

Delivering Health Impact in Long Covid Recovery

This report is for Suffolk & North East Essex Long Covid Recovery, from 24/08/22 - 25/11/24 and is based on quantitative and qualitative data, which is collected across the 12-week KiActiv® Health programme and beyond

>34,000

Days of Personalised Physical Activity Data

>49 million

Minutes of Accurate Physical Activity Data

>3,000

Daily Symptom Tracking & Behavioural Reports

>900

Hours of Mentor Calls with Individual Patient Insights

Key Findings

KiActiv® Health is enabling people to improve their **Everyday Physical Activity, Quality of Life, Self-Efficacy and Mental Wellbeing**, reduce healthcare use and deliver in-year health benefit & cost savings

In-year return on investment
+£9 per £1 spent

78% of people were able to improve their everyday physical activity levels, in the context of their condition, capacity, & environment

Statistically significant improvements in multiple Work and Social Adjustment Scale domains, including:

- Home Management
- Social Leisure
- Private Leisure

81% of people improved their overall **Quality of Life**

55% of people improved their **Mental Wellbeing**

59% of people improved their **Self-Efficacy to Manage Fatigue**

“ Having been diagnosed with ME following multiple bouts of COVID-19, I was struggling mentally to recognise that my body was unable to perform to previous levels. I was constantly in a state of tiredness bordering on exhaustion when attempting physical activity, either for leisure or day-to-day requirements.

KiActiv® has taught me how to handle my schedule better and to understand the demands upon my body. I've realised there is quite often a 'delayed reaction' with the impact not being felt for as much as 2-3 days after even a short period of intense activity. Just being aware of how I can use the application to plan routines more effectively to combat the effects of ME has helped with my mental acceptance of what was, for me, a distressing situation. I feel more confident in tackling everyday life as a result of the interaction with my Mentor (Kirstie) who has provided encouragement and guidance throughout.

Mark, 65-yrs, Long Covid, CFS/ME & Hypertension

Who We've Helped

433 people have self-referred themselves to KiActiv® since Aug '22, after being signposted by SNEE's Post-Covid Assessment Service

97% current uptake rate from self-referral

84% current completion rate

81% of people continue to engage with their personalised technology beyond the initial 12-week programme

411 days and counting for the longest continuous engagement

Rethinking Exercise and Making Everyday Movement a Medicine

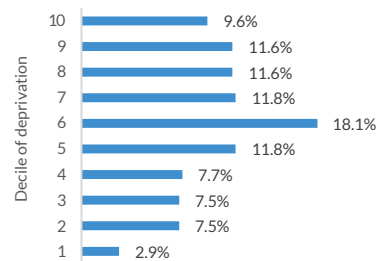
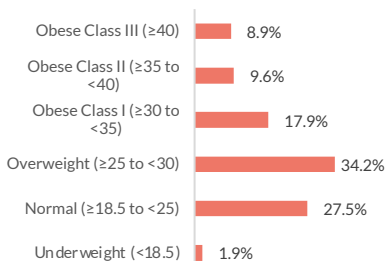
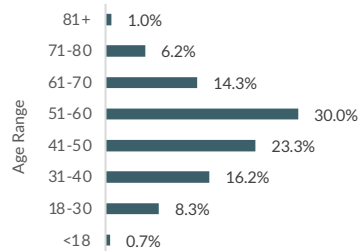
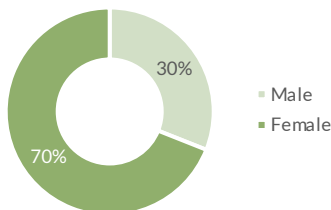
Demographic Insights

78% of people reported at least 1 comorbidity

12% of people report their ethnicity as Non-White British

50 years average age of participants

29.1 kg/m² average BMI of participants



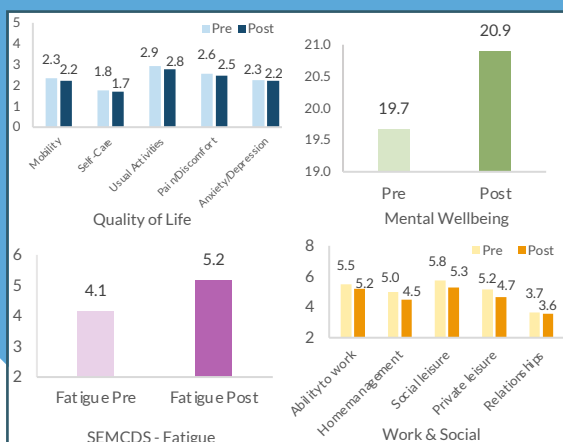
DAILY PHYSICAL ACTIVITY DOSE:

