



**Rising to the challenge of better diabetes health:
The role of coaching in daily management**



Overview

For the 34.2 million Americans who have type 1 or type 2 diabetes¹, it can be a real challenge to go it alone. Managing a chronic disease day in and day out takes a true toll, especially when a person lacks meaningful support for their daily management.

The unfortunate truth is that diabetes is a condition that still carries a great deal of stigma. Many people with diabetes keep it a secret, even from friends. If they have a support group it's generally a handful of close confidants, so there are few shoulders to lean on when the going gets tough.

What's more is that diabetes can often eclipse other factors of a person's total health. Daily blood glucose monitoring is crucial, but so is keeping an eye on blood pressure, exercise and emotional wellbeing. It's a lot to handle, especially without proper support.

What role, then, can a helping hand play in better diabetes health? To test that theory, RocheDiabetes Health Connection engaged our diabetes professionals to encourage better daily management habits, as well as spread awareness of diabetes' effect on total health – and vice versa.

67% of benefits decision-makers surveyed believe employees with diabetes find everyday management of their condition to feel like a second job.

Diabetes support begins with mySugr

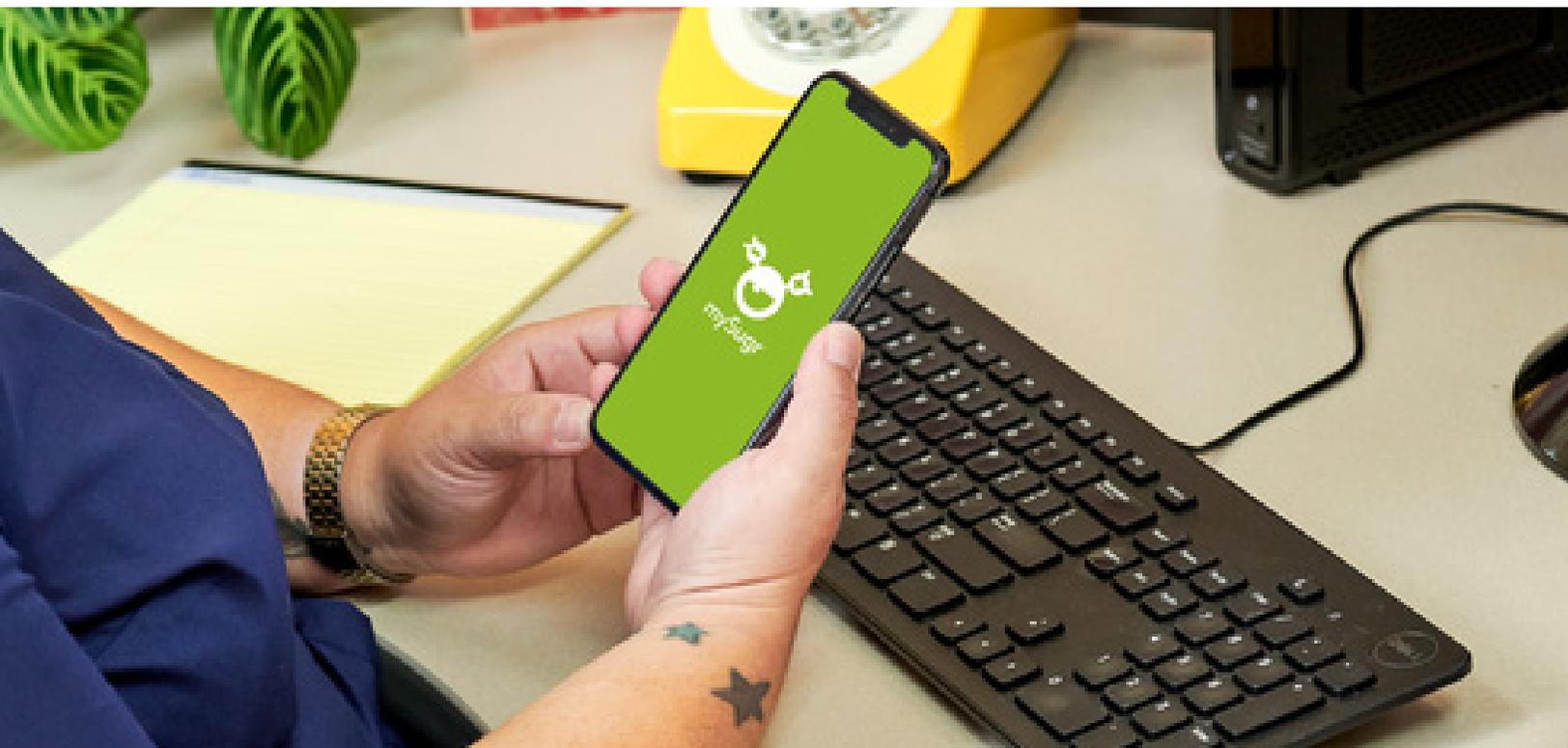
One of the most crucial pillars of RocheDiabetes Health Connection is mySugr. It's a free smartphone app that wirelessly connects to blood glucose meters to automatically log testing data. It's a great way for mySugr's 1.8 million registered users to simplify their daily management and keep a better eye on their total health.

