

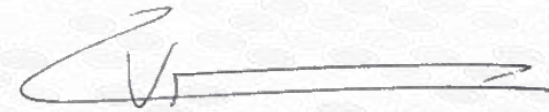
THE WELINK.CARE LABEL HAS BEEN AWARDED TO



Kwit

ON THE 28TH OF SEPTEMBER 2023

WITH THE VERY HIGH DISRUPTION SCORE OF 82 %



Dr. Thierry Vermeeren, CEO

The WeLink.Care label uses a composite index scoring the disruption value of a digital solution use case in the daily health practice. Our expert team has reviewed the preselected digital solution with a set of 35 points of measure, based on interviews, documents research and analysis.

KWIT RECEIVES THE WELINK.CARE LABEL

Introduction

Kwit has been awarded the prestigious WeLink.Care Label, signifying its innovative approach and meaningful contribution to addressing smoking cessation through digital health solutions. This recognition highlights Kwit's commitment to delivering impactful, user-centered applications and its role in transforming healthcare practices in addiction management.

About the WeLink.Care Label

The WeLink.Care Label identifies and celebrates cutting-edge digital health solutions that exhibit exceptional potential for disrupting conventional healthcare practices. It serves as a hallmark of quality and innovation, offering a rigorous evaluation framework that assesses solutions across multiple dimensions such as user experience, solution maturity, business model, and impact on healthcare practices.

Since its inception, the label has become a trusted standard in digital health, providing assurance to stakeholders, including healthcare professionals, patients, and investors. The label not only acknowledges the effectiveness of these solutions but also ensures that they meet stringent scientific, operational, and ethical standards, fostering trust and encouraging adoption within the healthcare ecosystem.

The Evaluation Process

The evaluation process for the WeLink.Care Label follows a structured and rigorous methodology. It begins with an in-depth analysis of the solution's core features, supported by a comprehensive review of its impact on users and healthcare practices. Input is gathered from diverse stakeholders, including patients, healthcare professionals, and developers, to ensure a well-rounded assessment.

Central to the process is the evaluation of the solution's innovation and scientific credibility. Kwit's adherence to international standards such as GDPR and its validation by entities like the World Health Organization reflect its robust compliance and global relevance. Metrics such as usability, data security, and patient outcomes are meticulously examined to ensure that the solution not only meets but exceeds expectations in real-world healthcare settings.

The evaluation also includes an assessment of the solution's commercial viability and scalability. Factors such as financial sustainability, revenue models, and market readiness are scrutinized to understand the solution's ability to achieve widespread impact and long-term growth. Kwit's freemium model, high retention rates, and strategic collaborations demonstrate its strong position in these areas.

Finally, the solution's potential to drive meaningful change in healthcare practices is evaluated. This involves examining its capacity to enhance patient adherence, improve care quality, and facilitate collaboration between stakeholders. Kwit's use of gamification and behavioral sciences underscores its innovative approach, making it a compelling choice for both patients and healthcare professionals.

KWIT

Introduction to the company

Founded on April 1, 2016, by Geoffrey Kretz, Kwit leverages cognitive and behavioral sciences alongside gamification to revolutionize tobacco addiction treatment. Headquartered in France, the company has carved a niche in the digital health landscape by creating user-friendly mobile applications that empower individuals to manage addictive behaviors and embrace healthier lifestyles.

Kwit's flagship smoking cessation app has become a global leader in its category, with nearly 4 million downloads to date. Guided by innovation, Kwit combines advanced technology with scientific rigor, positioning itself as a pioneer in digital addiction management solutions.

The Solution

Kwit offers a mobile-first approach to tackle smoking addiction, blending scientific methodologies with engaging user experiences. Its gamified structure encourages users to embark on and sustain their journey to quit smoking through personalized guidance and motivation. From setting a quit date to maintaining progress post-cessation, the app supports users at every stage.

