



WellDoc[®]

Engaging Patients
Enhancing Outcomes[™]

Prepared for eHEALTH INITIATIVE
Chronic Disease Working Group
May 15, 2013

WellDoc Mission

To radically transform the management of chronic disease for patients and healthcare providers to drive enhanced outcomes.

1

By changing patient **behaviors** through enhanced self-management **support**

2

By optimizing **clinical decisions** through data transparency and analysis

3

By enabling **real-time** access via everyday technologies

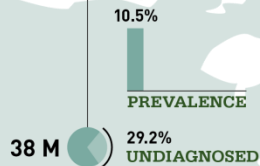
Chronic Disease Challenges

Global Diabetes Challenge

NORTH AMERICA AND CARIBBEAN

More healthcare dollars were spent on diabetes in this region than any other

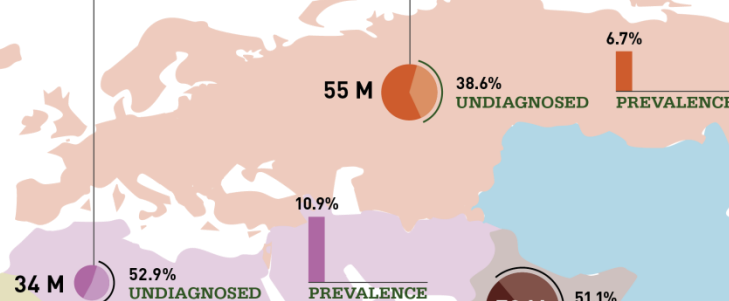
1 in 10 adults in this region has diabetes



MIDDLE EAST AND NORTH AFRICA

1 in 9 adults in this region has diabetes

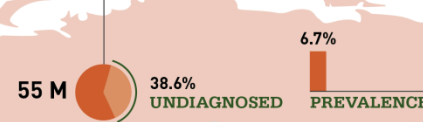
More than half of people with diabetes in this region don't know they have it



EUROPE

1 out of every 3 dollars spent on diabetes healthcare was spent in this region

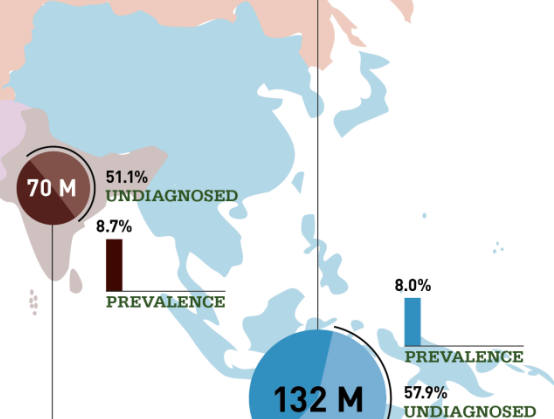
21.2 million people in this region have diabetes and don't know it



WESTERN PACIFIC

1 in 3 adults with diabetes lives in this region

6 of the top 10 countries for diabetes prevalence are Pacific Islands



SOUTH AND CENTRAL AMERICA

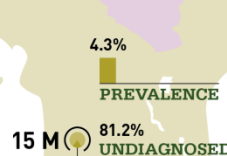
Only 5% of all healthcare dollars for diabetes were spent in this region

1 in 11 adults in this region has diabetes

AFRICA

Over the next 20 years, the number of people with diabetes in the region will almost double

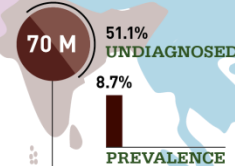
This region has the highest mortality rate due to diabetes



SOUTH-EAST ASIA

1 in 5 of all undiagnosed cases of diabetes is in this region

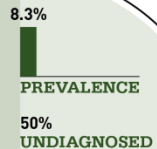
1 in 4 deaths due to diabetes occurred in this region



