

REDEFINING CHRONIC ILLNESS

DIABETES DIGITAL MEDIA
a global solution for health optimisation



WINNER
2016



2/3 of the population are **obese** or **overweight**



At least **80%** of diabetes risk comes from obesity



2/3 of people still **don't fully understand** their diabetes



3 hours a **year** with a healthcare professional



8,757 hours managing type 2 diabetes **on your own**



only **3%** of type 2 diabetes patients attend education programs



80% of the cost of diabetes is spent treating **complications**



Told to follow calorie restricted, **low-fat diet** and increase activity

WHAT IS DIABETES DIGITAL MEDIA?

Data-driven **empowerment platform** providing solutions for the needs of the global diabetes community



Diabetes.co.uk platform

World's largest and most engaged **community platform** demonstrated to empower



AI-led structured education

Award winning behavioral change programmes



Patient insights

Real-world, device-driven, wearable and clinical data

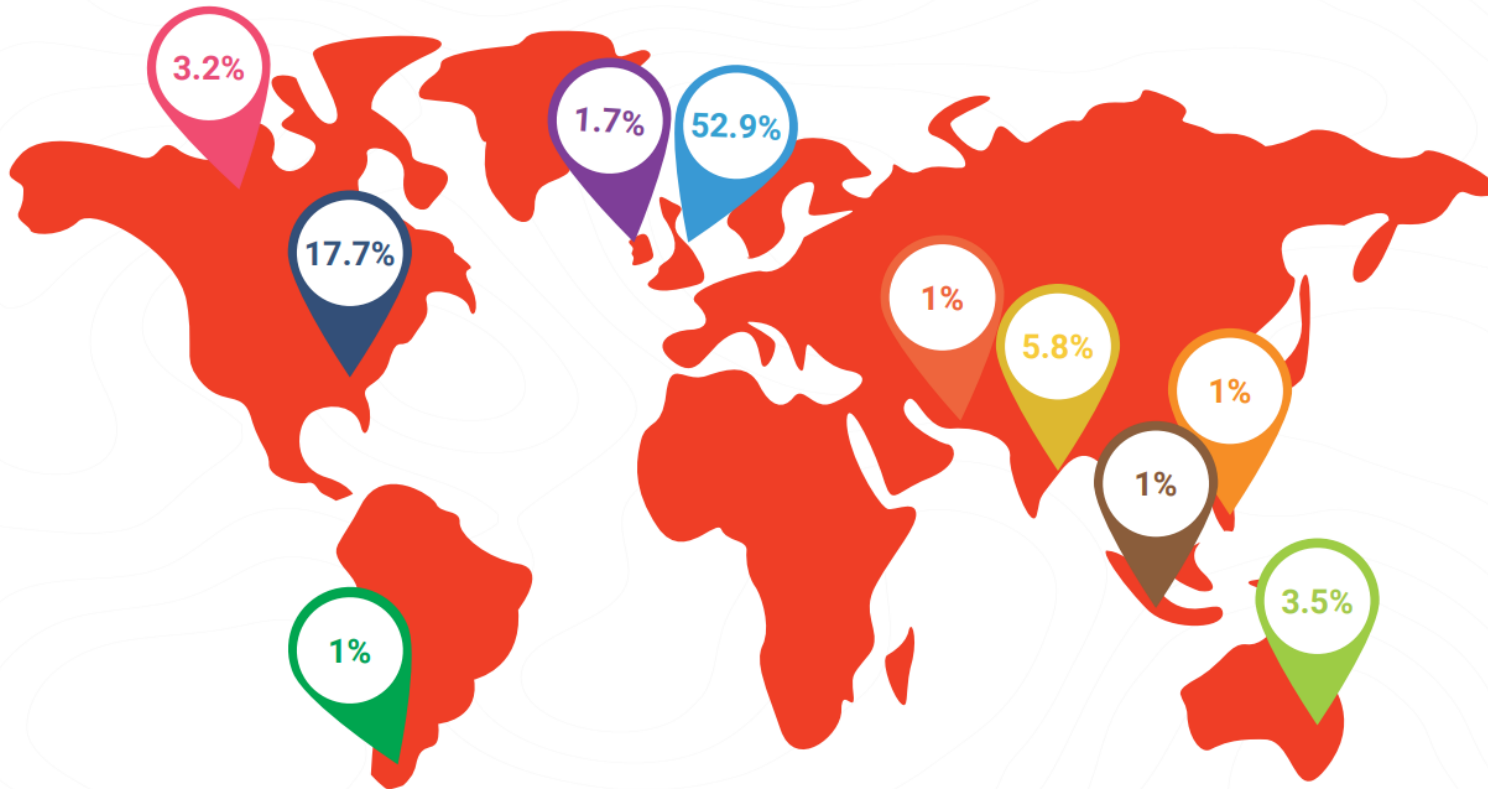


Publishing, advertising and precision audience engagement

