Data-Driven Self-Care

How Telehealth is Transforming the Patient Experience

Questions

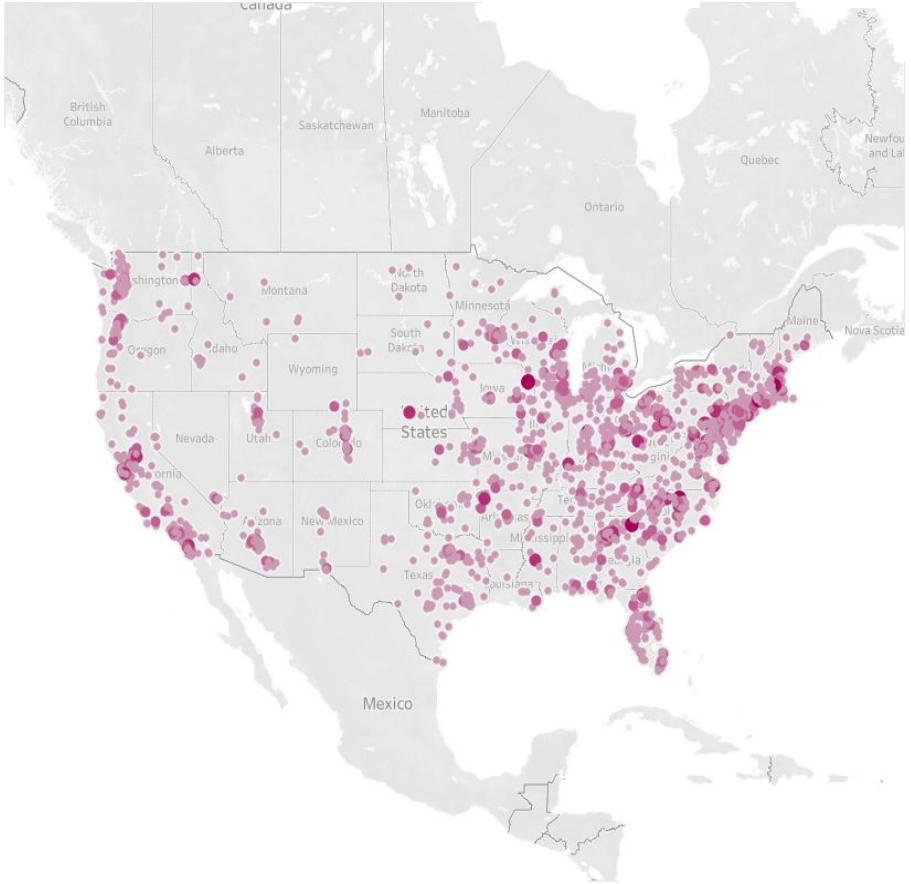
Where are we now with digital solutions and diabetes?

What needs improvement, according to PWDs?

Background

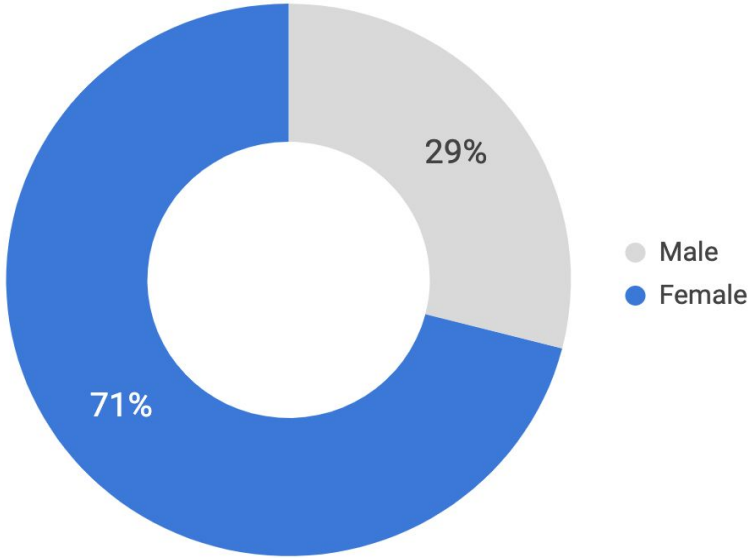
Study Design

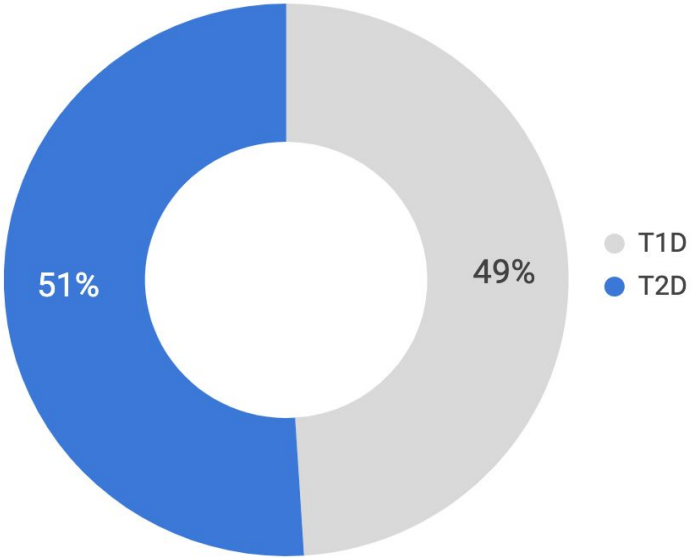
We surveyed **2,393** people living with diabetes in the United States.



