Our mission is to help Diabetics lead long and healthy lives.
“Being *diagnosed with diabetes* can be a very scary thing, and it can easily make your life stand still for a moment” -- Kim
Prevalence of Diabetics among ASEAN countries in 2017

20% of global diabetics are from South East Asia

Indonesia ranked 6th place in the world
Total healthcare costs of diabetes in Indonesia (2017)

5 billion or 17 percent of overall healthcare expenditure
Premature death rate from diabetes compared with other non-communicable diseases by 2017, Indonesia

In Percent

“account for 6.19 percent of all mortality > annual birth rate” –WHO
Diabetes-related complications among the samples of 1967 type-2 diabetics in Indonesia (Medical Journal of Indonesia, 2012)

In Percent

- Foot: 12.40%
- Erectile dysfunction: 13.40%
- Renal: 14.50%
- Cardiovascular: 22.80%
- Eye: 29.10%
- Peripheral neuropathy: 59.10%
“Diabetics with **poor self-management** have higher risks of many serious diabetes-related complications”

(American Diabetes Association)

“A **well-managed diet and physical activity** will ensure that patients can live long and healthily”

(UN, 2017)
Did you know?

“On Average, diabetics spend 8756 hours caring for themselves and only 3 hours annually with the healthcare providers”

(United Kingdom National Health Service, 2007)
Self-management adherence among the samples of 1967 type-2 diabetics in Indonesia (Medical Journal of Indonesia)

In Percent

- **Diet**
  - Completely: 30.4%
  - Partially: 17.9%
  - Rarely: 6.6%
  - Never: 0.6%
  - No recommendation: 44.2%

- **Physical Activity**
  - Completely: 20.5%
  - Partially: 31.4%
  - Rarely: 12.7%
  - Never: 0.7%
Root Cause to be Addressed!

Adherence to recommended regimen of Diabetics in Indonesia is Limited!
1. Active Reward

2. Mobile Text-Messaging

3. Digital Health Coaching
1. **ACTIVE Reward**

**WHAT**
Financial reward to incentivise diabetics to be more physically active.

**HOW**

- Download and Activate
- Get active
- Achieve fitness goal
- Get Rewarded

Repeat weekly
Consequences of using AIA Vitality Program from South Africa, UK, US

Light activity: 7,000 steps tracked in a day

Standard activity: >10,000 steps tracked in a day

Advanced activity: >15,000 steps tracked in a day
2. Mobile Text-Messaging

WHAT
A periodic reminder for diabetics to perform their self-management

HOW
Daily automated notifications of educational and motivational advice are sent to remind diabetics of the recommended regimen (Diet and Physical activity)
Changes in Caloric Intake and Physical Activity Score of two groups after Mobile-Text Messaging (Randomised control trial 2009-2012)

**In Kilocalorie (Less is better)**

<table>
<thead>
<tr>
<th>Group</th>
<th>Pre-study Dietary Energy Intake</th>
<th>Post-study Dietary Energy Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Intervention group</strong></td>
<td>2,121</td>
<td>1,998</td>
</tr>
<tr>
<td><strong>control group</strong></td>
<td>2,100</td>
<td>2,042</td>
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</tbody>
</table>

**Score Points (27-54) (More is better)**

<table>
<thead>
<tr>
<th>Group</th>
<th>Pre-study P.A score</th>
<th>Post-study P.A Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Intervention group</strong></td>
<td>36</td>
<td>39</td>
</tr>
<tr>
<td><strong>control group</strong></td>
<td>36</td>
<td>38</td>
</tr>
</tbody>
</table>
3. Digital Health Coaching

**Digital Coaching**

1. A strong bond and commitment between patient and coach are established to drive long term behaviour change.

2. A synchronous dialogue between patient and coach

3. Learn and share experiences with other patients

**Roles of Health Coach**

- Educate
- Connect
- Listen
- Motivate
- Mentor

Healtheir You: NHS Diabetes Prevention Programme
MANAGING YOUR DIABETES IS NOT ONLY A SCIENCE,
IT IS ALSO A Lifestyle
Reference