



Case Study

DKV Seguros

Scaling Cardiovascular Disease Prevention Across Spain's Digital Health Platform



Overview

DKV Seguros, one of Spain's largest health insurers with more than 2 million customers, has embedded Lifelight's software blood pressure technology into its patient-facing digital platform.

The integration empowers DKV customers to check their blood pressure directly from their mobile device, forming a key part of DKV's new cardiovascular disease (CVD) prevention pathway.

500K+

Portal customers already engaged

46K

CVD pathway sign-ups in < 2 weeks

>50%

Repeat Lifelight users



The Challenge

Cardiovascular disease is the leading cause of mortality in Spain, yet traditional monitoring relies on in-clinic measurements that are infrequent, inconvenient, and often too late to detect emerging risk.

DKV recognised a strategic opportunity to shift from reactive treatment to proactive prevention, making meaningful cardiovascular health awareness available to patients in their everyday lives through the digital channels they already use.

The Solution

DKV integrated Lifelight directly into its established customer portal, already trusted by more than 500,000 users, and launched a dedicated CVD care pathway.

Using only a smartphone camera, DKV customers can check their blood pressure in seconds, helping identify potential cardiovascular risk and encouraging further monitoring where appropriate.

The CVD pathway is built around three pillars:

Prevention

Helping patients understand their cardiovascular risk before symptoms develop.

Detection

Providing an accessible way for users to check their blood pressure status and identify potential risk factors earlier.

Management

Encouraging individuals diagnosed with or at risk of cardiovascular disease to engage in ongoing monitoring and care, including the use of hardware BP monitors and professional medical guidance.

The Results

The response has been striking.

The DKV CVD pathway powered by Lifelight **attracted 46,000 members pilot in under two weeks**, demonstrating exceptional demand for accessible cardiovascular health tools.

Critically, **more than half of those users returned to use Lifelight again**, showing that the technology has moved beyond novelty into genuine habit. Patients are actively incorporating it into their regular health routines.



"DKV's CVD pathway, featuring Lifelight, achieved 46,000 sign-ups in fewer than two weeks... with more than half of users returning to measure again."



Why It Matters

This deployment illustrates how large health insurers can use validated digital health technology to deliver population-level impact.

By embedding Lifelight within DKV's trusted platform, the insurer has expanded the reach of preventative care beyond the clinic, enabling more people to engage with their cardiovascular health and identify potential risk earlier.

The high repeat-usage rate signals sustained behaviour change and strong product-market fit for digital cardiovascular health tools that encourage patients to take the next step toward ongoing monitoring and clinical care.

About DKV Seguros

DKV Seguros is one of Spain's leading health insurers, serving more than 2 million customers across health, dental, life, home, and accident insurance. With over 51,000 medical professionals, 1,000 partner centres, and 23 of its own Espacios de Salud, DKV is committed to making quality healthcare accessible to everyone in Spain. The company's digital platform, including the Activa DKV and Quiero Cuidarme Más apps, is a cornerstone of its strategy to support customers' physical and emotional wellbeing beyond the traditional insurance model.



About Lifelight

Lifelight is the world's first medically certified (EU MDR CE Mark Class IIa), software-only solution for measuring blood pressure and pulse rate using just a smartphone camera.

The technology requires no hardware, cuff, or calibration and can be seamlessly integrated into any healthcare app via SDK. Lifelight is trusted by leading organisations including Microsoft, Medtronic and the NHS.

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