Demographics

Gender and diabetes type



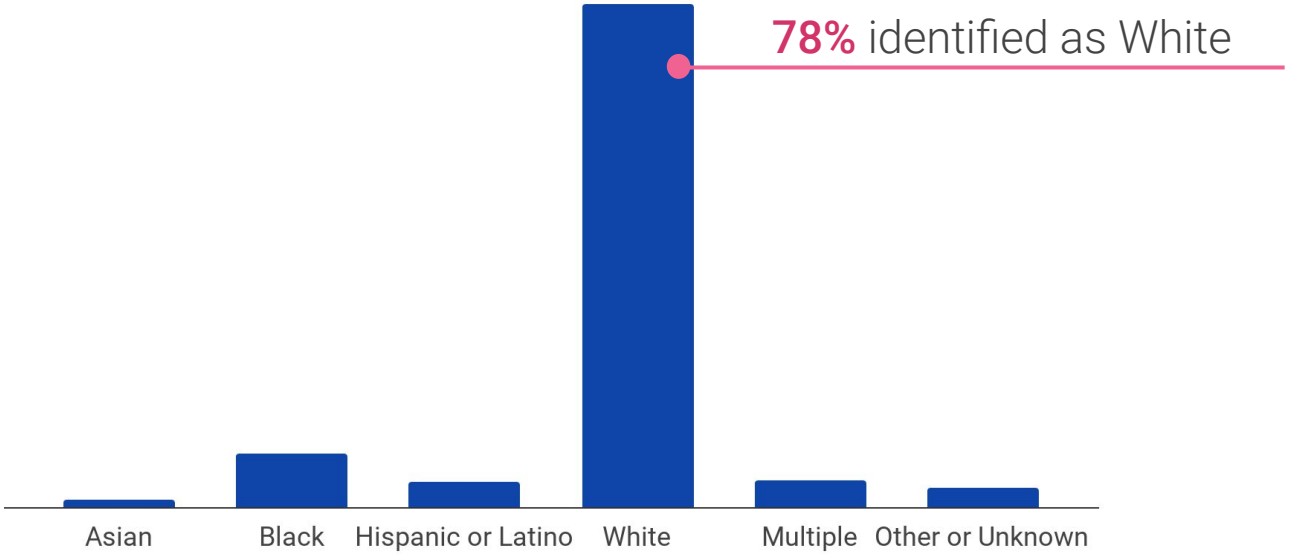


86%

indicated a **high level of health literacy**

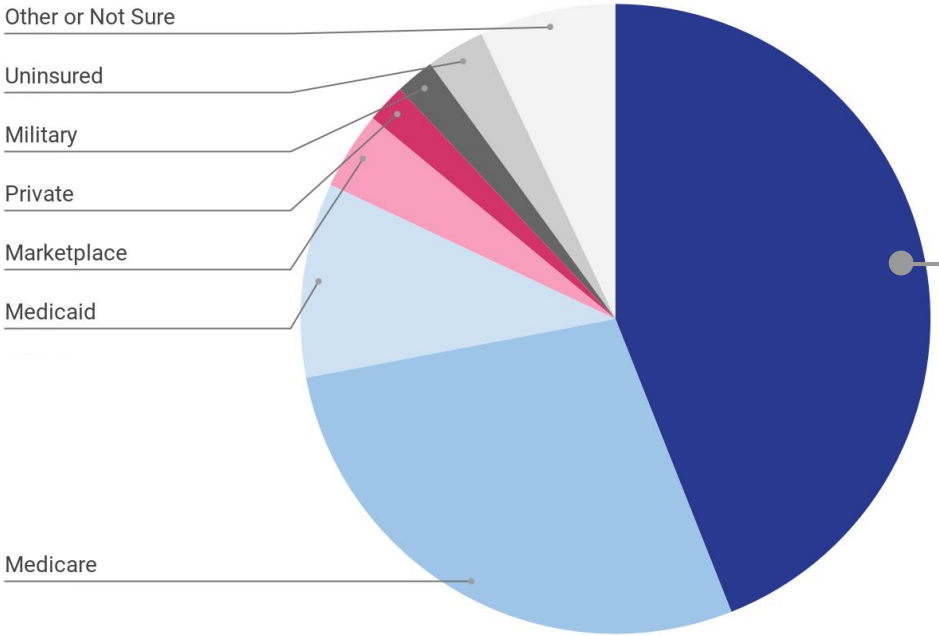
Demographics

Race and ethnicity



Demographics

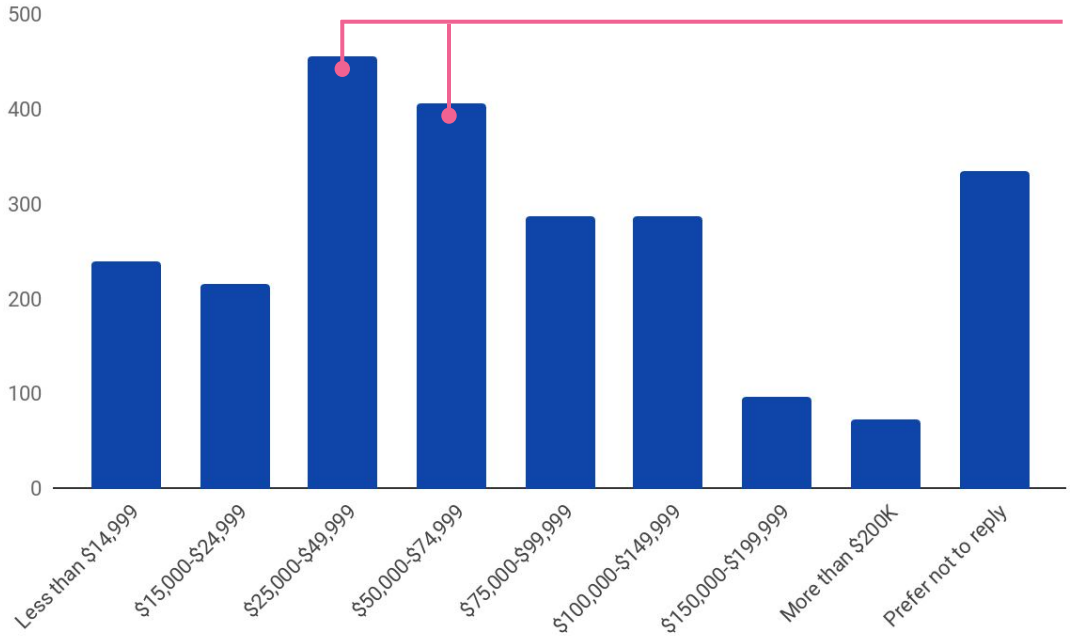
Insurance



44% employer-provided

Demographics

Annual household income



Most commonly reported

$25,000-$74,999

Key findings

- Attitude towards tech
- Utilization
- Most valuable
- Gaps in current tech

Key findings

Attitude towards technology

88%

Technology **positively impacts** my diabetes management.

1 in 4

Technology makes diabetes management **easier**.

Key findings

Utilization

83% use a **health app** on their smartphone or computer on a somewhat regular basis

Key findings

Utilization

+30% from 2018 when only 52% of study respondents were using a health app[1]

1. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6407478/

60%
report an increase in using digital health technology in the last year

$742M

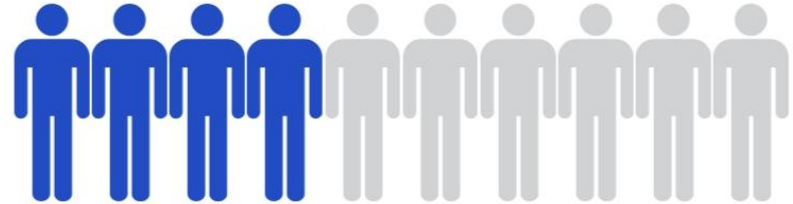
Projected value, 2022 Digital Diabetes Care Market

Key findings

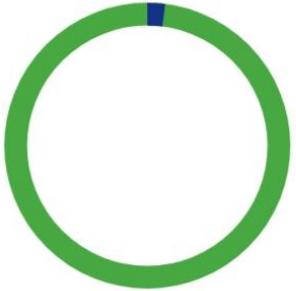
Utilization

More frequent use of health apps reported among younger PWDs and associated with higher income.

Key Findings | **Utilization**



39% say their healthcare provider has recommended digital health apps



Less than 2% are discouraging

Key findings

Most valuable

Type 1	Type 2
Glucose tracking	Scale integration
Data sharing with family or provider	Blood pressure monitoring

85% agree that emotional support is a significant factor in optimizing their diabetes management

Above all else, PWDs want secure, affordable solutions that are fully integrated and easy to use.

Key findings

Gaps in current technology

Use of health apps is hindered by lack of integrations, complexity, and concerns over data privacy.

Cost of CGM is prohibitive.

“**Simplicity**. Actual results. **Easy to stick with**. Little to no cost. Recommended by my doctor.”

Diana, Age 46, T2D

“**Simple and brings everything together**—blood glucose readings, easily add food and insulin from a list, activity tracker, blood pressure…”

Amanda, Age 53, T1D

“I want accurate information quickly. **I would happily use an app if it offered a true closed loop system**.”

Diana, Age 46, T2D

The future of care

- Artificial intelligence
- CGM accessibility
- Hyper-personalization
- Behavioral health

Coming Soon

Full report will be available for download later this month at https://onedrop.today