WORLD

371 M

people living with diabetes



*all estimates are presented as comparative rates

IDF Diabetes Atlas, 2012

The Perfect Storm in Healthcare

- **Growing aging population – “Baby Boomers” turn 65**
 - By 2030 20% of the population will be age 65 and older
- **Increase in number of people with chronic disease**
 - Number of people with diabetes will increase from 30 million to 46 million by 2030
 - 1 in 4 will be over 65 years of age
 - Half the population will have at least one chronic disease
- **Increase demand for healthcare services by 2030**
 - Physician office visits from 700 million to over 1 billion
 - 2 x Hospital admissions
 - 2 x labs and exams related to diabetes SOC
- **Projected gap in healthcare providers**
 - 60,000 Primary care physicians by 2020
 - 130,000 Specialists by 2020
 - 918,232 Nurses by 2030

Sources:

“How Boomers will Change Healthcare” , American Hospital Association, First FCG, May 2007

Centers for Disease Control

American Association Medical Colleges

Stephen P. Juraschek, et.al, United States registered nurse workforce report card and shortage forecast. Am J Med Qual. 2012 May-Jun;27(3):241-9.

Real-Time Teachable Moments are needed to Address Chronic Disease Challenges



Healthcare

Four, 15-minute visits a year
with my doctor

Therapeutics

Average of 9 prescriptions yearly,
adults over 65 fill 20 prescriptions yearly

Self-Management

48 minutes a day making decisions
for managing my disease

Community

8,766 hours a year balancing everyday life
with managing a chronic disease

Changing the Treatment Paradigm

A Connected Technology Solution Can Deliver Person-centric Care



In the right amount

Small, teachable moments and actions

At the right time

At a much greater frequency

In the right place

In the context of a person's daily life

In the right way

Tailored to individual needs

and

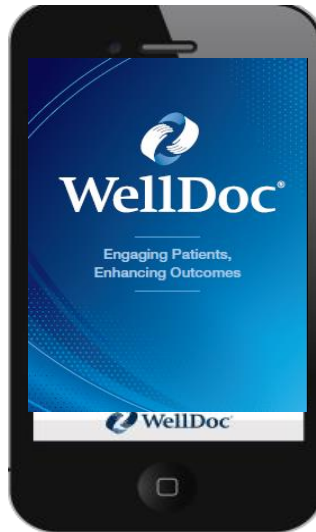
Adaptable and dynamic

to meet a person's ever changing needs

Mobile Technology and Health

Mobile Technology is Changing Our World

Everywhere, personal, anytime



Adoption

- 85% of US adults own a cell phone
 - 53% own a smart phone
- 29% say they can't live without their phone
- 44% have slept with their phone near their bed
- 67% check for messages , calls or alerts even when not ringing or vibrating
- In 2012, 2x as many mobile devices sold as PCs

Mobile Phone Activities

- 56% access the internet
- 80% send and receive text messages
- 50% send email
- 31% look for Health Information
- 43% download apps
- 29% do online banking

