

Nori Health raises new investment in fight for better chronic bowel disease care

AMSTERDAM, December 22, 2021 - There is a 30% difference in quality of life between people with chronic conditions, such as Crohn's disease and Ulcerative Colitis, and healthy individuals. According to startup Nori Health, this gap can be bridged by providing digital support to patients in addition to traditional care. Healthy.Capital announced today that it made a follow-up investment in Nori Health to support this mission.

Patients with Crohn's disease and Ulcerative Colitis (IBD) currently struggle to maintain condition-related care in between doctor visits. Nori Health, a digital therapeutic startup, set out to help solve this problem by developing a patient-centric program. The seed investment from Healthy.Capital and an angel investor will ignite company goals to execute clinical research and to commercialize the program.

The value of digital therapy apps

According to scientific research¹ on cognitive behavioral therapy (CBT), digital therapy apps can significantly improve the quality of life of patients with inflammatory-like conditions.

These insights, together with current developments within IBD research, have been translated into digital companion Nori, provided as a 6-week digital therapy program in close partnership with pharmaceutical companies. With Healthy.Capital, the founders of Nori Health have found an early stage investor who believes in the added value of a digital therapeutic such as Nori Health.

Innovation driven by patients

Roeland Pater, founder of Nori Health and champion of healthcare innovation is a Crohn's patient himself. With his drive and experience, he has a clear vision: "Cognitive behavioral therapy (CBT) has a clear effect on controlling symptoms, as well as counteracting them. At the moment, a lot of work is still being done with traditional methods such as filling in questionnaires to map out a disease. But we want to gain more insight into the course of the disease, into the drivers of symptoms, and how to counteract them. This will allow us to really reduce the 30% difference in quality of life for patients, which I have personally experienced as well."

Daniëlle van der Horst of the Crohn & Colitis NL patient association adds: "As a patient association, we see added value in the use of digital support for people with Crohn's and Ulcerative Colitis. The Nori Health app is a good example of an accessible digital tool that can offer people personal guidance."

The primary reason Healthy.Capital invests in Pater and his team is that a product such as Nori Health has the opportunity to structurally change the care for IBD patients by putting quality of life and healthy behavior change at the center of the treatment.

Douwe Jippes, co-founder and managing partner at Healthy.Capital shares: “For patients, a diagnosis of Crohn's disease or Ulcerative Colitis means that they have to live every day with a serious condition and this completely changes their life. We see that there is no quality treatment support available between doctor visits. For example, pharmaceutical companies do not offer digital support when taking anti-inflammatories. In our view, Nori Health will fill that gap and improve the quality of life of many people.”

Healthy.Capital's investment is being made to clinically validate Nori Health in collaboration with several hospitals in the Netherlands. The investment also serves to prepare Nori Health as a company to serve as many patients as possible, both inside and outside of the Netherlands.

For more information: <https://norihealth.com>

¹ Sources:

[Impact of eHealth technologies on patient outcomes: a meta-analysis of chronic gastrointestinal illness interventions](#)

[Efficacy of digital cognitive behavioral therapy for moderate-to-severe symptoms of generalized anxiety disorder: A randomized controlled trial](#)

[Efficacy of digital cognitive behavioural therapy for insomnia: a meta-analysis of randomised controlled trials](#)

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About Nori Health

Nori Health is a digital healthcare startup, based in Utrecht. The company has developed a digital therapy app based on proven methodology such as cognitive behavioral therapy, and based on hundreds of scientific studies into improvements in quality of life for people living with chronic illness. The app is available for people with Crohn's disease or Ulcerative Colitis, both chronic intestinal disorders, and will be rolled out for other diseases in the coming months. The company was founded in 2018 by a team led by Roeland Pater, a Crohn's patient himself and actively involved in digital health for many years.

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About Healthy.Capital

Healthy.Capital focuses on early stage healthcare startups. Healthy.Capital's vision is focused on the digitization of healthcare. The focus of the fund is on strong teams with innovative products and services that improve the quality of healthcare and reduce costs. The Healthy.Capital portfolio consists of [Orikami - Digital Biomarkers](#), [Saar aan Huis - Mantelzorg](#), [Reducept - Chronic Pain Method](#), [Clear - Personalized Nutrition Program](#), [Open-Up Group - Accessible Mental Health](#), [MiGuide - Leefstijl management](#) and [Alii - Medical Knowledge Platform](#)

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