



mySugr

making diabetes suck less

Products by Patients, for Patients

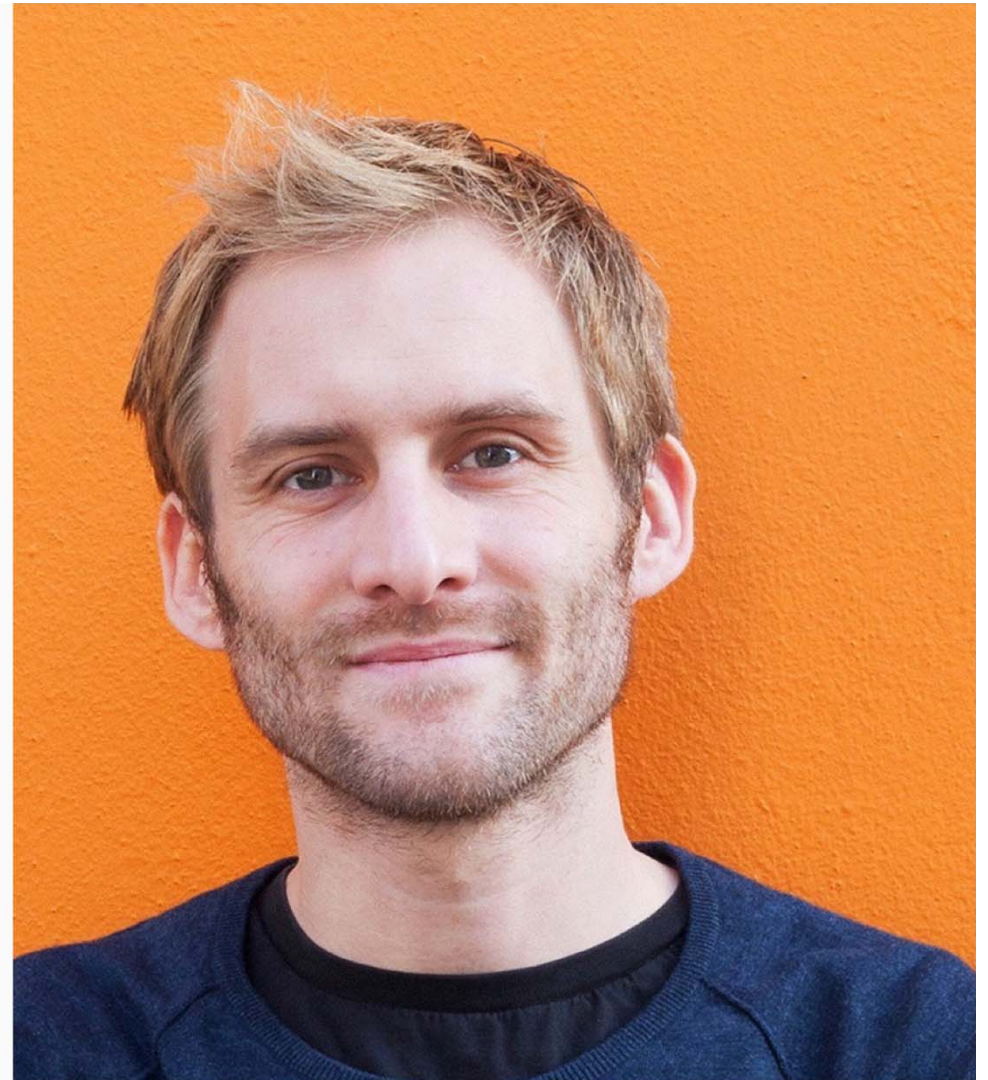


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SO WHY SHOULD I LISTEN?