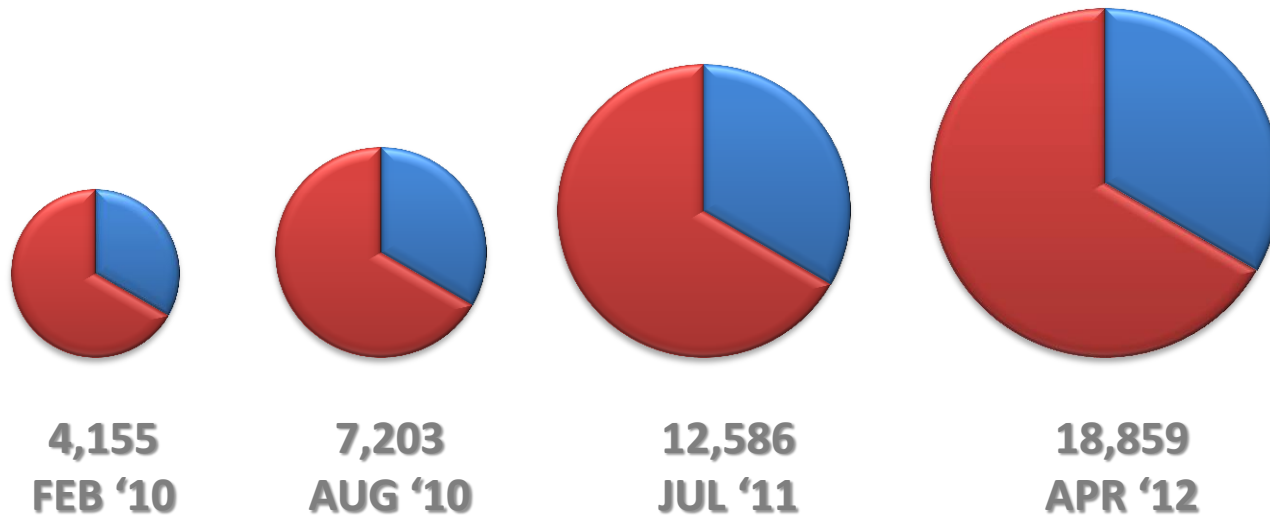
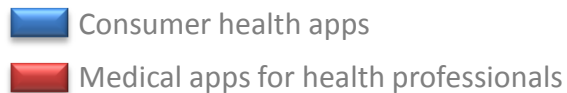
Source:

Pew Internet & American Life Project

Blodgett, H; Cocotas, A. The Future of Mobile, Business Insider, Mar. 27, 2013,

“Health Apps” Dramatically Increasing

150% annual growth



11% of adults used mHealth in 2011

Source: MobiHealthNews Apps Reports / The Washington Post

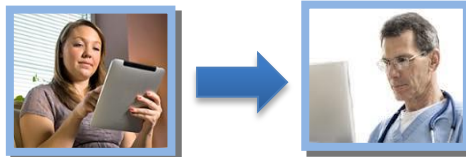
mHealth Encompasses a Broad Spectrum of Product Types

Simple Mobile Tracking Devices



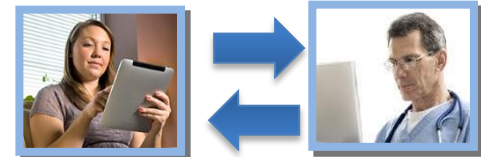
- Data capture devices
 - Pedometers
 - Electronic log books
- Simple coaching
- Focus on lifestyle and wellness

