

## Oviva launches app on prescription for obesity across Germany

**Potsdam, 18 October 2021: Oviva, the digital health scaleup which provides diet and lifestyle coaching to people who live with diet-related health challenges, is launching its first Digital Health Application (DiGA). With [Oviva Direkt](#), the fast-growing company is focusing even more on helping people with obesity manage their weight and achieve better health through a digital solution.**

On 4 October 2021, Oviva Direkt, Oviva's DiGA, was successfully included in the DiGA directory of the Federal Institute for Drugs and Medical Devices (BfArM) that was established in the course of the German Digital Healthcare Act. With its first DiGA, Oviva is focusing on people with obesity and aims to expand their treatment options in Germany. Although about 25% of German adults are affected by obesity, there are still only a few treatment options in Germany that support patients with their weight management.

### Expanding digital care for obesity

Since Germany has created the opportunity for easier market introduction of digital health applications, Oviva is expanding their range of care with a DiGA. "Nutrition counselling and therapy are only reimbursed to a certain extent by the statutory health insurance funds in Germany. Full reimbursement is usually dependent on direct cooperation with a health insurance company. With a DiGA, we can easily offer our patients a uniform, reimbursed option," says Dr. Anna Haas, Managing Director of Oviva Germany. The introduction of a DiGA is also in line with Oviva's strategy to create fully digital offerings in the future.

### Development of Oviva Direkt based on years of clinical research and outcomes

Since 2014, Oviva has been supporting people in the long-term change of their diet-related habits through personalised, app-based diet and lifestyle coaching. Therefore, when developing Oviva Direkt, the company drew on this experience as well as the insights gained from treating more than 200,000 patients across Europe. "With our clinical team, we conduct clinical studies in cooperation with universities including the Technical University of Munich and the University of Oxford, which prove the effectiveness of our approach. In addition, we regularly conduct user research with the aim of providing patient-led features to enhance the programme experience and outcomes," adds Haas. All this has contributed to the targeted development of Oviva Direkt.

### Ongoing development of digital obesity therapy

With Oviva Direkt, Oviva targets people aged 18 and older who have been diagnosed with obesity, have a body mass index between 30 and 40 and have had little or no recourse to alternative therapies. Oviva will also conduct research around its first DiGA and, against the background of the BfArM's specifications, will pursue the goal of continuously expanding Oviva Direkt as a digital obesity therapy.

### Potential interview partners

- Dr. Anna Haas, Managing Director Oviva Germany
- Lucy Jones, VP Clinical of Oviva

### About Oviva

Oviva was founded in 2014 by a multidisciplinary team of health and technology experts. Half of the European population is overweight and at a higher risk of developing type 2 diabetes. The three founders Kai Eberhardt (CEO), Manuel Baumann (CTO) and Mark Jenkins (UK Managing Partner & Medical Director) recognised that, despite this, there were no personalised, long-term treatment options.

Their solution was to combine personal advice by a dietitian with a smart app that people use to record relevant information such as meals, physical activity or weight. In addition, the app enables a regular exchange with the dietitian via chat and provides the Oviva user with helpful learning content. Longer-term, Oviva helps people to lead a healthier life, relieves pressure on doctors to advise on weight and lifestyle, and ultimately leads to savings for the health system. Oviva works directly with statutory health insurers and national health systems and operates in the UK, Germany, Switzerland and France.

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### Appendix

- Logo Oviva Direkt
- App screen weekly overview
- App screen food log