# Fredrik Debong

- T1D since 1984
- Head of Research at mySugr GmbH





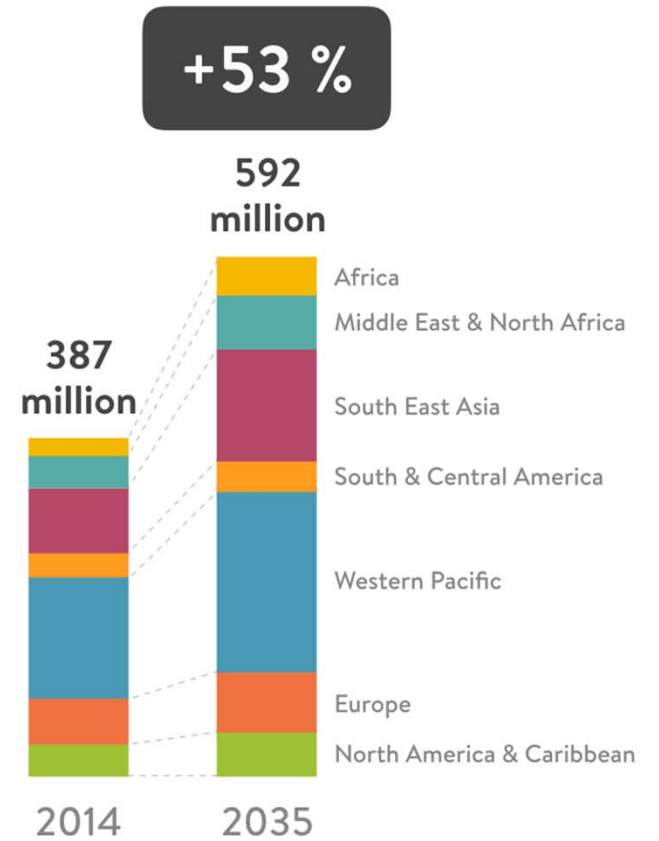


# Problems

PROBLEMS

# Global Epidemic

- 📈 Diabetes is exploding
- 💰 Immense expenditure, globally
- 😞 Patients lack support between visits
- ❓ The user experience generally sucks