But one of the app's standout features is how it provides real, human support. When a person with diabetes is enrolled in RocheDiabetes Health Connection, mySugr pairs them with a Certified Diabetes Educator®. These coaches provide one-on-one support so participants can set and achieve goals for their health.

To test a new approach to encouragement, mySugr launched a series of coach-guided challenges. mySugr users were invited via in-app messages and email to take part in the weeks-long challenge to focus on their daily health.

Both challenges included coaching support and reminders from coaches to participants to complete weekly logging challenges. Patients used the mySugr logbook to track diabetes-related data points like blood glucose, exercise, weight, blood pressure and freehand notes.

In just a few short weeks, we gained a better understanding of how a little bit of encouragement can make a daily difference in a person's diabetes health. What follows are summaries of the Winter Challenge and the Heart Challenge, and the long-lasting impact they made on participants' management.



The Winter Challenge

At the onset of the mySugr Winter Challenge, participants viewed educational videos based on guidance from the American Association of Diabetes Educators². Ranging from five to 30 minutes, these videos walked participants through the importance of various self-care practices in relation to their diabetes health.

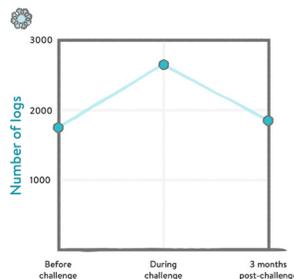
The Winter Challenge included four weeks of education and guided coaching on the topics of:

- Blood glucose monitoring
- Food and nutrition
- Physical activity
- Emotional health

Throughout the four-week period, coaches regularly reached out via the mySugr app to check in on participant progress and offer encouragement along the way. The goal was to increase the frequency of daily blood sugar testing, as well as instill greater confidence in diabetes management skills. By all metrics, the Winter Challenge proved to be a success.

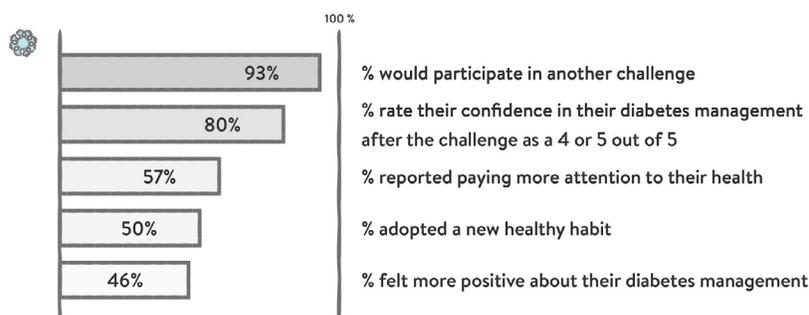


Compared to the four weeks prior to the challenge, participants rallied to increase their blood glucose logs by 52%. They additionally increased their total logs by 53% – those logs accounting for other helpful data like carbs and meal times, among others.



Three months after the challenges ended, the data was analyzed to evaluate the long-term effect on engagement and logging behavior. We were pleased to see that 100% of the Winter Challenge participants were still enrolled in the mySugr coaching program and seeing positive results. Total logs were still up 8%, from 1803 pre-challenge to 1951 total logs three months later.

A survey sent after the challenge revealed even more encouraging results. 80% of participants rated their confidence in diabetes management as a four or five out of five. What’s more, many reported that the challenge helped them pay more attention to their health on a daily basis. Half of all participants even adopted a new healthy habit along the way.



The Heart Challenge

Following the same general structure of the Winter Challenge, participants in the Heart Challenge received guidance and educational videos from their Certified Diabetes Educator around the topic of heart health for a period of two weeks.³

Certified Diabetes Educators provided education round topics including:

