



How Video-Based Health Monitoring is Transforming Preventive Care

Preventive care is all about staying one step ahead—identifying potential health risks before they turn into life-threatening, costly issues, encouraging healthy lifestyle choices, and empowering individuals to take control of their well-being. As healthcare payers and providers prioritize preventive approaches, Binah.ai’s video-based health monitoring technology has emerged as a powerful tool for making preventive care more accessible, actionable, and effective.

Read on to discover five key components of preventive care and how Binah.ai’s health monitoring solution supports each, creating lasting benefits for providers, patients, and members alike.

1. Regular Health Screenings and Check-ups

Routine health screenings and check-ups are essential to catching potential health issues early and ensuring timely intervention. Given today’s demanding lifestyles and heightened stress levels, it’s crucial to start regular screenings at a younger age. Binah.ai’s solution simplifies routine health screening, making it as easy as taking a selfie. This enables individuals to screen for chronic disease risks, take bloodless blood tests, and monitor vital health indicators—like blood pressure, heart rate, and oxygen saturation—right from their smartphones. This non-invasive technology empowers users to conduct regular health assessments without needing to schedule in-person visits, making early detection easier than ever.

- **Routine Blood Pressure and Hypertension Risk Checks:** Binah.ai's video-based blood pressure monitoring and hypertension risk detection allows users to incorporate daily checks into their routines. With nearly 50% of people with hypertension unaware of their condition, the accessibility of video-based checks can help more people identify this "silent killer" early on and empower them to keep their blood pressure under control.
- **Heart Health Monitoring:** Beyond blood pressure, monitoring heart rate and Heart Rate Variability (HRV) provides valuable insights into heart health, helping users detect potential abnormalities in cardiovascular function.
- **Tuberculosis Risk Detection:** Binah.ai also offers microphone-based Tb risk detection (under research), enabling users to easily detect their risk of the second leading infectious killer worldwide.
- **Regular Hemoglobin Tests:** By measuring hemoglobin levels non-invasively, Binah.ai's technology allows users to monitor blood health and may assist in preventing anemia or health issues associated with abnormal hemoglobin levels.

For insurers and healthcare companies, these early detections mean a reduction in high-cost claims, improved long-term health outcomes, and tangible benefits to happier policyholders.

2. Lifestyle Modifications

Binah.ai's technology doesn't just help identify health risks—it actively supports healthy lifestyle modifications by providing real-time feedback on key health metrics. These insights can encourage individuals to make healthier choices, which, over time, can reduce health risks and improve overall well-being.

- **Engagement with Diet and Exercise:** By showing how lifestyle changes impact their health metrics, Binah.ai users are motivated to stick with balanced diets and regular physical activity, supporting sustainable health improvements.
- **Stress Management:** Binah.ai's stress level monitoring feature helps users understand and manage their stress. By frequently measuring and recognizing stress levels in real time, individuals can get a deeper understanding of their stress patterns and understand which stress-management practices, such as meditation or relaxation techniques, work best for them.
- **Medication Adherence Support:** By tracking health metrics regularly, users can see the positive effects of their prescribed medication over time. This data-driven

feedback helps users understand the importance of consistency, encouraging adherence to medication plans for better health outcomes.

This data-driven approach to lifestyle modification is a powerful addition to any wellness program, helping individuals stay engaged with their health journey and reduce risk factors associated with chronic conditions.

3. Health Education and Patient Empowerment

Preventive care places a strong emphasis on educating individuals about their health and empowering them to make informed decisions. Binah.ai's solution is designed to make health monitoring simple and accessible, enabling individuals to be proactive in their personal health management.

- **Health Awareness:** Binah.ai's real-time insights help users become more aware of their unique indicators and recognize early symptoms of common health issues. This proactive approach encourages them to take immediate action, whether that's lifestyle changes or scheduling a doctor's visit.
- **Self-Management:** With daily access to critical health indicators, users can take ownership of their health, making necessary adjustments without relying on constant in-person consultations.

For insurers and wellness providers, this empowerment model increases engagement, leading to a healthier, more informed member base and ultimately reducing healthcare costs.

4. Occupational Health and Safety

Environmental and workplace factors can have significant impacts on health. By incorporating video-based health monitoring, employers, insurers and wellness providers can offer a proactive solution to monitor and mitigate health risks associated with high-risk environments.

Binah.ai also offers continuous health monitoring using the Polar Verity Sense™ optical heart rate sensor, allowing workers to continuously monitor their health throughout the day by simply wearing the Polar band around their arm. The continuous monitoring also features fall detection, which triggers real-time alerts to employers to enable prompt assistance, mitigate risks of fall injuries, and allow for added safety.

- **Occupational Health and Safety:** Companies can use Binah.ai's technology to monitor employees in industries with physical or mental hazards or stressors, allowing for early interventions when health metrics indicate potential risks.
- **Workplace Wellness:** Insurers and healthcare providers can support healthy workplace environments by incorporating monitoring as part of workplace wellness programs, reducing absenteeism and health risks related to stress, and empowering employees to catch health issues early on.

With this approach, wellness providers and insurers can provide actionable insights for a safer and healthier working environment.

5. Integration with Primary Care

A holistic approach to preventive healthcare involves seamless integration with primary care settings. Binah.ai's technology supports this by providing healthcare providers with consistent health data that can be easily integrated into EHRs, allowing for early detection and personalized intervention.

- **Ongoing Health Tracking:** Binah.ai's video-based health monitoring technology allows for frequent, remote health assessments, bridging gaps between clinic visits and enabling primary care providers to proactively monitor patients' health.
- **Personalized Interventions:** Daily health data equips healthcare providers with the insights needed to tailor interventions to each patient's unique health needs, increasing the effectiveness of preventive care strategies.

With Binah.ai's video-based health monitoring solution, primary care providers can shift focus from reactive to proactive patient care, improving outcomes and lowering the cost of long-term healthcare management.

Binah.ai: Leading the Future of Preventive Healthcare

Video-based monitoring is not merely an innovative tool—it's a key enabler of preventive care. Binah.ai's technology offers healthcare providers, insurers and wellness providers an accessible, effective way to deliver preventive care that prioritizes early detection, lifestyle modification, and empowered health management. With Binah.ai, healthcare payers and providers can help create healthier populations, reduce healthcare costs, and drive a more proactive approach to wellness and self-care.

To learn about how Binah.ai can support your organization's preventive healthcare needs, [schedule a live demo with us now.](#)