B2C





Turns our lives upside down



**We are alone**







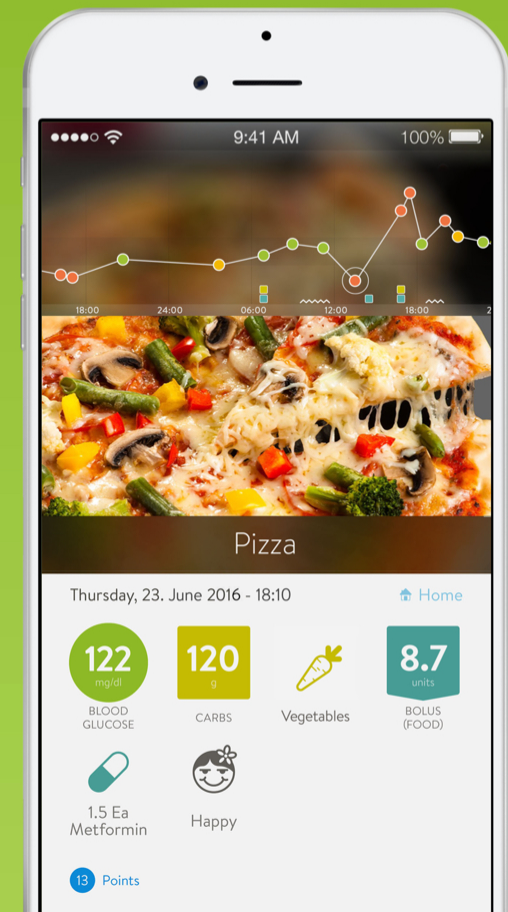


15 minutes with your coach

APP

# User centric & medically relevant

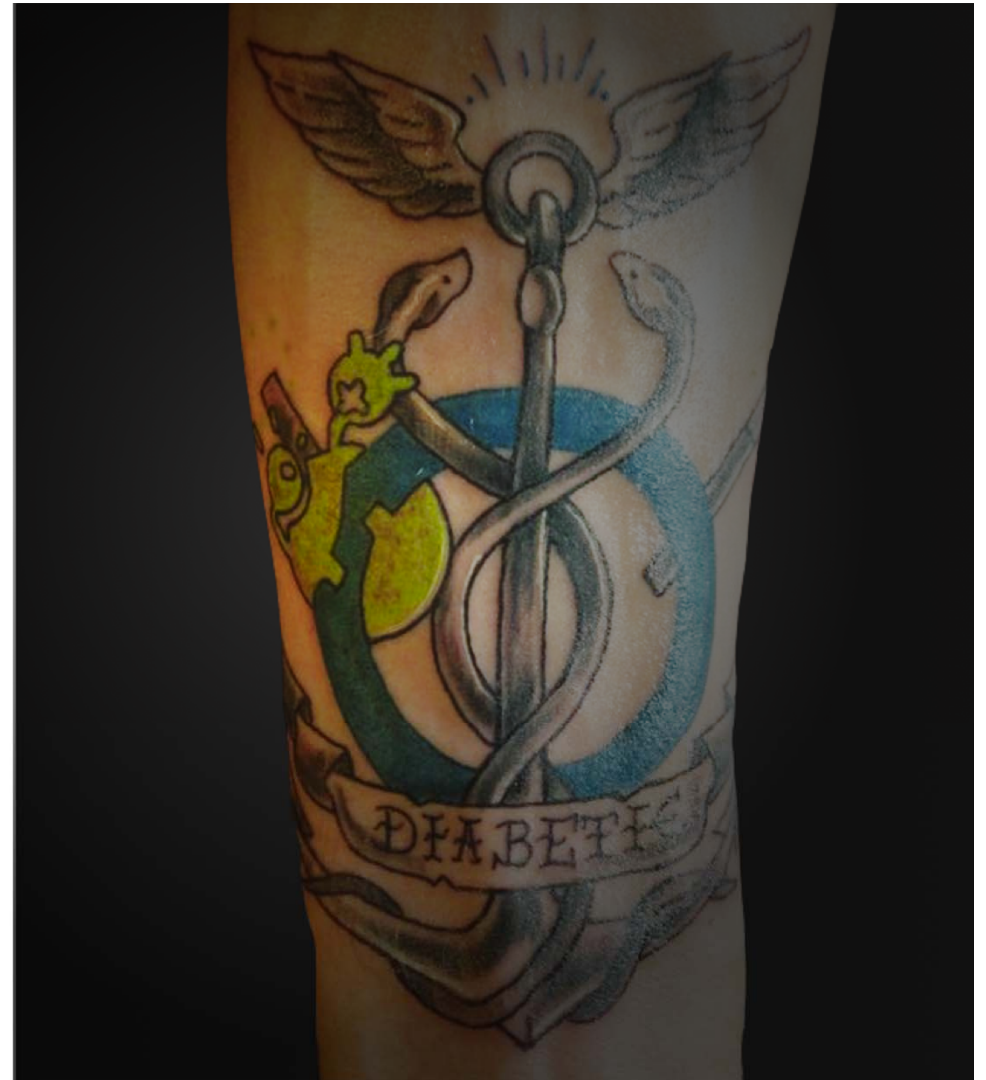
-  Smart diabetes tracking
-  Calculates insulin doses
-  Covers all diabetes data needs
-  Logbook is a certified medical device  
CE marked, FDA registered, class 1-2b



ABOUT MYSUGR

# True love...

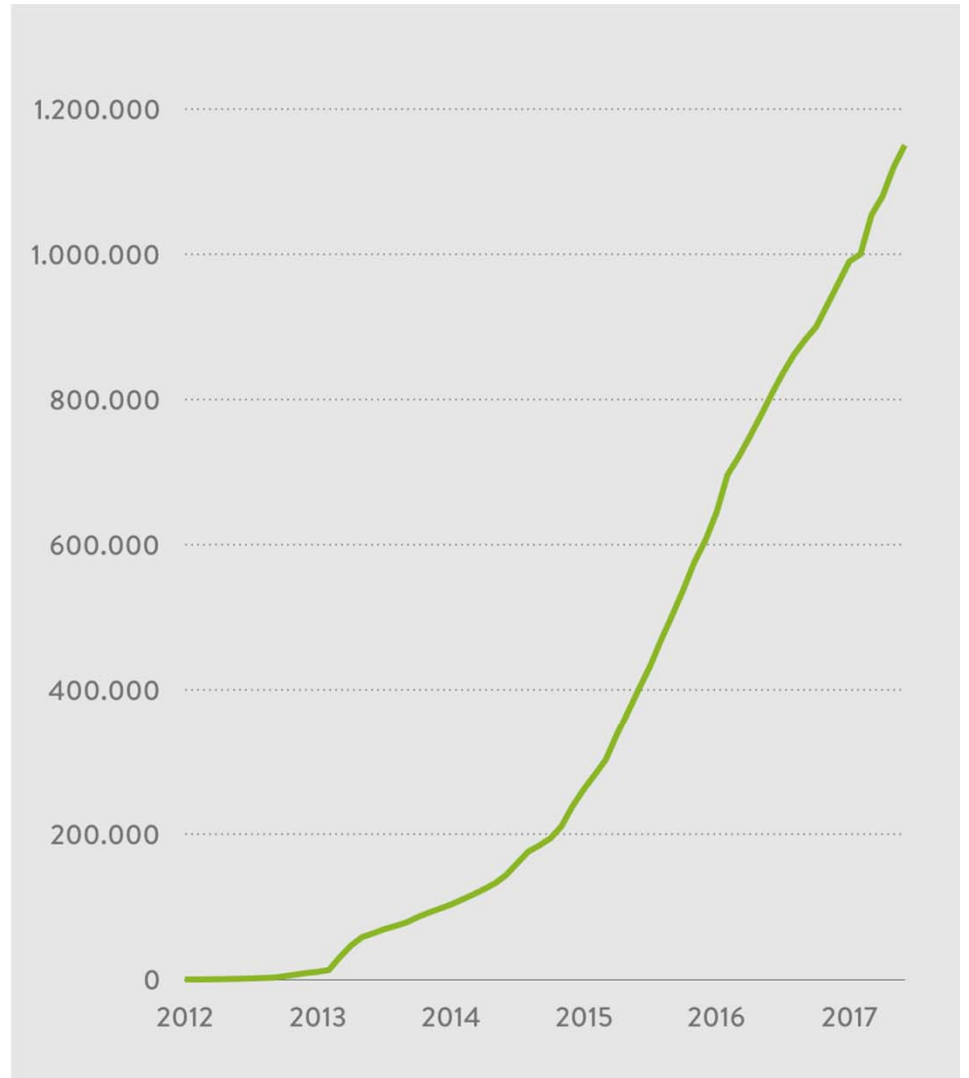
- ♥ ... goes deeper than the pocket
- ★ Fantastic reviews and ratings (4.6)
- 💎 Fantastic stories of success and adventure



