



The gap isn't coverage. **It's daily self-care.**

Built by a neurologist. Designed for real life.

Coverage pays for care after something goes wrong. ooddle builds the daily self-care habits that help prevent it. Reducing utilization, improving outcomes, and making your existing programs work harder for every member.

FOR INSURANCE PROVIDERS AND HEALTH PLANS

The gap in every health plan

Your members have access to everything they need. Physician visits. Mental health benefits. Chronic disease management programs. Preventive care incentives.

And yet utilization remains high. Chronic conditions progress. Members arrive in the ER with problems that were months in the making. Lifestyle-driven disease continues to drive the majority of your claims.

The gap is not coverage. The gap is daily self-care consistency. Nobody has solved that, until now.

How ooddle works

ooddle is not a clinical intervention. It is not a disease management program. It is a daily self-care support system that helps members pay attention to themselves.

Every day ooddle asks members to notice three things. Their stress, their energy, and their sleep satisfaction. That awareness becomes insight.

Their daily actions are drawn from goals they identified for themselves. Making every recommendation personally relevant, not prescribed by their plan.

Over time members who use ooddle become calmer, more consistent, and more self-aware. Consistent daily self-care is the single most effective predictor of reduced healthcare utilization over time.

The ooddle wellness score

Each member has an ooddle wellness score (OWS). A simple daily number that reflects how consistently they are showing up for their own self-care. Individual scores belong to the member. Always private, never shared without consent. Aggregate population data gives your plan meaningful insight into member engagement, self-care consistency, and overall wellness trends across your covered population.

The ooddle platform is built to evolve with your needs, including future capabilities around population wellness trend insights that support proactive member outreach before utilization increases.

Five Wellness Pillars

Each day ooddle delivers five actions, one per pillar, personalized to goals the individual identified for themselves.

- **Metabolic.** Nutrition and energy.
- **Movement.** Physical activity.
- **Mind.** Stress awareness and mental clarity.
- **Recovery.** Sleep and restoration.
- **Optimize.** Habits and performance.

Why partner with ooddle

Because the most expensive member is the one who never learned to take care of themselves daily. ooddle changes that. Quietly, consistently, and at scale.



Reduce utilization and claims

Members who build consistent daily self-care habits manage stress better, sleep more reliably, and make healthier daily choices. Over time that reduces unnecessary physician visits, urgent care episodes, and lifestyle-driven chronic disease progression.



Improve chronic disease management

Chronic conditions are driven and worsened by daily lifestyle choices. Nutrition, sleep, stress, physical activity. ooddle builds the daily awareness and consistency that supports better lifestyle choices alongside whatever care management programs you already have.



Compounds your existing programs

ooddle is not a replacement for your care management, disease management, or preventive care incentives. It is the daily foundation that makes all of them more effective. ooddle does not compete with your current investments. It multiplies them.



Improve member engagement and satisfaction

Members who feel supported in their daily wellbeing engage more with their plan and stay longer. ooddle is a tangible daily touchpoint that demonstrates your plan's commitment to whole-person health. Not just sick care.



Privacy first. Always.

ooddle belongs to the member. Individual wellness scores and personal data are never shared with the plan without explicit member consent. You receive population-level aggregate insights only. Enough to measure program impact without overstepping member trust.



Designed by a clinician. Built for real life.

ooddle was designed by a practicing neurologist who understood that the knowing-doing gap, not lack of coverage, is the root cause of poor health outcomes in most populations. That clinical foundation gives ooddle credibility your members and your providers will respect.

The bottom line

Coverage is reactive. Self-care is preventive. ooddle builds the daily self-care habits that reduce what coverage has to pay for. One daily insight at a time. Compounding over time. At scale across your entire member population.



Learn more

Scan to preview ooddle in 60 seconds.
Pilot programs and group pricing available.