



# OPTIMA CURIS

ENGAGE – INCENT – REWARD

## Executive Summary

### A New Business Model for the Healthcare Industry

Today, healthcare is inefficient and inadequate with costs increasing. Preventable lifestyle disease such as diabetes, obesity and heart disease are on the rise. Healthcare decisions are mostly transactional and use a cure-based model that fails to effect outcomes outside the 4 walls of the doctor's office. Those that care the most about health are unaligned, disconnected from each other and without the tools to engage, motivate and incentivise.

It is no surprise that in this environment, lifestyle diseases are on the rise. In the United States an estimated **40% of premature deaths are due to modifiable behaviour.**<sup>1</sup>

Maintaining health and managing illness requires taking many small actions to achieve long-term goals. Recent research into behavioural economics demonstrates that without small incentives to encourage small actions along the way, people generally fail to complete tasks, and fall short of the long-term goals.<sup>2</sup> At the individual level, the above often leads to poor patient motivation and decision making that results in deteriorating health and costly events that could have been prevented. The overall impact is poor clinical outcomes and skyrocketing costs to families, employers and government payers.

What is missing is a platform that allows for engagement, connectivity, real incentives and rewards combined with the privacy expected from healthcare – **enter eCuris.**

<sup>1</sup> Volpp K, John LK, Troxel AB, Norton L, Fassbender J, Loewenstein G (2008) 'Financial Incentive-Based Approaches for Weight Loss' JAMA, 300(22) 2

<sup>2</sup> Voyer, Benjamin G. (2015) 'Nudging' behaviours in healthcare: insights from behavioural economics. British Journal of Healthcare Management, 21 (3)



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**eCuris is a health community and engagement platform with a rewards economy at its heart.** The ecosystem makes it easy and rewarding for all stakeholders to collaborate on health and incentivise patients to make the changes they need to create healthier outcomes.

Patients, physicians, care teams, insurers, and commercial partners can interact with users to provide rewards in the form of the network currency, Vitality token (VCN), for healthy actions that motivate them to remain engaged in their health. VCN can then be used to purchase goods and services provided on the platform and reinjected back into the community.

Off the back of a **successfully executed pilot program** and an executive team with a combined experience of over 100 years in healthcare technology, eCuris has the necessary industry knowledge and experience to take their healthcare model to the next step. A rewards economy in which those that participate can see real value in the actions they take, built with the security inherent in the blockchain that is a natural fit for the health model of the future.

Our token generation event will launch the distributed economy on the Stellar network which we are using for its scalability and its simplicity. The network's growing support within the blockchain community and its vision for its functionality both supports and mirrors our ethos for the eCuris economy. Five Billion VCN will be issued by the eCuris Foundation through the tokens lifetime and three billion will be distributed initially to the ICO participants, for the exchange of \$0.01 for 1 VCN.

Through the creation of the eCuris economy we can **leverage the power of the many** to teach, encourage and reward healthy actions and outcomes while making a positive change in the healthcare of tomorrow.

Enter your details at [eCuris.io](http://eCuris.io) for the latest updates on the eCuris token generation event, coming soon.