ABOUT MYSUGR

# Market Leading

- >1.1M registered users
- Growing by > 1000 per day
- 53 countries, 14 languages








**B2B**



## CONNECTIVITY




# Automatic documentation

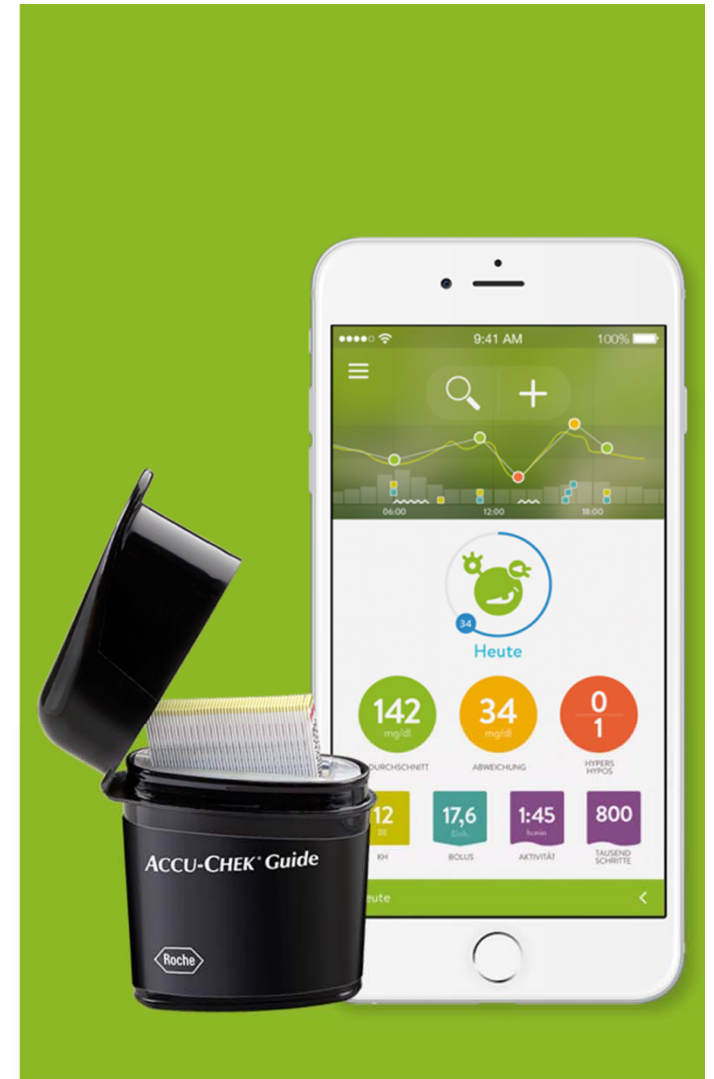
-  Seamless transfer of therapy data
-  Realtime availability of patient records
-  Less time spent on self-management