Beyond smoking cessation, Kwit's ecosystem extends to broader addiction management. With an intuitive design and evidence-based approach, Kwit ensures accessibility and impact for a wide range of users worldwide.

Features and Benefits

Kwit's features include a structured nine-step program to help users quit smoking, real-time progress tracking, and motivational insights based on user behavior. Its interactive dashboard offers personalized feedback, empowering users to stay focused on their goals. Additionally, users can access emotional state tracking, reminders, and gamified milestones that make the process rewarding and engaging.

The app benefits healthcare professionals by allowing data sharing through a secure dashboard, enhancing clinical decision-making and fostering patient engagement. Kwit's freemium model ensures accessibility, offering essential features for free and premium options for an enhanced experience. Its approach to making health management both fun and scientifically grounded has been validated by organizations like the World Health Organization, reflecting its credibility and utility.

Compliance and Future Outlook

Kwit adheres to strict data privacy regulations, including GDPR, ensuring users' personal information is protected. Regular audits and security updates demonstrate the company's dedication to maintaining the highest standards. Looking forward, Kwit plans to expand its interoperability with digital health ecosystems, potentially integrating with national health platforms. By continuously updating its features and collaborating with healthcare stakeholders, Kwit aims to remain at the forefront of digital addiction management. Its vision of leveraging technology to address global health challenges positions it for sustained growth and broader adoption in diverse healthcare systems.

DISRUPTION SCORE

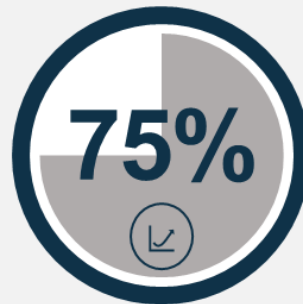
Kwit combines gamification with cognitive and behavioral sciences to tackle both the psychological and environmental aspects of smoking addiction. By making the quitting process engaging and motivational, Kwit sustains user commitment over time. The app also raises awareness of the broader impact of smoking, providing insights into the pollution caused by cigarette production and waste. This holistic approach addresses the multifaceted consequences of tobacco use, extending its impact beyond personal health.