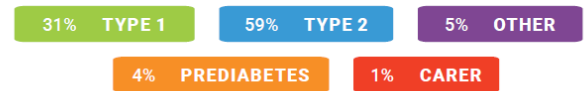
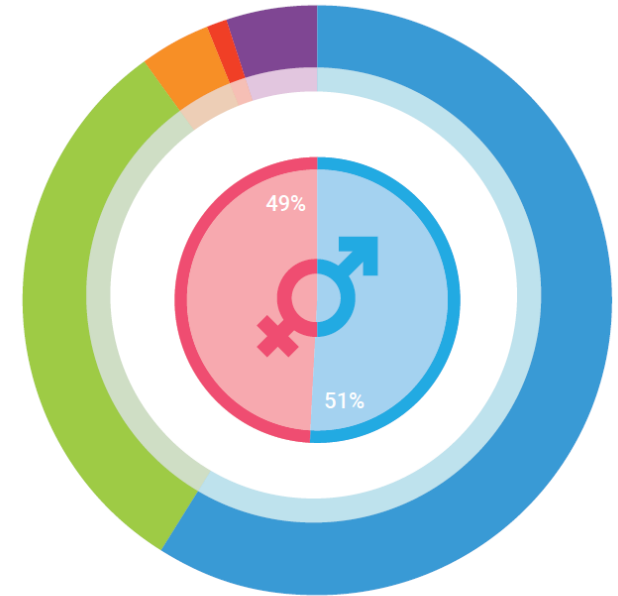
PPC/CPM, trials, research, EPS, shop, book publishing

GLOBAL REACH

↑54% users in 2017



36m visitors a year



652,285 members
15,000 monthly



LEADERSHIP AND EXPERTISE

20 years patient experience; 50 years clinical expertise



Arjun Panesar
CO-FOUNDER / CEO

- AI/ML Author
- Imperial College London Computing & AI (MEng)
- Advisor to iSchool, Sheffield University



Charlotte Summers
COO

- Behaviour Change Expert
- Published Clinical Author
- Sunday Times Disruptor
- 35 Under 35
- Woman of the Future



Dr David Unwin
Senior Medical Advisor

- GP, Norwood
- NHS Innovator 2016
- RCGP National Champion for Obesity & Diabetes
- RCGP Clinical Expert



Dr Campbell Murdoch
Chief Medical Officer

- GP, Somerset
- Public Health England Champion
- RCGP Clinical Advisor
- CCG Commissioner



Dr Ian Lake
Medical Officer

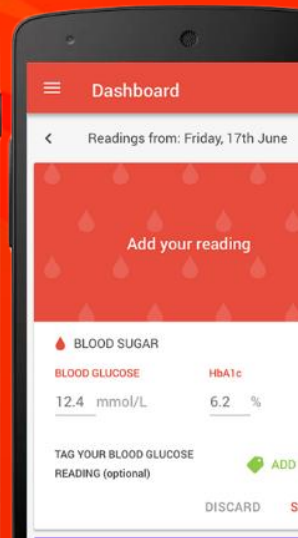
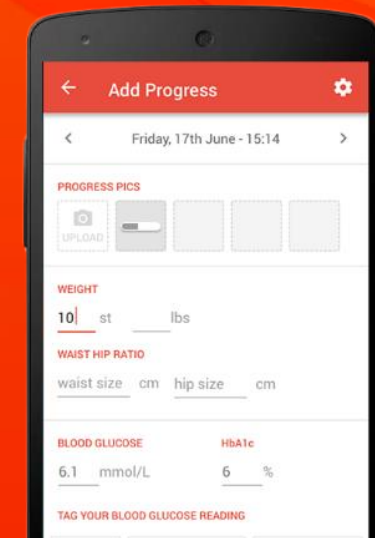
- GP, Bath
- RCGP Clinical Expert for Diabetes
- Type 1 Diabetes Expert
- PHC



