Diabetes Care Goes Digital: The Future of Personalized Diabetes Management

Tim Juergens – 27 February 2017
The Global Diabetes Challenge
Rapidly on the rise

The Global Diabetes Challenge

Only 6% of patients reach outcomes, causing significant individual & economic challenges

Our Objective: Enable More Time in Range
For Improved Outcomes & True Relief

- Determine correct insulin dose
- Manage food
- Manage physical activity
- Avoid night-time hypos
- Increase time in range
Today: How Data Points Provide Valuable Insights
... via visualization & context in eConecta

22% of Patients use paper based logbooks

60% of entries are wrong

78% of Patients upload data from their medical devices

Saves 90% time & improves clinical decision making in 79% of cases

Today: Innovative Monitoring Technology

Insights into glucose levels & visualization contribute to better glucose control

Accu-Chek Insight CGM  
Eversense by Senseonics  
Accu-Chek Guide
Digitalization is a Fast Growing Fact

JAN 2017
GLOBAL DIGITAL SNAPSHOT
KEY STATISTICAL INDICATORS FOR THE WORLD’S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION: 7.476 BILLION
INTERNET USERS: 3.773 BILLION
ACTIVE SOCIAL MEDIA USERS: 2.789 BILLION
UNIQUE MOBILE USERS: 4.917 BILLION
ACTIVE MOBILE SOCIAL USERS: 2.549 BILLION

URBANISATION: 54%
PENDENTRATION: 50%
PENDENTRATION: 37%
PENDENTRATION: 66%
PENDENTRATION: 34%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU, INTERNET, INTERNET WORLD STATS, ITU; INTERNET LIVES STATS, CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE, SOCIAL MEDIA, FACEBOOK, TENCENT, MICROSOFT, HTML, T.JU, KIAO, NAVER, NIK, ACHAE, CAFEBAZAAR, SIMILARWEB, DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.
Digital Tools & Data Sharing

People are willing to track their health & share with HCPs

- 60% willing to have a video visit with a physician through a mobile device
- 21% have used a mobile device to order a refill of a prescription
- 88% willing to share personal data with their doctor to find new treatments

Yearly Download Numbers for Diabetes Apps

Expected to double in the next five years

Figure 27: Number of diabetes apps (2013-2021)

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Diabetes Apps</th>
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<tbody>
<tr>
<td>2013</td>
<td>1,101</td>
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<tr>
<td>2014</td>
<td>1,410</td>
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<td>2015</td>
<td>1,627</td>
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<td>1,787</td>
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<tr>
<td>2018</td>
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<td>2,616</td>
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<tr>
<td>2021</td>
<td>2,877</td>
</tr>
</tbody>
</table>

Diabetes apps that primarily focus on diabetes that were / are / will be listed on the Apple App Store and Google Play Store in that year.

Source Data: research2guidance
Predictive Analytics

*Improve outcomes by personalizing care whilst reducing cost*

Personalized and Value-Based Care

The Future: Digitally enabled Personalized Diabetes Management

**2016**

- Treat sick people
- Focus on Acute Care
- Reimbursement of products/drug
- Built around Hospitals & Processes

**Future**

- Proactively engage people
- Focus on Prevention & Lifestyle
- Value-based reimbursement of outcomes
- Built around Patients

What’s next:  
Our Patient-Centric Digital Health Solutions  
Including new technologies & partnerships

Connect Mobile App:

- Automatically track results, no more paper logbook
- Use meal photos to help with carb estimates
- Eliminate the math - The Accu-Chek Bolus Advisor is a proven way for patients to confidently calculate insulin doses
- Text messages keep caregivers informed
Transforming Diabetes Management
Holistic Ecosystem built on Digital Health Solutions

Ensure Patients stay in Range:

- **Offer integrated solutions** for Diabetes Management
- **Expand single ecosystem** – mySugr, Senseonics
- Enable patients to **master the complexity** of different factors to manage diabetes
- Integrate information & solutions in order to **support treatment decisions** and delay progression
Our Objective: Enable More Time in Range
For Improved Outcomes & True Relief

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Doing now what patients need next