



CASCADE 2027 NON-CONFIDENTIAL SUMMARY »

Digital Health Platform for Patient Activity Support and Clinical Decision Support

ExerciseRx® Digital Health Platform

Overview

Clinicians treating patients lack practical tools to monitor physical activity between visits and personalize activity goals even though physical activity is an essential part of the prevention and treatment of chronic disease. ExerciseRx® is a digital health platform that connects a patient-facing mobile app with a clinician dashboard, integrated into electronic health records, to close this gap. The platform draws on smartdevice and wearable sensor data to deliver personalized activity and sleep goals, automated motivational nudges, and patient-reported outcome tracking, while giving clinicians a triage view that flags patients who may need follow-up support. The platform was designed with guidance from clinicians so it supports and integrates into their workflow.

- **Problem:** Despite the importance of physical activity as a vital sign and increasing focus nationally on lifestyle measures to prevent and manage chronic disease, it's often not discussed as part of healthcare. Electronic medical records are not set up to allow clinicians to efficiently manage and support wearables activity data. Clinicians have limited visibility into patient activity levels between appointments and few scalable tools to deliver personalized, ongoing movement coaching.
- **Solution:** An electronic medical records connected app-and-dashboard platform that captures wearable and smartdevice activity data, delivers behavior-change nudges to patients, and identifies actionable, AI-assisted insights to providers. The platform reduces data overload from wearable metrics to providers by providing distilled, clinically actionable insights.
- **Impact:** The platform has been deployed to hundreds of diverse patient populations with multiple published studies in clinical populations and over \$5million in funding and grant support to date. The platform has been studied in individuals with neurological, rheumatological, and cancer patients supporting the scale and adoption of physical activity assessment and recommendations as part of standard healthcare. It has recently been integrated into UW Medicine's Epic electronic medical record system.

Description

ExerciseRx is a digital health (patient engagement and remote monitoring) platform consisting of a patient/user mobile app (iOS and Android) and a clinician dashboard, the latter available both as a standalone web application and embedded within the electronic health record. Patients

COMOTION REFERENCE »
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connect smartdevices and wearables (including Fitbit and Google Health API-connected devices) to track activity and sleep, receive personalized goals, complete questionnaires and patient-reported outcome surveys, and receive motivational messaging and behavioral nudges.

- **Modality:** Digital health platform (patient engagement app, wearable data integration, and clinician-facing decision support dashboard).
- **Indication / use case:** Supporting physical activity and movement in patients with chronic conditions; published studies have evaluated the platform in multiple diverse patient populations.
- **Evidence to date:** The platform has been evaluated through a published randomized controlled trial protocol in adults with multiple sclerosis and a phase I acceptability and performance study in females with and without axial spondyloarthritis, in addition to a broader publication on implementation of the platform in patient care.

Technology Readiness Level (TRL)

TRL 7 – Full system prototype tested in an actual operational environment. The ExerciseRx mobile application (version 3.6) is live on the Apple App Store and Google Play, is actively used in research studies at several sites and has been evaluated in a completed phase I acceptability study and an active randomized controlled trial, reflecting real-world clinical deployment and ongoing validation. Will be rolled out for broader patient use at UW Medicine in early 2027.

Value Proposition

- **Closes the activity feedback loop:** Patients and providers share a continuous feedback loop built on wearable and smartdevice data rather than relying on infrequent in-clinic check-ins.
- **EHR-integrated workflow:** The clinician dashboard is available within the electronic health record as well as a standalone web app, eliminating the need for providers to adopt a separate system.
- **AI-assisted home exercise:** Machine learning and AI algorithms help generate personalized exercise programs, track exercise compliance, support interpretation of patient activity data, helping clinical teams prioritize limited time.
- **Validated in real clinical populations:** The platform has already been studied in multiple chronic-condition patient populations, providing an evidence base beyond a typical early-stage prototype.
- **Cross-platform reach:** Native iOS and Android applications and broad wearable/API integrations (Fitbit, Google Health API) support deployment across diverse patient device ecosystems.

Intellectual Property Position

This innovation is protected as copyrighted software and a pending patent application.

- **Copyright:** ExerciseRx mobile application (iOS and Android) and associated clinician web dashboard and server-side software; protected under copyright as an original software work.
- **Patent:** Application pending.

Market Opportunity

- **Target customers:** Health systems, rehabilitation medicine practices, and specialty clinics seeking tools to support patient physical activity between visits.

- **Populations of interest:** Outpatient clinics, Primary care, Specialist care, Oncology, Physical Therapy, Rehabilitation Medicine practices
- **Buyers and users:** Hospital systems and clinics. Clinicians and care teams use the provider dashboard, while patients are the primary users of the mobile app, creating a two-sided adoption pathway. Exploring coverage through insurance RTM CPT codes.
- **Market driver:** Growing national level interest in lifestyle interventions and physical activity as a component of patient care supports demand for structured digital tools that connect activity data to clinical workflows.
- **Distribution channel:** The platform is already distributed through the Apple App Store and Google Play, providing an existing channel for patient-level adoption alongside institutional/clinical licensing.

References

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