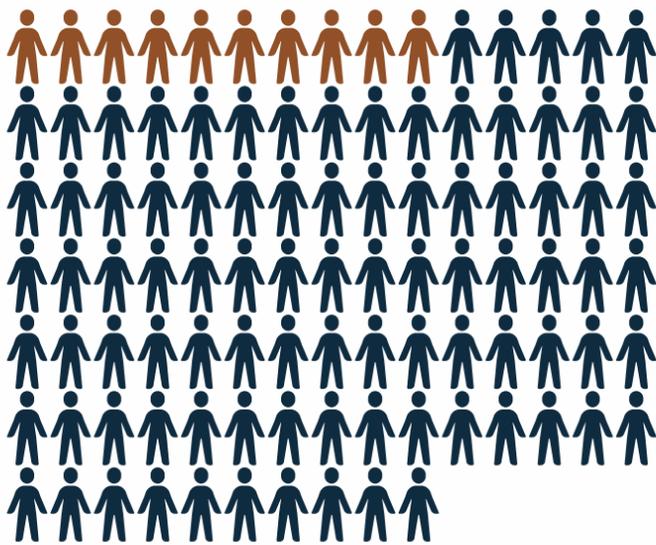




Engagement Collapses Fast

Measurement capability ≠ sustained use.



70%

More than 70% of digital health users disengage within 30 days of beginning a course of treatment.*

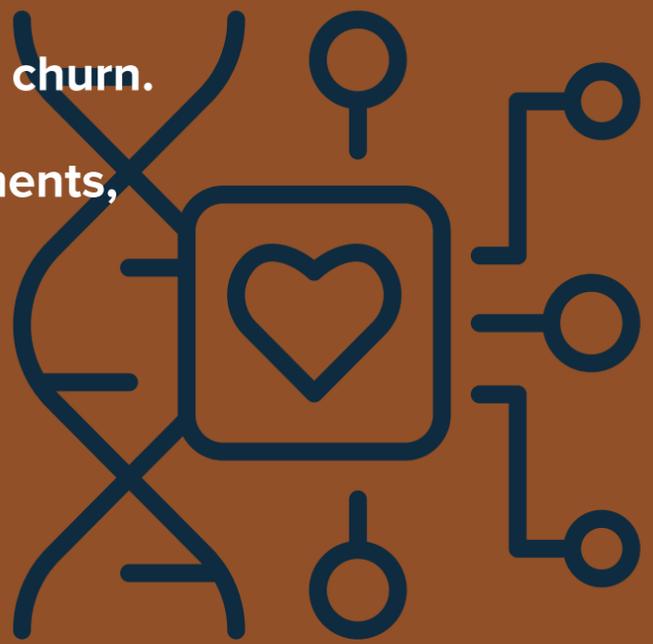
*Sourced from peer-reviewed digital health engagement studies, including JMIR research.

In consumer wellness, this is churn.

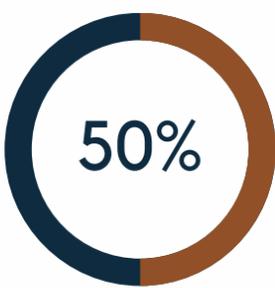
In regulated health environments, it's data instability.

When engagement drops:

- Signal gaps increase
- Biomarker reliability weakens
- Endpoints become fragile

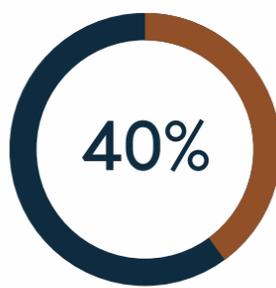


Medication Non-adherence



Up to half of patients with chronic conditions do not take medications as prescribed. (WHO)

Wearable Abandonment



Nearly one-third to half of wearable users stop within the first year. (Endeavour Partners, PwC)

Clinical Trial Dropout



Traditional trials often lose participants before completion. (Multiple trial analyses)



Adoption challenges aren't new. Medication non-adherence reaches 50%. Wearable abandonment ranges from 30–50%. Clinical trials lose 15–30% of participants. The pattern is consistent: when solutions don't integrate into daily life, persistence declines. In regulated health environments, that decline doesn't just affect engagement—it affects evidence.