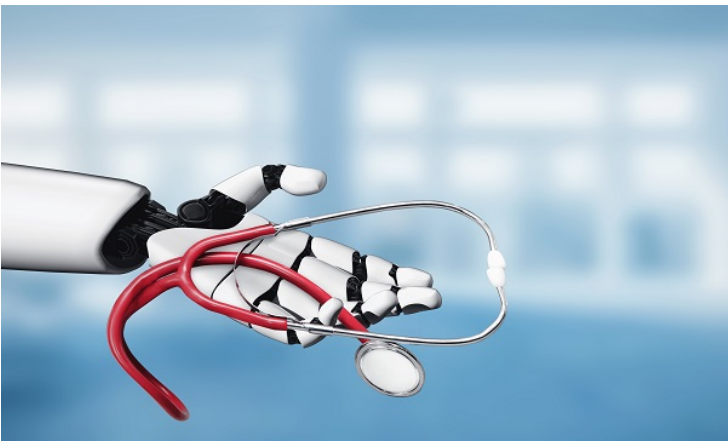


## Health-tech startup Fitterfly launches X-Labs to transform chronic disease management with AI

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**Leveraging AI-driven chatbots and personalised data analysis to redefine the landscape of patient care, enabling superior health outcomes**



Mumbai-based startup Fitterfly, working in the field of digital therapeutics (DTx), has launched its new division, X-Labs on the occasion of its 7th Anniversary. The division harnesses the power of Artificial Intelligence (AI) and Human-centered Design to redefine the quality of care provided to individuals battling chronic conditions.

The mission of X-Labs covers two critical areas. One of these includes AI Coaching and Chatbots. Fitterfly's chatbots have been actively engaging subscribers since 2016, delivering over 22 million positively reinforcing nudges.

With X labs, AI will start handling progress monitoring, set reminders, answer common queries, and provide routine information, while human coaches will deliver in-depth personalized care, surpassing the capabilities of when Fitterfly initially began its journey.

The Second mission is towards leveraging personalised data analysis and hybrid workflows to unleash the potential of data. Fitterfly will empower clients with insightful health journey understanding and actionable steps, nudging them towards their goals.

The startup is researching virtual biomarkers that quantify vital health information and complement glucose levels through biofeedback loops. With analysis overheads out of the way,, Fitterfly's health professionals can focus on human-centric tasks, optimising care and emphasising empathy.