- Administering the optimal dose of physical activity in its multiple dimensions is vital to manage energy levels and pace effectively
- KiActiv®'s collaborative research with the NHS has demonstrated the importance of reducing sedentary time and increasing light intensity activity for improving cardiorespiratory fitness
- In total, **78% of patients improved their everyday physical activity**
- On average, people experienced a **total additional dose** of everyday physical activity equating to **+ 33 hrs 52 mins** across the 12 weeks

Daily average physical activity in multiple dimensions at baseline, with average additional daily dose across 12 weeks



Average pre-score versus average post-score for the EQ5D, SWEMWBS, SEMCDS & WSAS from the KiActiv® PROMS



KIACTIV® PROMS QUESTIONNAIRE:

- People saw statistically significant improvements in overall **quality of life, mental wellbeing and fatigue self-efficacy**
- Improvements in all 5 EQ5D domains; reaching statistical significance in **Mobility & Usual Activities**
 - 22%** of people improved their **Mobility**
 - 33%** of people improved their capacity to engage in normal **Daily Activities**
- Improvements in all **5 WSAS domains**; reaching statistical significance in **Home Management, Private Leisure & Social Leisure Activities**
- 59%** of people improved their **Fatigue Self-Efficacy**, with the group average change exceeding the threshold for statistical significance

Empowering Better Self-Care for People in Suffolk & North East Essex

The thoughts of Sarah Fowler, Clinical Lead for Suffolk and North East Essex PCS service

As Clinical Lead for the Suffolk and North East Essex PCS service, I worked closely with KiActiv® to deliver this innovative programme to our patients. Our collaborative approach enabled rapid and efficient rollout.

Coding our patients has allowed us to understand where in our pathway patients are utilising KiActiv®. Our patients are getting measurable benefits from the programme and tell us that it is meaningfully supporting their recovery.



Clinically Proven



Personalised Technology



**No Clinics
No Gyms**



Accessible to Everyone

Evaluation Questionnaire

All participants are sent a self-report evaluation questionnaire 12 weeks post-start date, giving them the opportunity to provide further feedback about their programme experiences

86% felt they had benefitted from KiActiv® Health

80% would choose to receive ongoing Mentor support

88% improved their understanding of everyday PA

92% would recommend KiActiv® to Family & Friends

FINANCIAL BENEFITS

- An economic analysis for a cohort of 1,000 people has been conducted using a combination of validated outcome data from the 12-week programme
- The model shows financial benefits associated with gains in QALYs measured using EQ5D, and Mental Wellbeing Social Value gains, measured using the SWEMWBS
- Overall, the model demonstrates in-year return-on-investment
- This model is not exhaustive – for example, it does not account for the known benefits associated with objectively measured improvements in physical activity levels

Economic Modelling using validated outcome data and methodologies for calculating ROI within 1-year

Intervention Cost	
Target Population Size	1,000
Cost per person	£145
Total	£145,000
Completion Rate	84%
Individuals Benefitting	840
Benefits Summary	
QALYs gained per person	0.03
Value of QALYs gained per person	£586
Social Value gained per person	£891
Total QALYs gained	25
Total Value of QALYs gained	£491,888
Total Mental Wellbeing Social Value	£748,413
Total Economic Benefit	£1,240,301
Return on Investment	
Net Economic Benefit	£1,095,301
ROI for every £1 spent	£8.55

OTHER PATIENT INSIGHTS

It's provided me with confidence and broadened my mindset as to what's available in everyday life. I now know how to adapt and adjust various activities and movements to help lead a positive, healthy lifestyle. My Mentor has been outstanding, helping, supporting and guiding me throughout the programme, thank you!

Female, 38-yrs, Long Covid & Hypothyroidism