BUSINESS PERFORMANCE



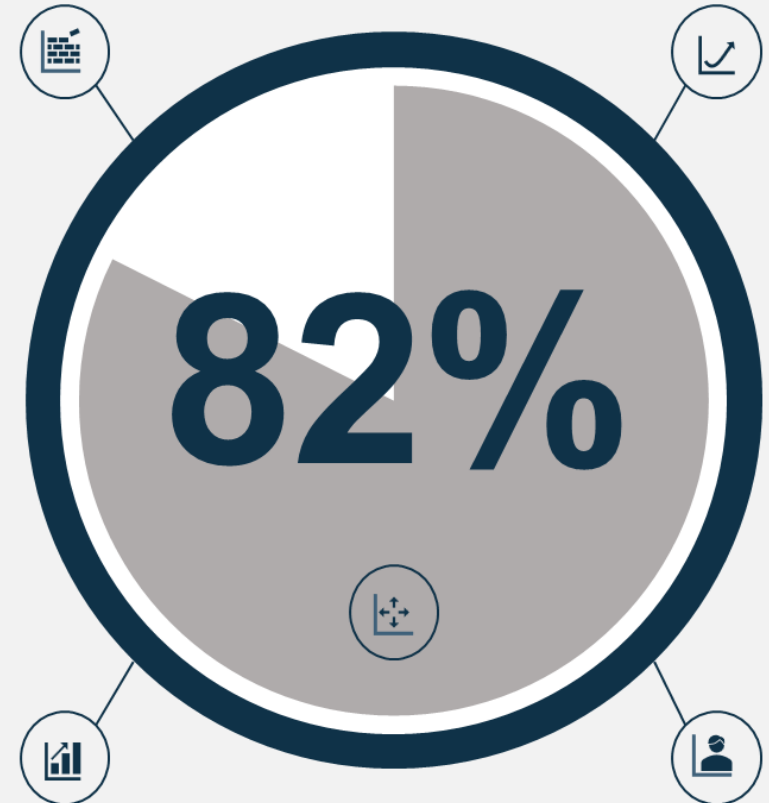
|~ very good ~|

CHANGE OF PRACTICES



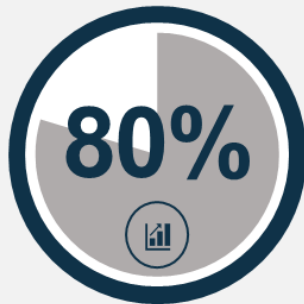
|~ significant ~|

DISRUPTION POTENTIAL



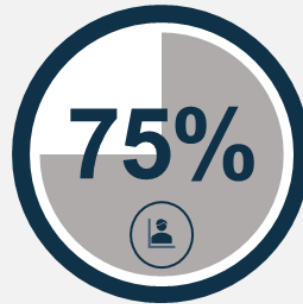
|~ very high ~|

SOLUTION MATURITY



|~ high ~|

USER EXPERIENCE



|~ good ~|

BUSINESS MODEL

Kwit demonstrates strong financial performance, driven by an efficient team of experts in IT, marketing, and design. Supported by business angels and regional public funding, the company maintains a recurring monthly income and robust turnover. With a low customer acquisition cost of €0.12, Kwit has achieved 271,000 downloads in 2023. Among subscribers, a 68% monthly retention rate and an average retention time of 4 months highlight its ability to sustain user engagement effectively.

BUSINESS MODEL



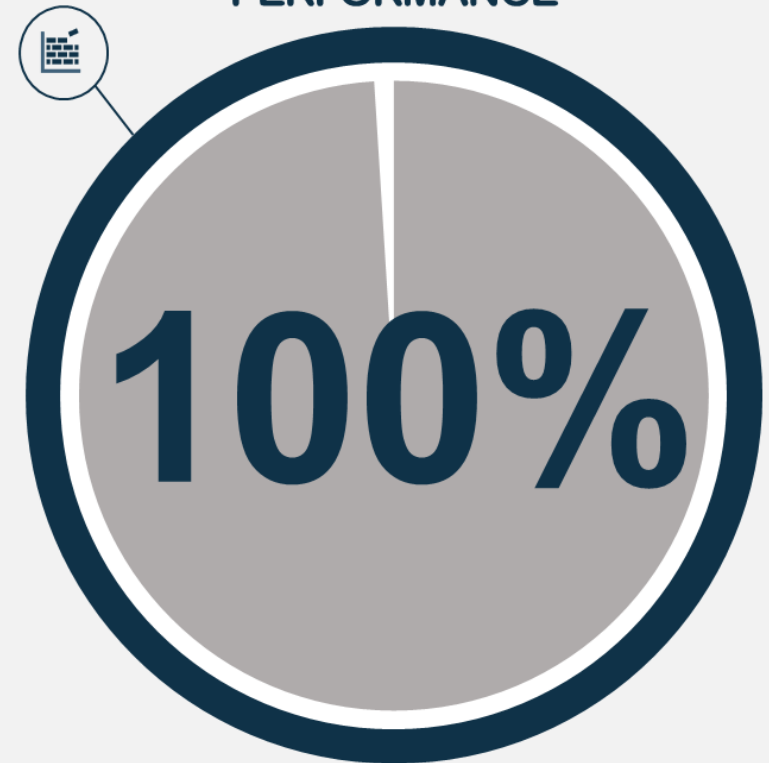
|~ very good ~|

COMMERCIAL READINESS LEVEL



|~ model validated ~|

BUSINESS PERFORMANCE



|~ very good ~|

SOLUTION MATURITY

Kwit exhibits strong solution maturity, validated by its recognition from the WHO as the first app to pass its updated self-assessment for smoking cessation best practices. While scientific studies on its effectiveness are yet to be conducted, Kwit has presented PROMs on readiness to change and emotional tracking during the first cessation month. This foundation reflects its credibility and impact, with further studies poised to solidify its standing in digital health innovation.

