

EXI[®]

Anything is
everything
exercise intelligence



Driving Physical Activity in Tier 3
Obesity Clinics with EXI: A Success
Story from two NHS Trusts

www.EXI.life

Overview

In 2022, NHS Barts Health Trust and Bedfordshire Hospitals NHS Foundation Trust introduced a powerful health-enhancing dimension to their Tier 3 obesity services: Exercise Intelligence (EXI). The initial program consisted of a 12-week intervention, with the option for patients to continue using EXI for a year, at no additional cost, funded by the NHS.

The Problem

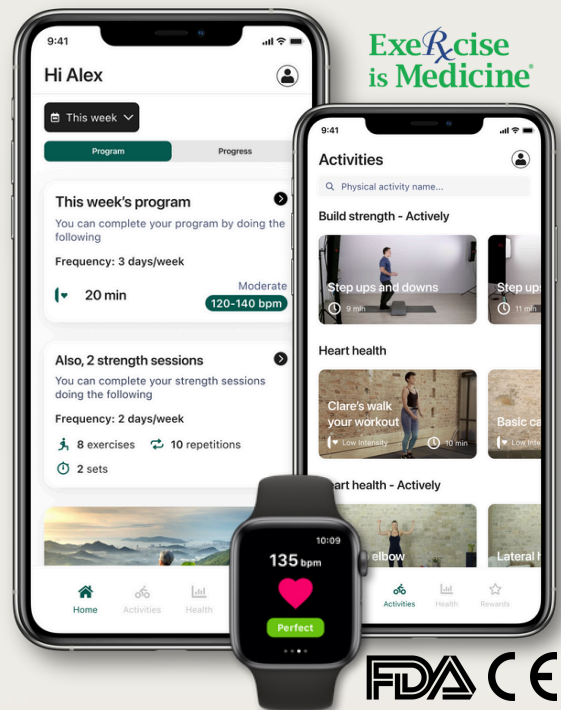
1. Tier 3 patients face physical, mental, and environmental barriers to physical activity.
2. Clinical teams often lack the time, resources, and expertise in exercise science to deliver evidence-based, personalized physical activity and behavior change support.

The Solution

By integrating EXI into their care pathways, the Trusts engaged over 400 previously inactive patients with severe obesity in sustained, safe, and gradual physical activity. This approach laid the groundwork for improved mental and physical health among these patients.

Key Outcomes

- ✓ 92% increase in physical activity levels after the first 8 weeks.
- ✓ 32% of patients completed 100% of their physical activity program over the initial 12 weeks.
- ✓ Patients who continued with EXI beyond the 12-week intervention lost on average 8.51 lbs by the 16-week mark.
- ✓ 42% of patients who used EXI for the full year achieved 100% of their program.



The Problem: Engaging a Challenging Complex Population

At NHS Barts Health Trust and Bedfordshire Hospitals NHS Foundation Trust, Tier 3 weight loss clinics serve patients with severe obesity who have not achieved their weight loss goals through Tier 2 services, like traditional weight management programs. These patients are potentially on a pathway toward bariatric surgery and often require more intensive psychological, medical, and dietary support. Tier 3 services are designed to address the complex needs of these patients with a multi-disciplinary approach to achieve sustainable health improvements.

This is one of the most challenging, complex groups to engage in physical activity. Although they fully understand the benefits of being active, the combination of physical and mental challenges they often face means they need more than just simple advice to move more.

– Dr. Lou Atkinson,
behavioral scientist and Head of Research at EXI

Tier 3 patients often face multiple barriers to physical activity, including:



Physical barriers: pain, fatigue, and limited mobility.



Mental barriers: low mood and low self-confidence.



Environmental barriers: reluctance to enter traditional fitness spaces.

Clinical teams face their own challenges in addressing these barriers, including:



Time constraints: significant time pressures make it difficult to thoroughly discuss physical activity as part of patient care.



Lack of expertise: not all clinical staff are experts in prescribing physical activity.



Adaptation Challenges: adding new solutions to existing pathways requires time, effort, and interest from clinical teams, presenting additional obstacles.

Without qualified on-site clinical exercise specialists and a suitable digital solution, these challenges were compounded by the lack of resources to support individualized physical activity programs. Despite the clear benefits of exercise, integrating it into care pathways proved difficult.

The Solution: Integrating EXI into Tier 3 Care Pathways

- ♥ **Personalized Physical Activity Programs:** Based on NICE, ACSM, and WHO guidelines, EXI created individualized programs tailored to each patient's unique needs, with flexible starting points as low as 3 x 10 minutes of low-intensity activity per week.
- ♥ **Behavioral Support:** Embedded behavior change methodologies empowered patients to make sustainable lifestyle changes.
- ♥ **Seamless Integration:** EXI integrated smoothly into the existing care pathways, allowing clinical staff to focus on patient care while recommending and monitoring the use of EXI's personalized physical activity support.
- ♥ **Reduced Reliance on Clinical Exercise Specialists:** EXI's automation and personalized programs allowed the Trusts to provide effective physical activity services without on-site clinical exercise specialists.

