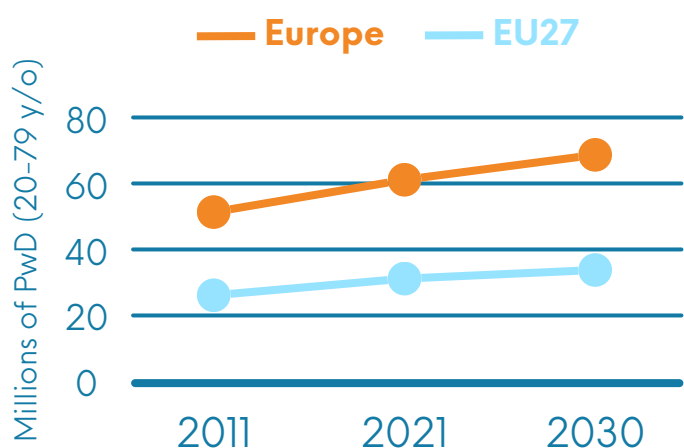


## The context

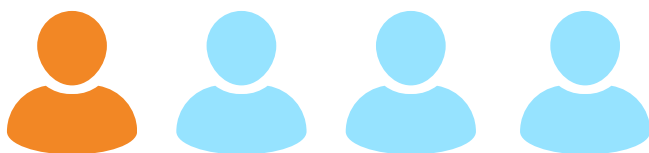
### THE BURDEN OF DIABETES

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



# 1 in 4

adults 65+ live with diabetes



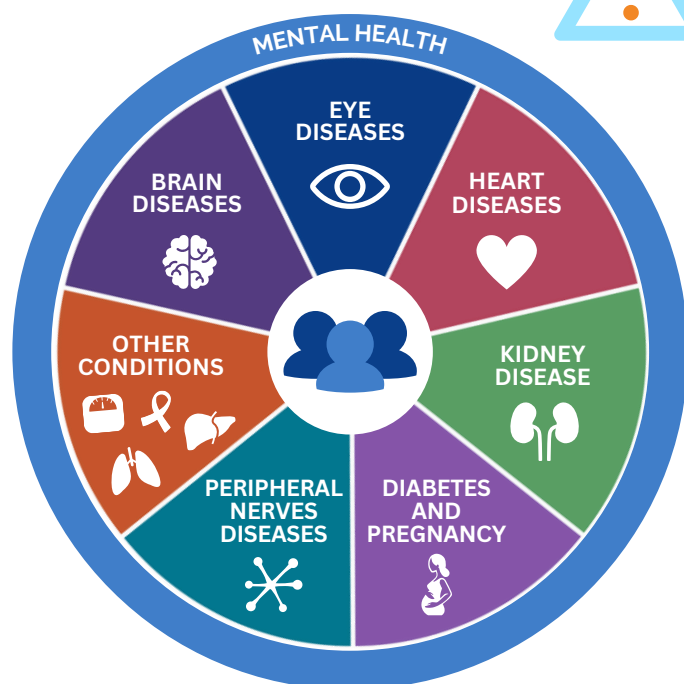
Adults 65+ bear

# 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

€176bn in 2021



of diabetes cost results from diabetes-related complications



### 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.

