**Katrina Delargy, TIYGA Health**

**Background to the company**

TIYGA Health is a startup focusing on health self-report data using simple mobile apps. Our background is time management and stress management, our solution is open to all parts of the health journey including pre-diagnosis and maintaining wellness.

Our mission is to help people to help themselves through using simple apps to improve self-awareness to understand what makes them feel better or worse so that they can, themselves or with the help of professionals, discover what works for them. We enable collection of actionable data.

Our model is to work with domain champions who have the deep expertise to ensure the right data is tracked and that data are combined and interpreted responsibly.

**Background to the question**

We have unique “little data” and are actively seeking to ensure that it is combined and interpreted in the best possible way, that is meaningful individually and actionable.

When capturing manually entered subjective data there are several challenges, particularly gaps in the data. Indeed, sometimes the gaps can be a consequence of the person being too unwell to report data but other times it is simply being too busy or forgetting. Despite the gaps, the data appears to have potential to be combined with the increasing number of other health-related data. As with all data, there may be artefacts but, so far, our work suggests that the data could complement other data in a very insightful way.