

Invyta: A Scalable Behavioral Economics–Driven Platform for Chronic Disease Management

by Thomas M. Sherman, MD & Joan C. Widmer, MS, MSBA, RN

The Problem

Chronic diseases are the dominant driver of U.S. health care costs, accounting for \$4.9 trillion annually. Nearly 75% of American adults live with at least one chronic condition, and more than 90% of adults over 65 are affected. Despite advances in medical therapies, outcomes remain constrained by poor adherence to daily self-management behaviors:

- Only ~50% of adults with chronic conditions take medications as prescribed
- Just 24% of adults meet recommended physical activity guidelines
- Chronic psychological stress accelerates disease progression and worsens outcomes

These behavioral gaps—not a lack of therapies—represent one of the largest unmet opportunities in health care.

The Market Opportunity

Mobile health (mHealth) applications are increasingly used to support self-management and demonstrate measurable clinical impact. The global mHealth market is currently estimated at \$14 billion and projected to reach \$86 billion by 2030, driven by payers, employers, health systems, and life sciences companies seeking scalable, outcomes-based solutions.

However, most apps fail to sustain long-term engagement or behavior change.

The Invyta Solution

Invyta is an integrated mHealth platform designed to change daily health behaviors, not just track them. The app combines real-time monitoring with behavioral economics–informed micro-incentives and gamification to improve:

- Medication adherence
- Daily physical activity
- Consistent mindfulness and stress-reduction practice

Invyta targets the core drivers of chronic disease progression by embedding evidence-based behavior change mechanisms directly into daily routines.

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Why It Works: Behavioral Economics at the Core

Decades of research show that human decision-making is predictably biased. Invyta’s design explicitly addresses these biases by leveraging:

- Loss aversion (people work harder to avoid losses than to achieve gains)
- Present bias (overvaluing immediate costs and benefits)
- Reference point dependence and incentive escalation
- Gamification to sustain motivation and habit formation

Unlike static reward programs, Invyta dynamically adjusts incentives and feedback in real time—making the healthy choice the *path of least resistance*.

Evidence-Based Impact

Peer-reviewed studies consistently demonstrate that well-designed incentives and gamification can:

- Significantly improve medication adherence, with effects persisting beyond active interventions.
- Increase daily physical activity, including sustained improvements in steps and moderate-to-vigorous activity.
- Reduce stress, anxiety, and depressive symptoms through regular mindfulness practice delivered via mHealth platforms.

Importantly, studies show that how incentives are structured matters—a design insight that is foundational to Invyta’s architecture.

Competitive Differentiation

Invyta stands apart by offering:

- Integrated behavior change across medications, movement, and mental well-being
 - Evidence-based incentive design, not generic rewards
 - Scalability across payers, employers, providers, and life sciences partners
 - A clear pathway to measurable clinical outcomes and cost reduction
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The Bottom Line

Chronic disease management will not be solved by better drugs alone. It requires scalable tools that change daily behavior at the individual level. By combining behavioral economics, gamification, and real-time digital delivery, Invyta addresses one of health care’s most expensive and persistent gaps—adherence.

Invyta is positioned to convert behavior change into better outcomes, lower costs, and durable value for patients and investors alike.



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