

Press release

Achmea and Clear.bio to make new diabetes care accessible

Improved health a step closer for people with type 2 diabetes

Zeist/Amsterdam, 9 November 2022 – The Achmea Innovation Fund has taken a stake in Clear.bio. This HealthTech start-up helps people with type 2 diabetes to be “the best and healthiest version of themselves using data instead of pills”. Clear.bio has developed a digital self-help tool that makes it easy for users to put together the best, fully personalised diet and to follow it in their day-to-day lives.

Achmea is committed to Sustainable Living Together. This investment is in line with Achmea’s mission to solve social issues in the areas of health, living & working, mobility and income. Achmea achieves this with its strong brands – in this case Zilveren Kruis – to create value for society.

Healthier with data

Piet Hein van Dam, CEO and founder of Clear.bio: “Real-time biodata, a smart app and nutrition coaches (via the app) provide our users with 100% personal nutritional advice and 24/7 assistance to improve their eating habits and health at home themselves. We bring healthcare to the patient instead of the other way round. Digital healthcare solutions are the future: they are personalised, real-time, continuously available and give a much greater sense of control, wherever you are, even when you’re on holiday. We’re pleased with Achmea’s investment in Clear.bio. It’s great that in addition to Achmea, existing investors, such as Future Food Fund and Antler, are also involved in this round. This shows confidence.”

Katharina Maass, manager of Achmea Innovation Fund: “This is in keeping with our ambition to invest in affordable digital business models that help solve social issues, in this case relating to health. And of course, it also links with Zilveren Kruis’ mission to bring healthcare a step closer to all of us.”

Increase self-reliance and quality of life

With the help of Zilveren Kruis and social partner Diabetesvereniging Nederland (the Dutch Diabetes Association), during the past six months Clear.bio has run two pilots with patients with type 2 diabetes. The results of these first pilots are promising, measured against health, patient motivation and healthcare provision. Many participants were able to halt or improve their condition in three months. Participant, Karen Hosman (67): “Thanks to Clear.bio I’ve now got my blood sugars under control. I’ve lost 17 kilos in six months, going from a BMI of over 30 to 25. I feel healthier than ever.”

With more than one million people with type 2 diabetes in the Netherlands, this illness is a huge problem for society. And every week, thousands of new patients are added to this figure. This leads to rising healthcare costs and of course has a huge impact on the people themselves. Clear.bio teaches them to be more self-reliant and to improve their quality of life. In addition, it also reduces the burden on healthcare providers.

For more information:

Achmea

Marco Simmers
corporate spokesperson
Telephone 06 – 53 43 87 18
marco.simmers@achmea.nl

Clear.bio

Yvette Ruts-Wolters
head of marketing
Telephone 06 – 43 57 95 02
yvette@clear.bio

About The Achmea Innovation Fund

The Achmea Innovation Fund invests in start-ups and scale-ups that match the mission and strategic domains in which Achmea is active. The fund only takes minority interests in these companies, with the aim of further growth and realising strategic value for Achmea. The fund was established in 2019 and now manages a portfolio of 15 participations. The Achmea Innovation Fund contributes to solving social issues, for example in the domain of financial planning.

About Achmea

Achmea is a broad financial services provider with strong brands such as Centraal Beheer, Interpolis and Zilveren Kruis. Achmea makes sure that people can get on with their lives at times when it really matters. We have been here for more than 210 years, by and for our customers and for society. Together with our customers, strategic partners and others, we deal with major social issues in health, living and working, mobility and income. In this way, we create sustainable value for our customers, our employees, our company and for society. Past generations could count on us; future generations must be able to do the same.

Achmea's customers contributed premiums of approximately €20 billion in 2021. Achmea is the market leader in Non-Life and Health in the Netherlands and a major player in Retirement Services. Achmea provides mortgages via Centraal Beheer and Woonfonds, among others. The asset manager, Achmea Investment Management, has €175 billion in assets under management. Syntrus Achmea manages €40 billion in real estate and mortgages on behalf of 70 pension funds and other institutional investors. Achmea is also internationally active in Turkey, Greece, Slovakia, Australia and Canada. The company employs approximately 17,000 FTEs, more than 3,000 of whom are active abroad. www.achmea.com

About Clear.bio

Clear.bio is a HealthTech start-up in Amsterdam, set up in 2019 by Piet Hein van Dam and Madelon Bracke. Our mission is to help people with type 2 diabetes to be the best and healthiest versions of themselves. We use data instead of pills and the most modern technology and the latest nutritional science. We have developed a digital self-help tool to help you improve your health by making the right food choices. A sensor on your upper arm monitors your blood sugars in real time. You can record everything you eat and drink in our app. The app also shows you immediately how your blood sugars respond to food and you will receive advice about what is and what is not good for you. It is data-driven, 100% personal and specific. By making small, smart changes to what you eat and with the help of dieticians (via the app), you can improve your blood sugars and health without additional healthcare or medication.

We are now an official healthcare provider and have already helped thousands of people to be the best and healthiest versions of themselves. The investors behind Clear.bio are Antler, Healthy.Capital, MSM, Achmea Innovation Fund and Horizon Flevoland. www.clear.bio