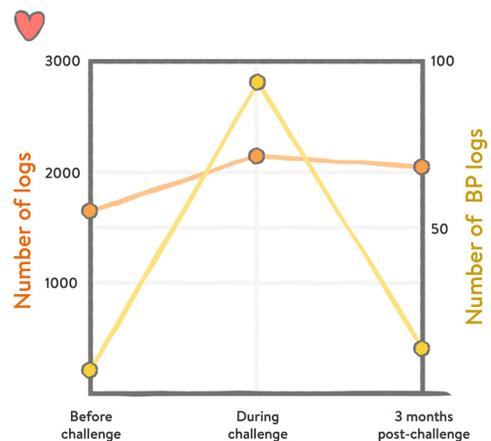
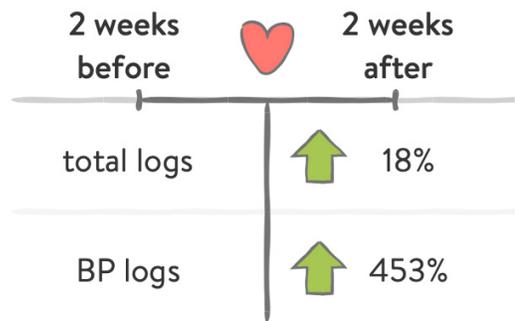
- Diabetes and heart health
- Heart-healthy nutrition
- Cardiovascular activity
- Stress management

Thanks to encouragement from coaches, participants took the Heart Challenge in stride. Their total logs saw modest growth at 18%, but the real victory came in the blood pressure category. We witnessed a staggering 453% growth in total blood pressure logs during the course of the challenge.

As with the Winter Challenge, data was analyzed three months after the Heart Challenge to evaluate the long-term effect on engagement and logging behavior. We were once again encouraged to see that 100% of Heart Challenge participants were still enrolled in the mySugr coaching program after three months.

Even three months later, participants were still going strong. Their total logs were still at an 18% increase – on par with total logs during the challenge itself! Blood pressure logs also retained a strong growth, up 65% compared to two weeks pre-challenge.

Prior to the Heart Challenge, participants were sent a quiz to gauge their knowledge on heart health and its effects on overall diabetes health. After two weeks of guidance from a Certified Diabetes Educator, they were asked to take the same quiz and apply their new knowledge. The average quiz score taken after the challenge rose to 7.6, a 22% growth.





The lasting benefits of coach-guided support

Both challenges pointed to a clear outcome: coach-guided support leads to lasting health benefits for people with diabetes. Giving them not just the skills, but the understanding of the importance of all-around health in relation to diabetes aided in the adoption of healthy habits.

Structured education and coaching guidance improves logging and therapy engagement, as well as retention for challenge participants. Our approach to engage users resulted in a high level of engagement during the duration of the challenge and retention of positive behavior three months later.

Research shows that patient engagement in diabetes self management education and support is correlated with eA1c reduction, a vital metric for diabetes health. It's also tied to improvements in other health markers like complication risk reduction, behavioral and psychosocial aspects of diabetes management.⁴

What's proves exciting about the sustainability of those results is just how simple these challenges can be. Once created, structured challenges like the two discussed here require minimal effort to execute. RocheDiabetes Health Connection provides diabetes educators the tools to easily communicate with a wide population of patients, so they can feel supported even in the age of remote healthcare.

And for those who prefer a more personal touch, mySugr coaches can help people with diabetes set custom goals year-round. Whether it's help making small choices daily or striving for larger shifts in health habits, people with diabetes always have a shoulder to lean on and get them closer to the lifestyle they want.

People with diabetes have it in them to achieve better health, all it takes is a little guidance. Diabetes may feel like an everyday challenge, but with support from a Certified Diabetes Educator it's a challenge that people can overcome with flying colors.

Even more support from RocheDiabetes Health Connection

RocheDiabetes Health Connection is designed to personalize and simplify diabetes management at work and at home, facilitating better near- and long-term outcomes for those individuals and the companies they work for.

Comprehensive and highly individualized support from coaches is just one benefit your employees will get from the free mySugr app. They can also rely on:

- Quick and easy logging of blood sugar, meals, carbs and more
- Automatic syncing blood glucose values via Bluetooth® connection
- Personalized logging screen that is customizable based on patients' preference
- Compatibility with Apple and Android devices
- eA1c calculator and estimation
- Links daily monitoring activities to long-term clinical outcome providing directional feedback to the patients
- Chat feature for users to connect with their personal coach
- Blended on-demand and preventative coaching
- Home delivery of unlimited Accu-Chek® testing supplies
- Seamless app integration with Accu-Chek products, blood pressure monitors, digital weight scales and more
- Downloadable reports, automatically shared with the patient's coach and physician

Better diabetes health benefits are as simple as enrolling in RocheDiabetes Health Connection. Call in our coaches and give your team the support they need.

Real results:

Program participants see an estimated

1.48% reduction
in eA1c levels in just
16 weeks⁵



To-date:

1.8 million
registered users

worldwide use mySugr to help monitor their diabetes

- mySugr use is associated with a significant impact on blood glucose **control in just 16 weeks**

For more information about RocheDiabetes Health Connection, please visit <https://www.rochediabeteshealthconnection.com>

References

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