CLINICAL TRIALS



|~ no published studies ~|

PREMS & PROMS



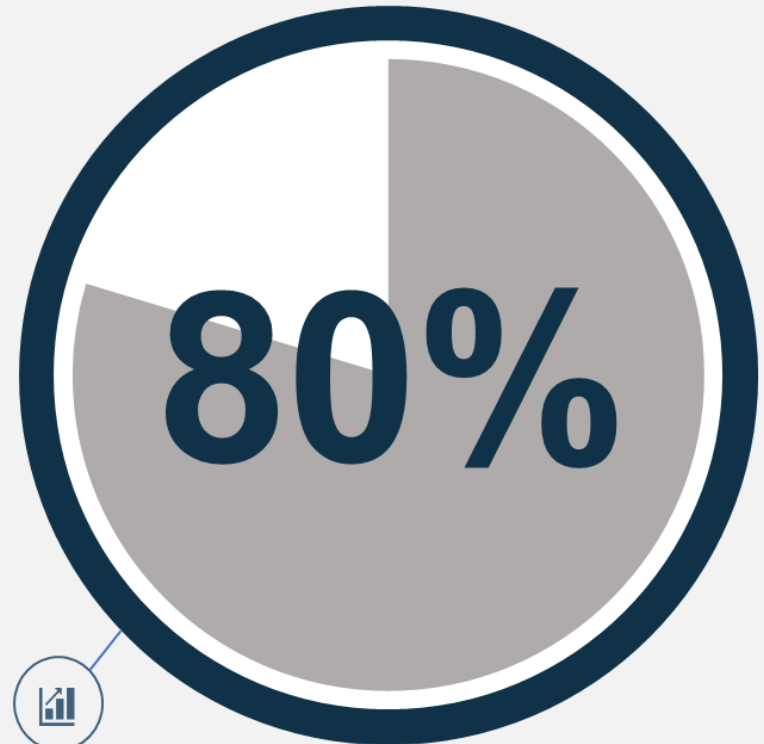
|~ sufficient ~|

DESIGN APPROACH



|~ adequate ~|

SOLUTION MATURITY



|~ high ~|

TECHNOLOGY READINESS LEVEL

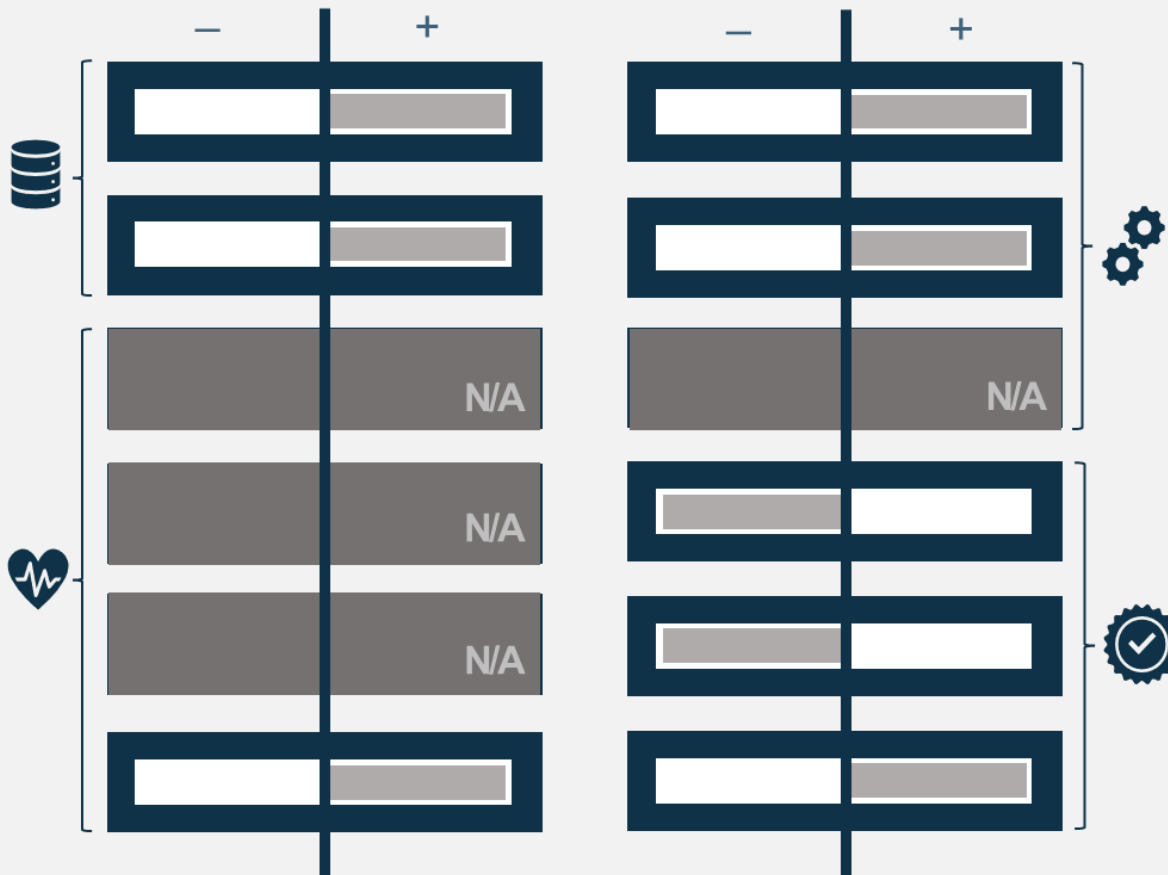


|~ product deployed ~|

CHANGE OF PRACTICES

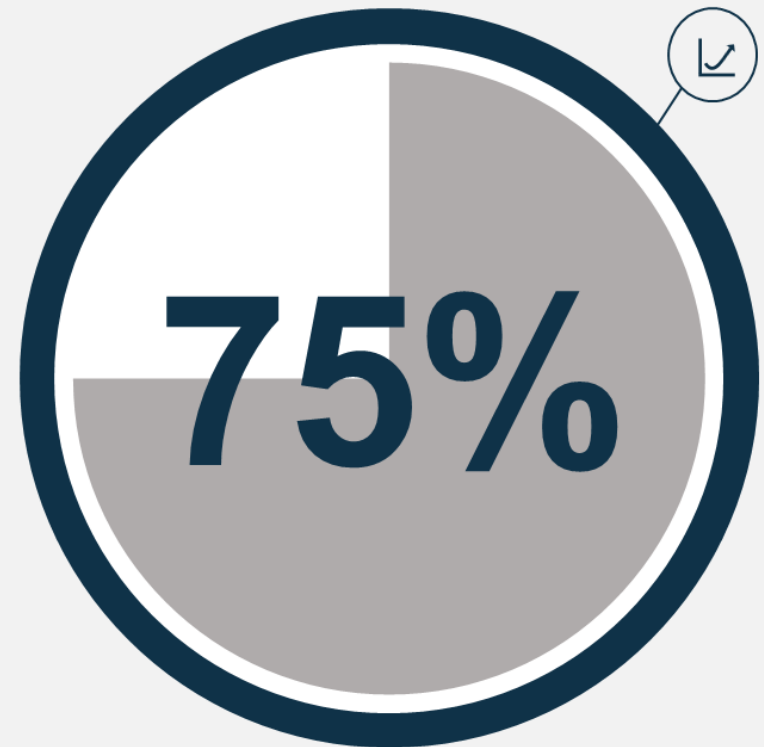
Kwit drives meaningful changes in smoking cessation practices by empowering patients to track their progress and share data securely with healthcare professionals through a dedicated dashboard. Its 9-step, 9-day program supports patients in deciding to quit, while professionals benefit from prescription advice and insights into emotional states. Though not yet interoperable, future integration with health notebooks and spaces is envisioned. Fully GDPR-compliant, Kwit upholds data security through regular audits and training.

