BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

eddii unveils interactive AI-Powered app for Diabetes

13 November 2019 | News

The eddii team worked with a psychologist to build techniques common in Cognitive Behavioral Therapy into the app

Interactive AI-Powered App for Diabetes 'The eddii virtual health buddy app' has launched in India in the run up to the World Diabetes Day. It is an AI-powered virtual character who guides users on a digital adventure. The whimsical cartoon leaf uses

stories, jokes and games to encourage people to input data like carb counts, insulin usage, exercise notes and mood. Advanced technology allows the chatbot to examine that data and identify patterns. For example, some people will discover that within hours of eating a certain food, their mood shifts.

Farhaneh Ahmadi, eddii Founder and CEO said, “While there have been significant advancements in diabetes treatment that make it easier to control, lifestyle-choice tracking has been slow in many regards, focusing primarily on presenting data rather than engaging the user and teaching them how to take charge of their health. The team of scientists, artists and engineers at eddii created a solution that allows people to take charge of their relationship with chronic illness.”

“Once people can identify patterns that impact their physical and emotional health, they are empowered to make positive changes. eddii cheers them along every step of the way,” said Ahmadi.

One of eddii’s most popular features is its ability to engage in conversation. Some of the conversations are silly and entertaining. Others offer vital health benefits. The eddii interactive health buddy team worked with a psychologist to build techniques common in Cognitive Behavioral Therapy into the app. That means eddii can recognize unhealthy patterns and help you change them.

This is so much more than a journal or tracking app. We are harnessing the power of machine learning to really make a difference in people’s lives. We believe that taking care of yourself should be fun and engaging, not burdensome and demanding", noted Ahmadi.

The eddii team chose to launch the app in India because so many people in the country are currently struggling with diabetes. According to the World Health Organization (WHO), nearly nine percent of adults in India have diabetes. That’s more than 80 million people. Every year diabetes kills about a million people in India. eddii aims to change that by removing roadblocks from diabetes management.