Unidirectional Data Sharing



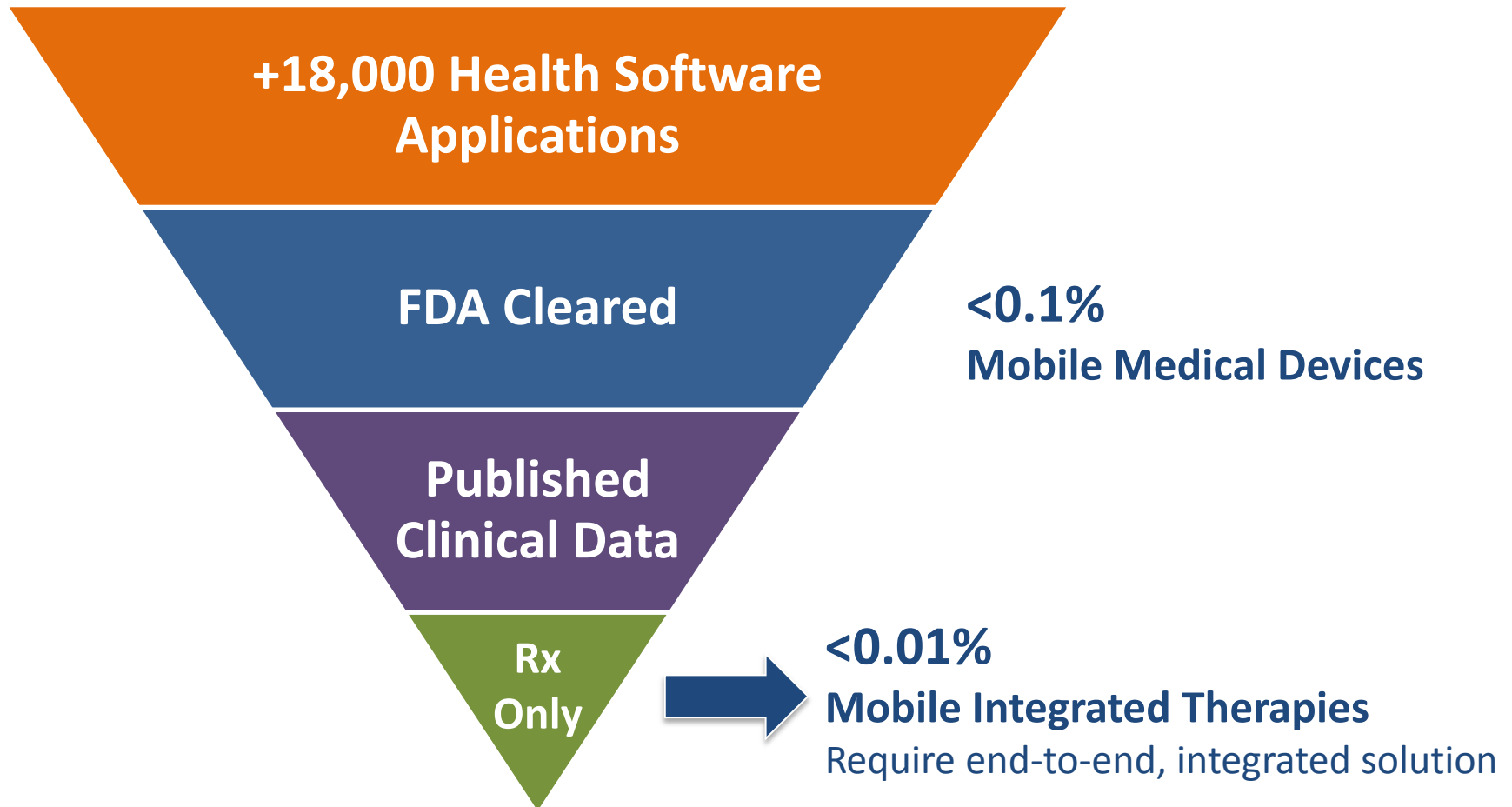
- Share data with HCPs
- Medication adherence
- Social connectivity

Mobile Integrated Therapies (MIT)



- Personalized with complete care plan
 - Medications
 - Lifestyle targets
- Real-time clinical and behavioral patient coaching
- Clinical decision support for HCPs

Few Qualify as...“Mobile Integrated Therapies”



Mobile Integrated Therapy (MIT)

