

## Wellx.ai with WHOOP to bring hyper-personalised insurance to the UAE

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**Wellx.ai is the UAE's first insurance programme that incentivises wellness and rewards customers for hitting health goals with WHOOP**



WHOOP, the human performance company, and Wellx.ai announced a new partnership that will integrate physiological data into health insurance for an enhanced wellness experience in The United Arab Emirates.

Individuals and organisations in the UAE who purchase insurance through Wellx.ai will gain access to WHOOP wearable technology and advanced analytical insights for the opportunity to unlock cashback and other rewards for hitting key health milestones.

Individuals who achieve set sleep performance, recovery, and strain score goals will be eligible for cashback rewards through the Wellx.ai insurance programme.

The partnership will provide customers with 24/7 biometric monitoring alongside actionable feedback via WHOOP as a personal health solution to promote positive outcomes. "Inspired by the UAE's unique National Strategy for Wellbeing 2031, Wellx.ai is committed to creating national-level impact from healthier communities by harnessing the power of data to radically optimize healthcare effort and spend," adds Javed Akberali, Co-Founder, Wellx.ai.