

# Virtual care solutions for diabetes management

Personalized support and omnichannel engagement strategies to address individual health needs

Despite advancements in treatment and technology, there is a growing diabetes crisis in America. Many challenges—a fragmented healthcare system, the limited number of practicing endocrinologists, unaffordable insulin—have a daily impact on people living with diabetes and prediabetes.

## The U.S. diabetes crisis

Adults with diagnosed diabetes

28.5M



2022

60.6M



2060

Diabetes is the most expensive chronic condition in the U.S.



**\$237B**

Annual direct medical costs

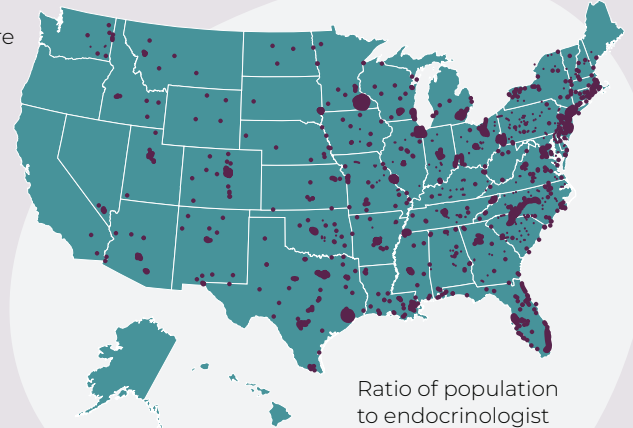


**1 in 4**

Healthcare dollars is spent on caring for people with diabetes

**< 6,500**

Active patient care endocrinologists



Ratio of population to endocrinologist within 20 miles

**30K:1**

## A better approach to diabetes management

At Cecelia Health, we provide personalized clinical education, support, and guidance to people living with diabetes—including Type 1, Type 2, and gestational diabetes—and related comorbidities.

With more than a decade of experience in virtual disease management, our proactive, human-led approach and multi-faceted engagement strategies are proven to empower people to make lasting behavior change and achieve better outcomes.

**The Cecelia Health experience ▶**

Our diabetes program—accredited by the Association of Diabetes Care & Education Specialists (ADCES)—is designed to foster trusting relationships that give people the confidence to self-manage their condition.

## Key program components



Clinical support & education



Medication adherence



Remote patient monitoring



Specialty telemedicine



Data & analytics

## How it works



**Segment & prioritize** populations



**Proactive outreach** from a dedicated Certified Diabetes Care & Education Specialist (CDCES)



**Assess** health, wellness & SDOH



**Personalize** interventions with relevant topics & SMART goal setting



**Empower** with live support & dynamic content for self-management



**Measure** clinical & engagement outcomes

## Program goals & outcomes

- ▶ Better understanding of diabetes & related chronic conditions
- ▶ Improved medication adherence
- ▶ Improved glycemic control & A1c reduction
- ▶ Reduction in weight, BMI from diet & exercise support
- ▶ Improvements in time in range (TIR)
- ▶ Minimize side effects
- ▶ Fewer unhealthy days per month (mental & physical)
- ▶ Improved quality of life

## The Cecelia Health advantage



Average A1c reduction

**1.5pt**



Increase in Rx adherence

**25%+**



Reduction in Unhealthy Days

**25%**



Care gaps closed

**65%+**

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