

## ***CliniFoodCalc* – Enabling Dynamic Health & Dietary Analytics**

### VALUE PROPOSITION

Our data-gathering app *CliniFoodCalc* and backend analytics software provide the food & pharmaceutical industry, healthcare providers and research organizations with a time-saving, intuitive, secure and intelligent system to efficiently extract more value from dietary and other survey-based studies.

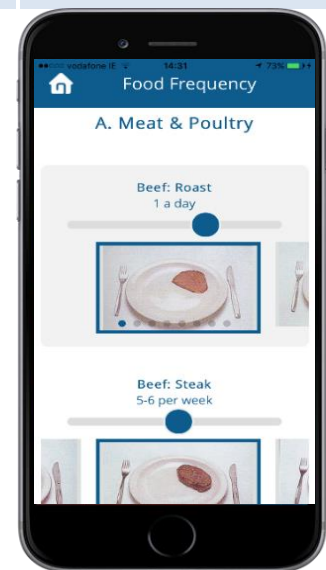
### THE TECHNOLOGY

Scientific, clinical and dietary studies are only as good as the collection and reliability of relevant meta-data (e.g. dietary habits, disease activity, stress, lifestyle changes, general wellbeing, medication intake, travel and exercise). In terms of dietary monitoring, frequencies of food items need to be coupled with photographs of portion sizes to accurately estimate nutritional intake. Paper-based surveys have traditionally been administered through lengthy questioning using two separate folders. Subsequent nutritional calculations are done only once the survey results have been digitalized, which adds additional burden and time for staff and study-participants alike, before even the most rudimentary analysis can be undertaken.

To address this problem, we have developed an app (iOS /Android compatible) and online user interface that collects, compiles and summarizes dietary information and other meta-data. Currently diet, disease activity, perceived stress, medication, lifestyle, exercise and work productivity are included. However, their modular implementation allows for any combination of such, or the addition of new, surveys. The anonymized data entered into the password-protected app are encrypted and transferred to a relational database where further analysis are performed, e.g. calculation food weights and disease indices.

The system is particularly useful in longitudinal studies. Only if the participants' information have changed since the last entry do they need to be updated, thereby speeding up the process. To 'promote honesty' the participants will be politely prompted if no information has been changed at all, or completed too fast.

### (GRAPHIC)



### STATUS/ DEVELOPMENT OBJECTIVES

Validation study  
Further development of app

### FIELDS OF APPLICATION

Healthcare and research organizations, including hospitals, CROs, universities, health insurers, food and pharmaceutical industry.

### FUNDING



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