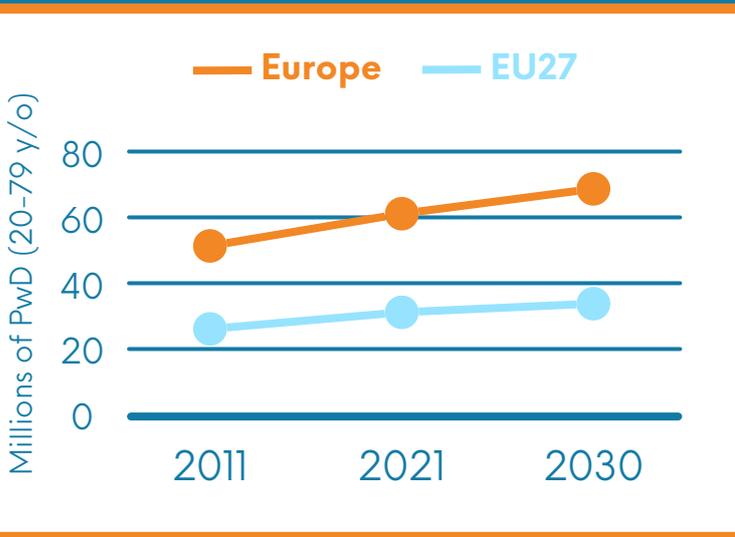




The context

THE BURDEN OF DIABETES

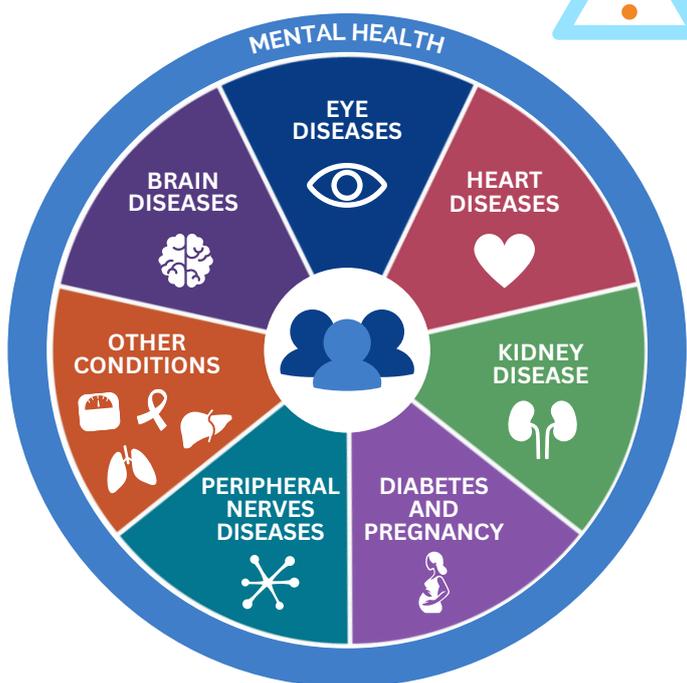
Diabetes is a complex condition affecting people across all age groups and requiring 24/7 management.



1 in 4 adults 65+ live with diabetes

Adults 65+ bear **70%** of disease burden

Diabetes is the root cause of many other **chronic conditions** and **comorbidities**



Older PwD often face additional challenges in managing the condition such as functional and cognitive impairment, multiple comorbidities, polypharmacy and a heightened risk of adverse drug reactions.

3/4 of diabetes cost results from diabetes-related complications

€176bn in 2021

SmartDiabetes

The context



SmartDiabetes

THE POWER OF INNOVATION

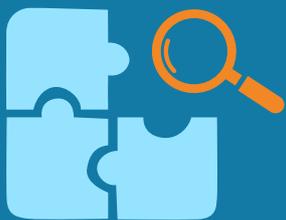
Digital health tools, including medical devices, optimised and shared databases and artificial intelligence (AI), have the potential to transform diabetes management and care by **supporting decision-making** for PwD, healthcare professionals (HCPs) and payers.



PwD ↑ self-management

HCP ↑ quality & accuracy

PAYERS ↑ efficiency



Despite the numerous digital innovations available today, not all PwD have access to them and the data they generate is not effectively integrated into healthcare systems.

Without clear and equitable adoption mechanisms, digital transformation cannot reach its full potential.

The objective of **SmartDiabetes** is to ensure the widespread adoption and development of **effective reimbursement models**, unlocking the potential of data and creating a **sustainable** and **person-centred** approach to diabetes management and care.



SmartDiabetes