DATA-DRIVEN EDUCATION

Scalable, engaging and effective **behaviour change programmes** to improve care and outcomes for people with or at risk of chronic disease

- **Evidence-based** interventions to create sustainable behaviour change
- **Goal-focused, patient-centred** education
- Integrated **health tracking** (self-reported, Bluetooth-enabled, wearables)
- Integrated **24/7 peer support** and **one-to-one mentoring**
- Infinite **AI-led patient engagement** cycle
- Clinically validated health outcomes
 - Global distribution through reinsurance and billpayers



LOW CARB PROGRAM

- **Objective:** To provide the education, resources and support to manage and reverse the effects of type 2 diabetes, prediabetes and metabolic syndrome
- **12 week** behaviour change program with **lifetime maintenance** support
 - Developed with Dr David Unwin and **20,000 people** with diabetes
 - Over **275,000 members** from 190 countries; 3 million patients by 2020
 - Award-winning, AI-driven architecture
- Intelligently addressing **all aspects of modifiable risk**



NUTRITION



ACTIVITY



SLEEP



STRESS



GENETICS



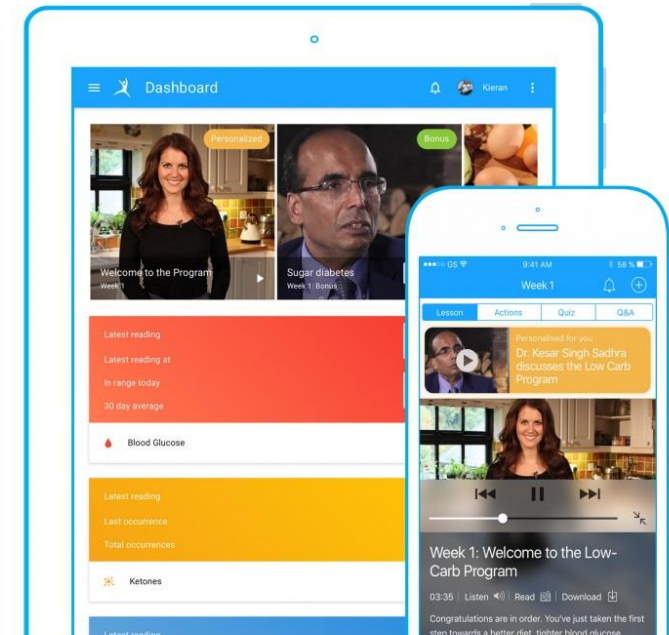
BBC

The Telegraph

theguardian

THE TIMES

Daily Mail







NATURAL



ADDED

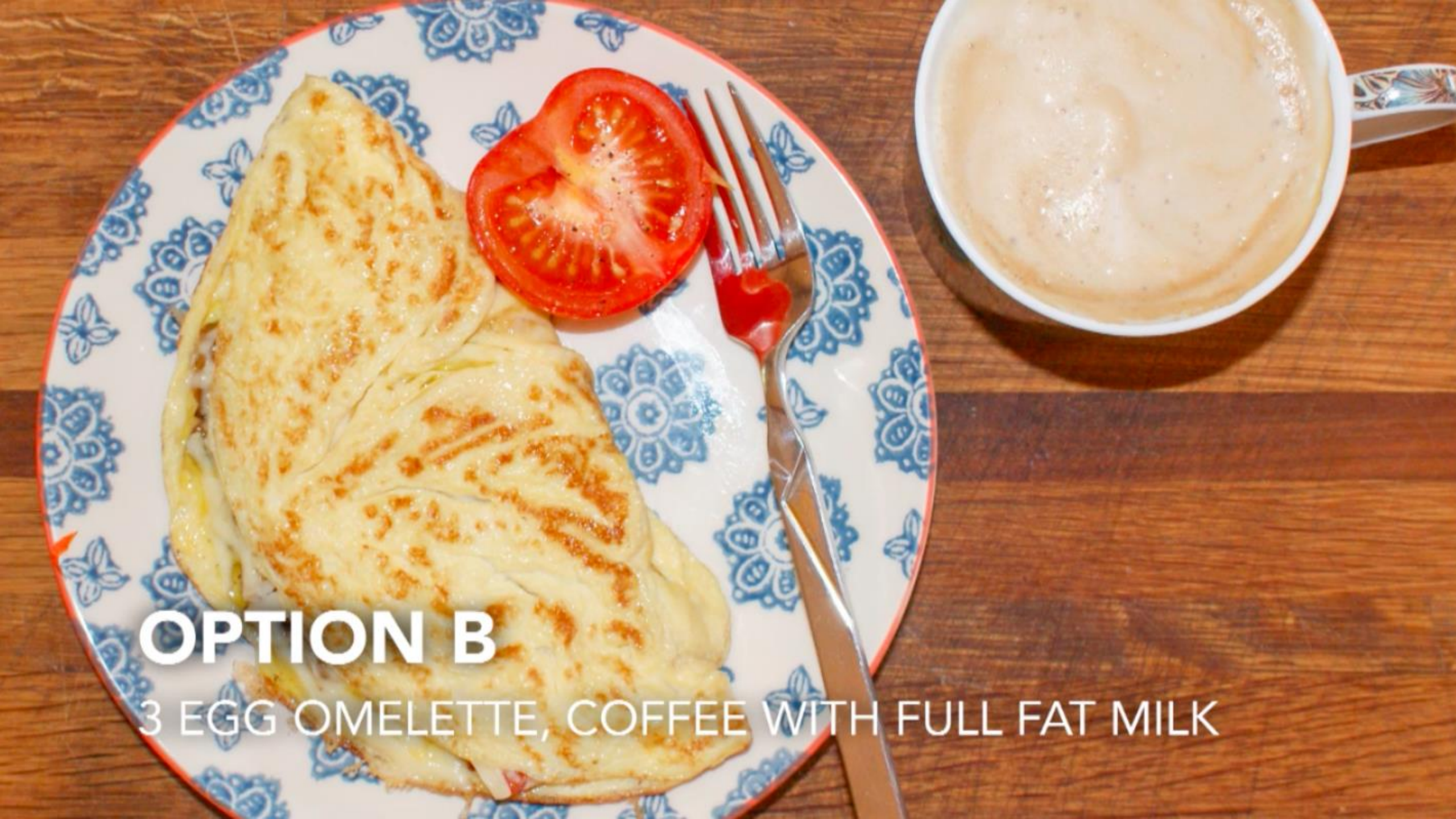


COMPLEX



OPTION A

BRAN FLAKES, WHOLEMEAL TOAST, APPLE JUICE



OPTION B

3 EGG OMELETTE, COFFEE WITH FULL FAT MILK