## SUPPLIES

# Smart delivery of usage based supply

-  High quality test strips & lancets
-  Automatic calculation of strip consumption
-  Automatic delivery direct to patients, no need for prescription





Pharma



EXAMPLE



Postprandial Glucose



EXAMPLE



Postprandial Glucose



Education and Awareness

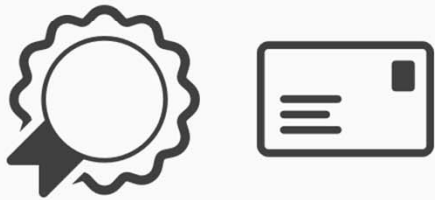
EXAMPLE



Postprandial Glucose



Education and Awareness

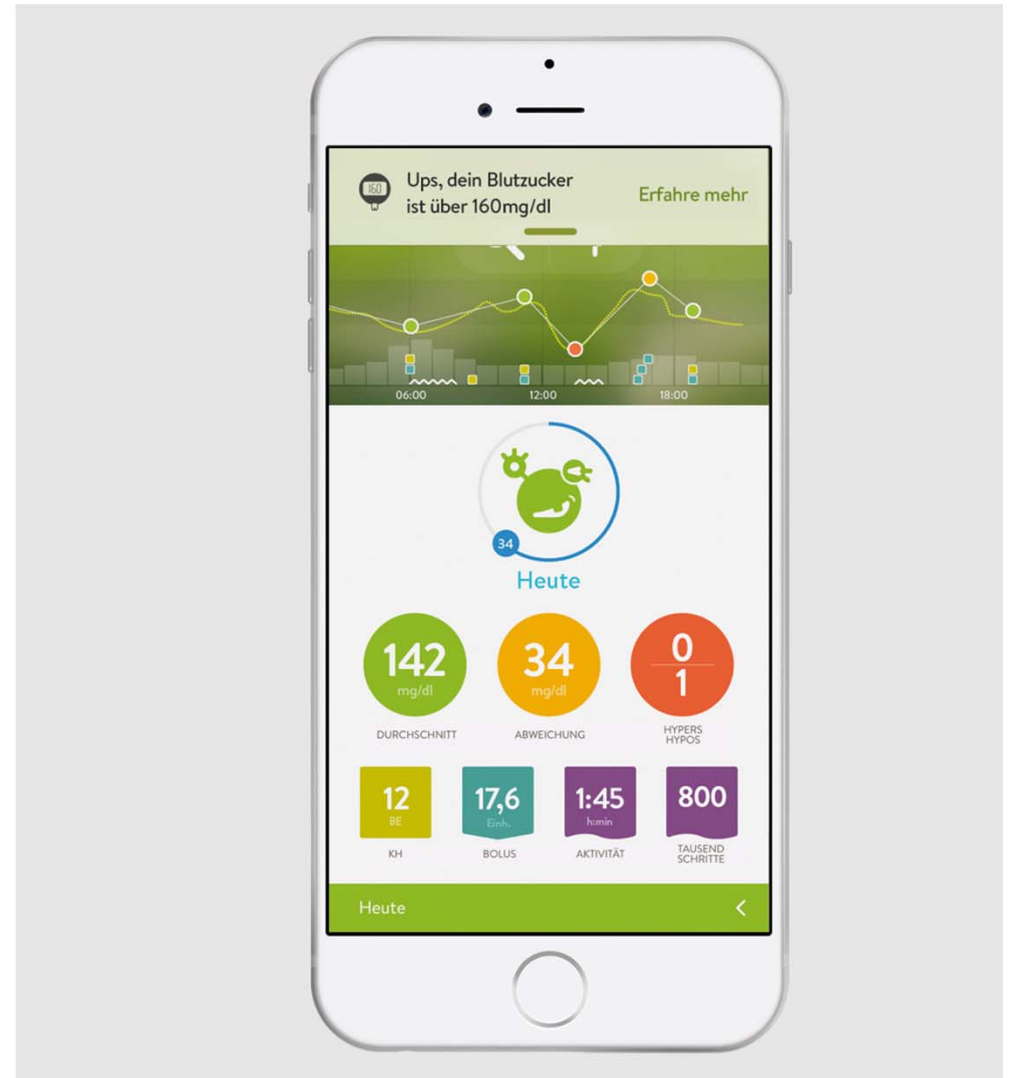


Challenges and Analysis

## EXAMPLE

# Direct Feedback

If post prandial glucose is above threshold, education on targets and therapy adaptation is offered