PRACTICES MEASURE POINTS



| ~ 8 relevant measure points ~ |

CHANGE OF PRACTICES



| ~ significant ~ |

USER EXPERIENCE : THE PROFESSIONAL AND PATIENT PERSPECTIVE

Kwit offers an excellent user experience, with features designed for both accessibility and engagement. The app supports users across all smoking cessation phases—diagnosis, action, maintenance, and relapse—with tools like nicotine substitute tracking and gamified elements to boost motivation and adherence. Available 24/7, Kwit ensures patients have consistent support, even outside medical consultations. Ergonomic and highly rated (>4 on the MARS scale), Kwit’s freemium model balances accessibility with premium features at €10/month or €60/year.

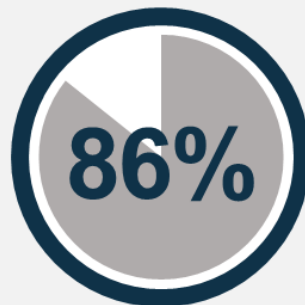


| ~ good ~ |

PROFESSIONAL EXPERIENCE

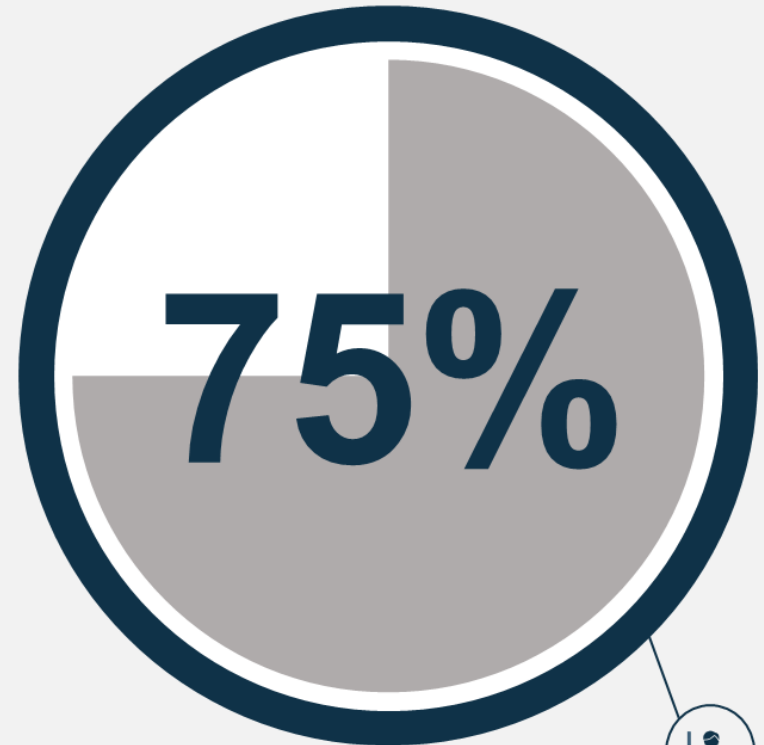


PATIENT EXPERIENCE



| ~ very good ~ |

USER EXPERIENCE



| ~ good ~ |

LINKS AND RESOURCES

<https://kwit.app/fr>

<https://label.welink.care/>

This report is based on the information provided by the scored company, input from various stakeholders, and the application of the WeLink.Care© methodology by OZConsulting. The findings, scores, and evaluations presented are intended solely for informational purposes and do not constitute a guarantee or endorsement of the quality, effectiveness, or commercial viability of the evaluated digital health solution.

The conclusions are drawn from the data available at the time of the study and may not reflect subsequent changes. OZConsulting assumes no responsibility for the accuracy or completeness of the information provided by the scored company or any third parties involved. Any reliance on this report is at the reader's own risk.

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