12 WEEKS TO SUCCESS



Disease specific
streams



Integrated goal
setting



Personalised education
and resource library



Incremental actions
to sustain change



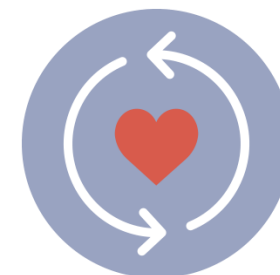
Integrated 24/7 peer
and community
support



Health tracking
and insights



Behaviour change
mentoring



Infinite engagement
lifecycle



DISEASE SPECIFIC EDUCATION

← LESSONS

Personalised for you
Dr. Kesar Singh Sadhra discusses the Low Carb Program

00:03

Week 1: Welcome to the Program

READ LISTEN

Action Points Quiz Questions Downloads

HOME TRACKING SOCIAL LIFESTYLE MORE

← LESSONS

00:03

Week 1: Welcome to the Program

READ LISTEN

Pick one of these sugar reduction challenges:

Option 1 Try to avoid all fizzy pop and sugary drinks.

Action Points Quiz Questions Downloads

HOME TRACKING SOCIAL LIFESTYLE MORE

FORMATIVE ASSESSMENTS AND SUPPORT

← LESSONS

Test your knowledge

Question 1: Which of these is not a benefit of vegetables?

VITAMIN C

VITAMIN A

VITAMIN Q

Action Points Quiz Questions Downloads

HOME TRACKING SOCIAL LIFESTYLE MORE

← LESSONS

Jools Marley
Type 2 Diabetes • 2 days ago

Apparently my HbA1c is 72 (having been 43 a year ago). Seems the doc's advice to eat brown rice/bread instead of white, and low...

57

Steve Bromley
Type 2 Diabetes • 3 months ago

is there any part of the website dedicated to the times when members fast?