CLINICAL EFFECT

# Sustained Therapy Effect

After 6 months, N = 440

Inclusion: HbA1c > 8%



p < 1e-20



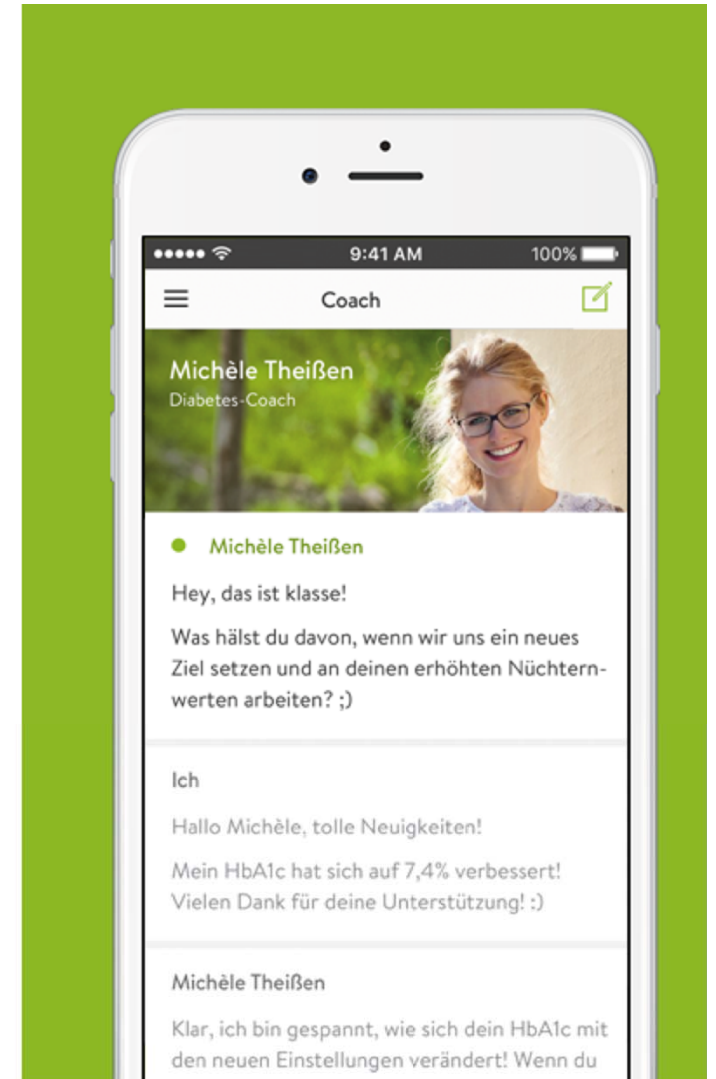
# Insurance



## COACHING

# Pro-active Coaching

- 💡 Insights through machine learning
- 🗨️ Population management: Interventions chosen by risk/urgency/severity
- ⚙️ Certified Diabetes Educators



## MYSUGR PACKAGE

# Convenience and Outcomes

- 💡 Combination of all components
- 🏠 Automagical refills
- 🌱 Hardware, software and the human touch







# Learnings

## LEARNINGS

# It's possible



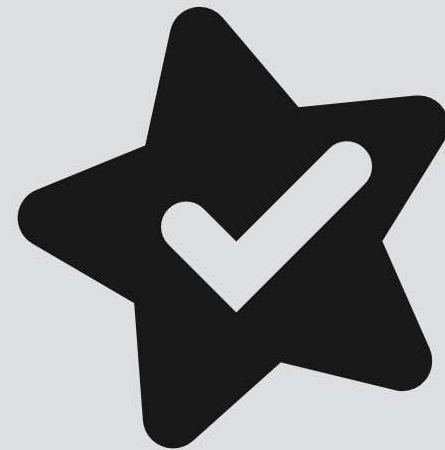
Focus on one problem



Convenience > outcomes






Changing the field is a puzzle





## LEARNINGS

# It's hard

-  Regulatory field is divergent
-  It takes a LOT of time
-  Field changes dramatically  
RTC's nigh impossible







# Thank you!



[fredrik.debong@mysugr.com](mailto:fredrik.debong@mysugr.com)

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