful "so what now?". This is truly where the next generation of digital health wins or loses. Users don't want more data. They want guidance, context and progress.

Not to toot our own horn but at IntelliProve, that's kind of our thing. But that's because we're a little obsessed with making health insights actually useful and not just visible. Our plug-in tech uses the camera your users already have to deliver real-time biomarker feedback, without the hassle of wearables or tedious onboarding flows. Whether you're building a wellbeing app, an insurer dashboard, or a digital coaching platform, we help you turn biometric signals into something that actually moves the needle: timely nudges, personalized recommendations, and engagement that doesn't feel forced.

Our Recommendations feature connects each scan to something the user can do right away. Think: a helpful tip, a tailored product, a content piece that actually lands. It's how we turn passive insights into engagement that doesn't feel forced, sticks and ads value that scales with your business.

So hey, if you're curious about how this could fit your platform, or this report left you feeling a certain type of way, we'd love to connect.

Get in touch with our very own [joeri.tulkens@intelliprove.com](mailto:joeri.tulkens@intelliprove.com) or book a short intro call via <https://intelliprove.com/book-a-demo>

And if you'd rather just soak up the insights quietly, that's perfectly fine too. There are plenty more expert voices waiting in our other reports. We'd love to see you back for the next one.

Do you have valuable insights yourself?  
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