23






Action Points Quiz Questions Downloads

HOME TRACKING SOCIAL LIFESTYLE MORE



MAINTENANCE SUPPORT

← RECENT ARTICLES 🔍

- Keto kids: low carb snacks & lunch box fillers for kids**
1h ago 
- Low Carb Vegetables**
3h ago 
- National Toast Day: Low Carb Cheese & Onion Toasties**
24h ago 
- How to eat out whilst following the Low Carb Program**
2 days ago 
- Sugar and cancer: results of a 9-year study**
1h ago 

HOME TRACKING SOCIAL LIFESTYLE MORE

← LIFESTYLE ❤️

Success Story

How Dan Feehely lost 50kg, came off metformin and completely reversed his type 2 diabetes

↓

HOME TRACKING SOCIAL LIFESTYLE MORE

FOOD AND NUTRITION DIARY

← ADD ENTRY

Scan 🔍

Repeat yesterday's breakfast ↺

Recently eaten

- Blueberries 1 punnet (100g) 87 kCal (+)
- Blueberries 1 punnet (100g) 87 kCal (+)
- Blueberries 1 punnet (100g) 87 kCal (+)
- Blueberries 1 punnet (100g) 87 kCal (+)

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← FOOD DIARY

Monday 19th March, 2018

1,391 kCal

27.1g Carbs 109.9g Fat 79.5g Protein

View History

Breakfast
Total calories in this meal: 634 kCal

- Coffee with Skimmed Milk 1 serving (177g)

HOME TRACKING SOCIAL LIFESTYLE MORE



INTEGRATION

← ADD A DEVICE

Find your device

What type of device do you want to add?

- Smart watch >
- Blood glucose meter >
- Scales >
- Blood pressure monitor >

CHALLENGES

← CHALLENGES 🔍


Challenge yourself

Select a challenge to help you stay motivated towards your goals.


LEARN MORE

MY CHALLENGE PROGRESS

SUGGEST A NEW CHALLENGE



Food
12 challenges



Activity
4 challenges

COACHING + AI-BOT

← COACHING 🗨️

Chat to one of our online coaches from the comfort of your couch

FIND THE BEST COACH FOR ME

The benefits of Coaching

Our approved coaches include nutritionists, personal trainers and behaviour change experts.