Outcomes: Significant Increases in Physical Activity

Despite patients' initial highly sedentary lifestyles and lack of confidence – the result of previously struggling to initiate and increase physical activity – the uptake of EXI was significant at both Trusts.

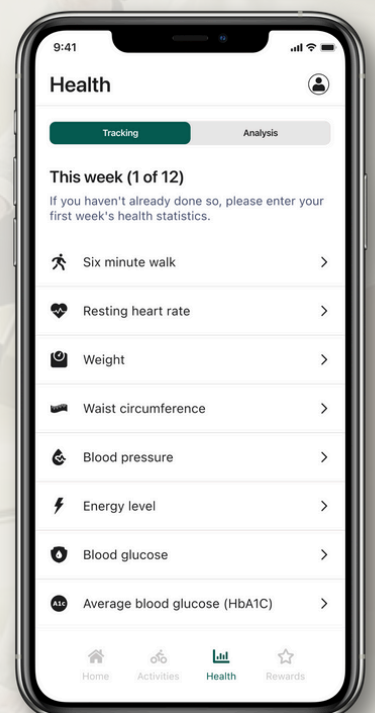
In addition to patient reports of improved energy levels and confidence, a significant increase in physical activity was observed.

- ✓ 92% increase in physical activity after the first 8 weeks.
- ✓ 73% increase in physical activity at the end of the initial 12 weeks.
- ✓ 32% of patients completed 100% of their program over the initial 12 weeks.
- ✓ Patients who continued with EXI beyond the 12-week intervention lost on average 8.51 lbs by the 16-week mark.
- ✓ 42% of people achieved 100% of their program at the 12 months.
- ✓ 61% average week 52 adherence to activity program.

Conclusion

The success of EXI at NHS Barts Health Trust and Bedfordshire Hospitals NHS Foundation Trust demonstrates the potential of integrating digital solutions with human support to drive significant health outcomes.

The Trusts continue to explore innovative ways to scale EXI to other obesity service providers in the UK and beyond, aiming to transform the lives of even more patients with severe obesity.



Key Insights for Continued Success

- ♥ **Scalability and Adaptability:** The success of the EXI program demonstrates its potential for scalability. EXI can be adapted to various healthcare settings and patient populations, highlighting its flexibility.
- ♥ **Data-Driven Insights:** Data analytics help measure the program's success and guide future improvements. By analyzing program data, healthcare providers can ensure it remains effective and continues to deliver positive outcomes.
- ♥ **Patient Empowerment:** EXI empowers patients by providing them with the tools and support they need to take control of their health journey. This patient-centric approach is critical for long-term success and sustainability.
- ♥ **Ongoing Collaboration:** Continued collaboration between the EXI team and clinical teams is crucial. This partnership allows for a dynamic environment where the program can evolve to meet changing patient needs and healthcare trends.

Having a human contact was very valuable. Not everything will be right for everybody, but the use of digital therapies is a very exciting area for us. It's about giving people as many effective, evidence-based tools as we can, and we've had good feedback from our patients.

– Dr. Anjali Zalin, consultant physician specializing in obesity and weight management



Final Thoughts

As the EXI program expands, the insights gained from these two Trusts will inform broader applications of technology-driven physical activity support in healthcare. The key to success is the perfect blend of human touch and digital innovation, ensuring patients feel supported, motivated, and empowered to make lasting health changes.

The encouraging outcomes from the initial 12-week program and the sustained engagement over the longer term suggest that EXI can be strategically scaled to other obesity service providers globally. EXI's flexibility and seamless integration into existing clinical pathways make it an attractive solution for healthcare institutions seeking to improve physical activity among their patients.

The successful integration and positive results indicate that EXI has the potential to significantly benefit obesity services, promoting healthier lifestyles for patients who need it most. By strategically scaling EXI's unique program, healthcare providers can create a pathway for sustainable health improvements for patients with severe obesity.



About EXI Exercise Intelligence

EXI is Exercise Intelligence – a Software as a Medical Device (SaMD), part of the emerging field of digital therapeutics, that supports professionals to refer patients to exercise appropriately, and people with long-term health conditions to safely increase their physical activity. It's designed for up to 23 co-morbid physical and mental health conditions, including prevalent and serious non-communicable diseases (NCDs) such as obesity, cardiovascular disease, diabetes, hypertension, stroke, asthma, COPD, depression, anxiety and stress. Fully regulated and bringing together behavior change science with the latest clinical evidence and physical activity guidelines, it delivers safe, scalable, measurable health interventions that are medically proven, achievable for the end user, and quick and simple to utilize and monitor. It also harnesses behavior change support and rewards to engage patients in their program, drive adherence and support sustained physical activity. A smartphone app supports end users while a secure data portal allows the professional to monitor outcomes and adherence. For more information, visit [EXI.life](https://www.exi.life)

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EXI Therapeutics, Battlefield Overlook,
10432 Balls Ford Road Manassas,
VA, 20109, USA

Visit: www.exi.life

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