Growing Body of Evidence

Clinical Outcomes



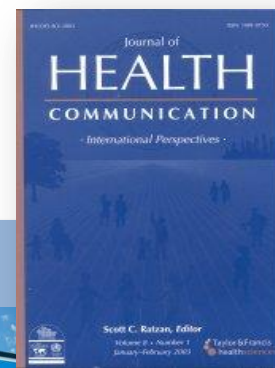
**2%
A1C**

Outcomes Unique to Coaching & to Decision Support



**1.9%
A1C**

Substantial Cost Savings



58%

Influencing Physician Behavior



**Medication
Changes
2x**

The WellDoc System

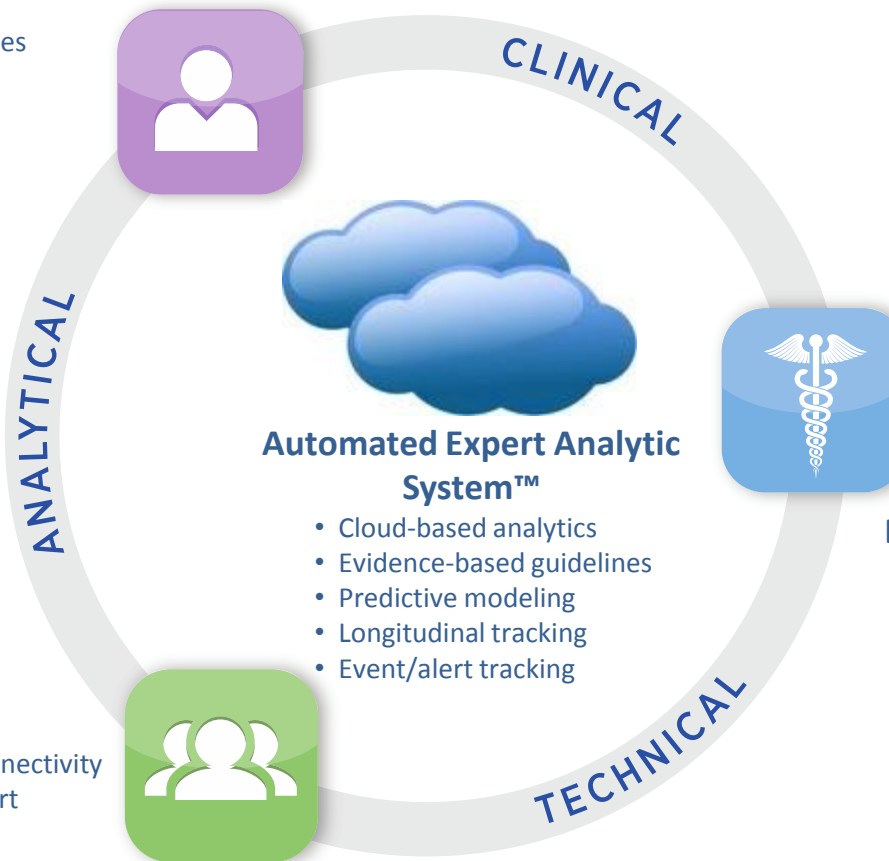
Patient Coach

- Personalized, real-time coaching
- Testing and medications reminders
- Out of bounds alerts
- Metabolic target ranges



Social Engagement

- Family and community connectivity
- Caregiver alerts and support



Decision Support

- Outcomes-based support
- EMR/EHR integration
- Case Management Integration
- Clinical analysis and trends
- Patient stratification
- Population management



Core Platform Modules



Medication Management

Validation
Reconciliation
Insulin dosing calculations
Insulin titration support
HCP recommendations
Dosing reminders
Medication specific feedback and education
...



Symptom Management

Hypoglycemic symptoms
Hyperglycemic symptoms
Neuropathic symptoms
Vascular symptoms
Vision problems
...



Lifestyle Management

Nutrition
Exercise
Stress
Identifying barriers
Social support
...



Physiologic Management

A1C/Blood glucose
Lipids
Blood pressure
Renal dysfunction
CVD prevention
Weight / BMI
...

Educational Content

Clinical & Behavioral Algorithms

Patient Coach: Messaging for Outcomes



Patient
Coach

Messages are grounded in the **WellDoc DSME & Support curriculum**

Message intent may be **clinical, behavioral, educational, and motivational**

Messages are **clinically and behaviorally tailored** to the individual

Real-time feedback messages are delivered when they enter BG or meds

Trending messages are sent based on clinical rules (EBG, SOC), missing data, and **data patterns**



“WellDoc helped me understand my diabetes meds...and talk with my doctor” -Patient A

“I learned a lot about my diabetes and also about myself.” -Patient T

***Thank you
mpeeples@welldoc.com***