They're ready and waiting to help

RECIPES

← RECIPES 🔍

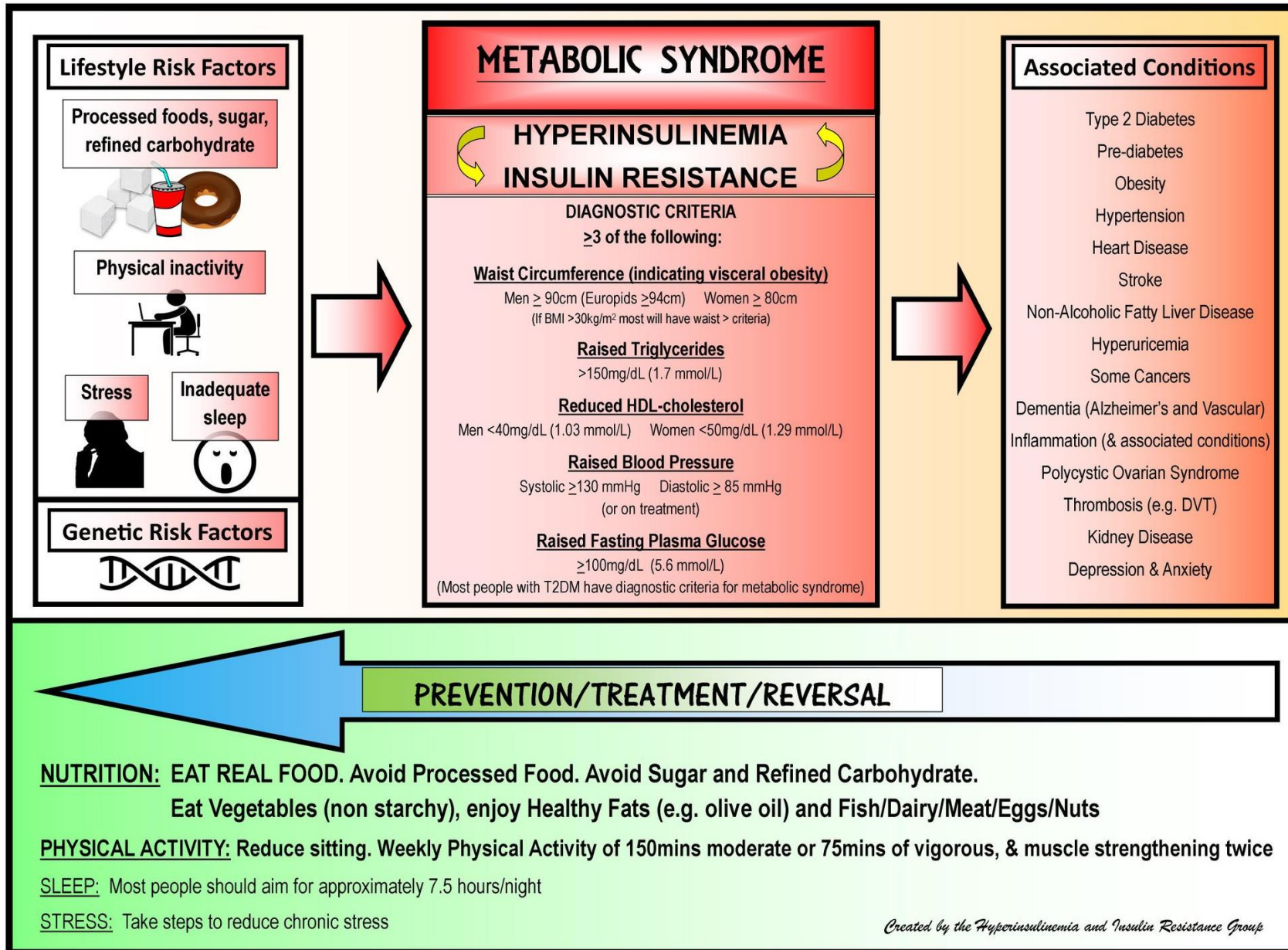
Good afternoon, John

- Inspire me
- My shopping list
- My favourites

Gluten-Free MORE







LOW CARB PROGRAM: OUTCOMES

1,000 people at 1-year follow up; cost saving **£835 PP/PY**



7.4kg

average weight loss



1.2%

HbA1c reduction
(13 mmol/mol)



39%

reduce their HbA1c below
type 2 diabetes threshold



40%

eliminate one or
more medications



60%

of people are able to
eliminate insulin



28%

place their type 2
diabetes into remission

REDUCING HBA1C BY 1% / 12 MMOL/MOL

REDUCES RISK OF DIABETES COMPLICATIONS

▼ 43%

AMPUTATION

▼ 16%

CATARACTS

▼ 19%

HEART FAILURE

21% reduction in risk of any adverse outcome

37% reduction in risk of microvascular complications

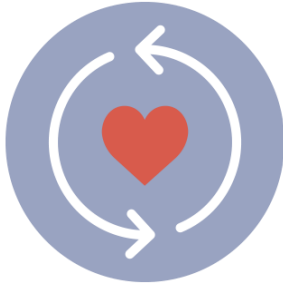


LESS MEDICATION

NHS savings: £6,992,995
\$10.8m AUD; \$8.4m USD

£945 / \$1,152 per patient, per year
cost saving in 12 months (n = 7,297)

DATA-DRIVEN EMPOWERMENT



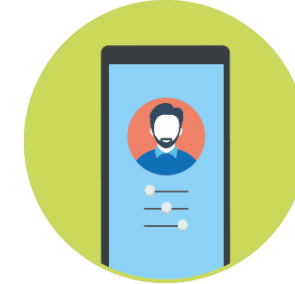
Demographic, behavioral
and engagement



Conversations and
interactions



Health biomarkers from
wearables, devices,
and clinical devices



Medication adherence
efficacy, side effects and
interactions



Device usage and
effectiveness



Symptom
progression



Sentiment, health goals
and health beliefs



Gene expression





"My HbA1c was 53mmol/mol, now it is 41mmol/mol. I started the Low Carb Program 6 months ago and I've lost 16kgs since then!"

