

Solution Match: AXA Looking for Nutrition Solution Partner(s)

About AXA

AXA is today the number one global insurance brand, a worldwide leader in insurance and asset management operating in more than 60 countries, with 165,000 employees and agents serving 107 million clients.

Through AXA lab, it detects innovation at its source and identifies talented entrepreneurs, emerging trends, and new customer needs. Through AXA Strategic Ventures, it invests in companies at different growth stages: at the seed stage through its ASV Early Stage or at later growth stage with ASV Capital.

About this Call for Nutrition Solution Partner(s)

AXA's 2020 Ambition aims to empower people to live a better life and the group is actively engaged in a transformation from health payer to partner, through innovation, prevention and care. Aligned with this ambition, AXA is looking to partner with digital health SME(s) to implement one or more **nutrition solution(s)**.

AXA's objective is to support healthier eating habits for their customers and promote general well-being, (secondary) prevention of non-communicable diseases, as well as healthy aging.

AXA is interested in exploring collaborations with B2C as well as B2B, B2B2C, B2B2E (Employees) solutions.

AXA is specifically interested in a nutrition solution. However, the group is open to reviewing more comprehensive wellness suites of solutions as long as they are modular and flexible, and as long as the nutrition module is a market leader and can be isolated from the rest of the modules if need be.

The implementation would start with a pilot program focused on a sample population: the pilot scope, sample size and budget will be discussed with the chosen solution(s).

AXA Strategic Ventures is also open to discussing investments with companies currently looking for funding and shortlisted to come and present their solutions at the live event at AXA headquarters in Paris.

AXA has signed a Memorandum of Understanding (MOU) with eHealth Hub, committing to enter in serious discussions with one or several shortlisted companies presenting the most relevant solutions.

Description of the call:

PLEASE READ CAREFULLY ALL THE INFORMATION BELOW.

Geography:

A testing area will be set up in one European country with the potential to be extended, if successful, to other countries among the more than 30 countries around the world that AXA serves.

Highly scalable solutions are encouraged to apply.

Business model:

Given the nature of the business, AXA is **open to different business models** (to be discussed and fine-tuned with the chosen partner(s) throughout the process) to best serve the needs of its customers and fulfill the objectives of the implementation. Being the number 1 global insurance brand for several consecutive years, the possibility to **adapt the solution to AXA's branding requirements is necessary**. Solutions readily available as **'white label'** are encouraged to apply.

In addition to becoming an implementation partner, AXA Strategic Ventures may also become a financial partner of the shortlisted companies presenting the most relevant solutions.

Solution features:

MUST-HAVE and NICE-TO-HAVE features are described below.

MUST-HAVE – applying solutions must:

- be compliant with international (or at least European) patient data laws and regulations
- be CE marked, if considered a medical device
- provide clinically validated nutritional information and services and show sustainable results at different time intervals (1 month, 3 months, 1 year, 3 years). Provision of relevant evidence is required.
- support 'prescribed' dietary changes/requirements
- propose solid engagement mechanisms to support long-term behavior change (such as CBT techniques)
- present evidence of user engagement and success in supporting healthy habits
- offer personalized dietary advice taking into account personal customer profiles (age, sex, lifestyle, religion), personal food preferences, allergies and intolerances, and pre-existing conditions such as diabetes or Crohn's disease.
- offer monitoring against objectives
- propose programs targeting healthy individuals as well as individuals with one or more health conditions
- be modular, flexible and adaptable to AXA's specific needs and requirements
- offer white label and client branding options

NICE-TO-HAVE - ideally applying solutions would also:

- propose a mix of automated online support (which will support scalability) as well as interactions with licensed dietitians, coaches, or other health care professionals (nurses, doctors, etc.)
- propose menus and recipes in line with the diet prescriptions and recommendations, if possible with shopping lists
- include other key wellness elements supporting the achievement of dietary goals: sleep monitoring, alcohol consumption, physical activity, mental wellbeing, etc.

- present the nutrition and wellness information in a gamified and engaging way, such as tests or quizzes
- be available in several languages and adaptable to various dietary environments
- be already deployed in several countries and adaptable to the specificities of new geographic areas
- feature an integration with connected sensors and trackers (example: connected scale)
- include a calorie tracker

Eligibility criteria:

- Solution must be live and ready for large scale implementations
- Applying companies must be headquartered in Europe and fit the [definition of an SME](#)
- Applying SMEs must be willing to travel at their own costs to present their solutions at a live event hosted at AXA Headquarters at the end of June.

Operational calendar:

- Call for application: **May 12th to May 26th**
- Application review: **May 26th to June 2nd**
- Announcement of 5 finalists: **June 2nd**
- Solution Match Live event: **June 28th – to be confirmed** (A panel of AXA European executives will be present at AXA Headquarters in Paris to review the solutions and interact with the SMEs.)

Step by Step Process:

Step 1. European digital health SMEs with relevant solutions are invited to apply before May 26th.

Step 2. eHealth Hub and AXA will review the submissions and invite approximately 5 of the top matches to present their solutions at a Solution Match live event in Paris at the end of June (exact date still TBD).

Step 3. SMEs confirmed to participate in the Solution Match Live event in Paris will have an opportunity to present and discuss their solution in a private setting with AXA representatives.

Step 4. The most relevant solution(s) will be contacted by AXA to enter negotiations. eHealth Hub will support and facilitate follow-ups.

Step 5. eHealth Hub will produce and publish a report on European nutrition solutions and make it available to a wider audience of health care organizations and stakeholders.

If you have a solution that matches most of the criteria and would like to be considered, [please apply here](#).

[More information about eHealth Hub.](#)

[More information about Solution Match.](#)

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