Bob G



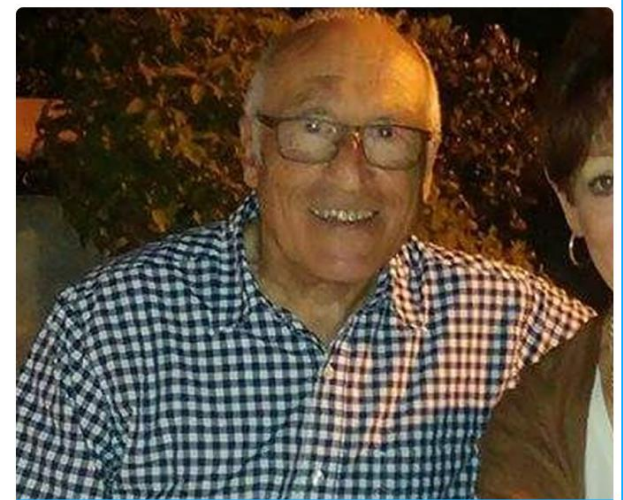
"I used to eat an awful lots of carbs for breakfast. Now I have bacon, tomato, mushroom and avocado. Doing that I have lost 10kg in six months!"

Alberto L



"Since following the Low Carb Program I feel more in control and have halved the amount of medication I was on!"

Mandy H



"The Low Carb Program is superb and is to be recommended to everyone who needs to lose weight. I have now lost 12kgs and my fasting blood glucose and HbA1c are within normal range."

Bernard O



"I'm really pleased with the results. In 6 months I've lost 16.7 kilos!"



"I was so scared of being diabetic that I carried out some research and discovered the Low Carb Program. I've lost more than 20kg and my Hba1c has significantly improved"

Tina T



"Since joining the Low Carb Program, my HbA1c is the best it has been in 10 years"

Andrew D



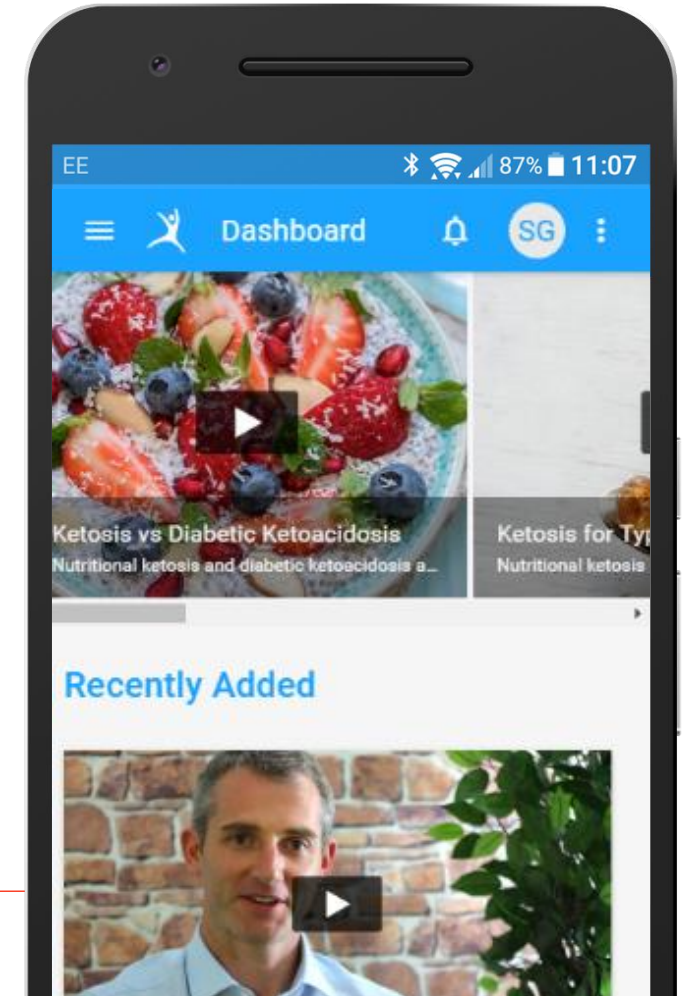
"I've tried every diet under the sun. I now look at food in a different way and have lost 3 stone in 6 months"

Sarah B

HEALTHCARE PROFESSIONAL EDUCATION

Objective: Bridging the gap between patient experts and clinical practice

- **International healthcare professional platform** providing **education, resources and support**, latest clinical evidence and expert opinion
 - Includes RCGP e-learning module
 - Administered by Expert Advisory Panel
- **Verified** healthcare professional member **community**
- Access to Patient Learning Environment
- **Resources** to facilitate patient enrolment
- Over **25,000 members** from 27 countries



HOW IT WORKS

Enrolling patients to improved health

