



watch4diabetes.com

Always Watching 4 You

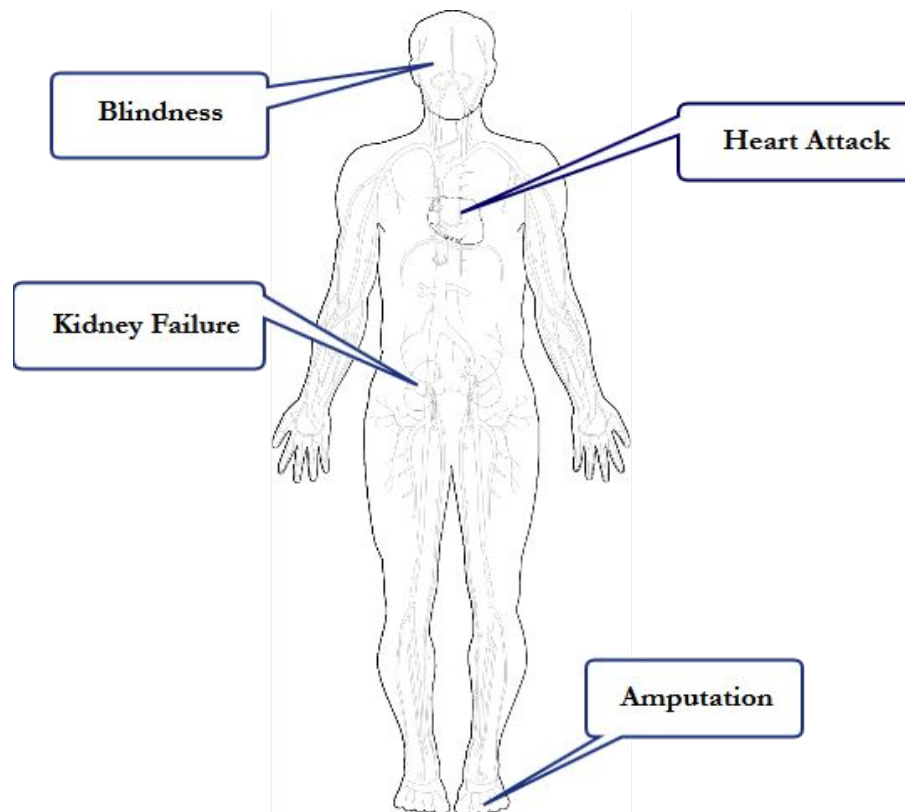
Diabetes: The Facts

- 371 million people worldwide have Diabetes (2013).
- 25.8 million children and adults in the United States—8.3% of the population—have Diabetes (2011).
- More than 9 million Canadians are living with Diabetes or pre-Diabetes
- 1.9 million new cases of Diabetes were diagnosed in people aged 20 years and older for the US (2010).
- In 2012 Diabetes cost the United States \$245 billion (not including lost productivity)



Complications of Diabetes

In almost all high-income countries, Diabetes is a leading cause of **cardiovascular disease**, **blindness**, **kidney failure**, and **lower limb amputation**.



Why Do Diabetics Fail to Control Their Diabetes?

We all know the horrible consequences of not controlling our Diabetes. The same way we know cigarettes, being overweight or lack of exercise is bad for our health, yet knowing this doesn't make it easier to quit, diet or exercise.

With Diabetes we know that proper control can eliminate, or greatly reduce the longer term consequences of the disease, yet most of us have difficulty balancing our life and complying with what we are told to do.

We are told to keep records of our: Glucose Levels, Caloric Intake and Exercise, to what end? You would have to be a statistician or a mathematician to extract anything more than simple information from these complex, disjointed sets of Real Life Data.

To control our Diabetes and reduce the long term consequences of having Diabetes, we must have the tools to be able to alter our own behavior.

Behavior modification; if it is to work, needs constant positive feedback!

Meters and Software: Top-Down Approach

Meters and software applications, provided from the top-down approach of the medical device companies, are for the most part:

- Inflexible with assumptions about a rigid day to day schedule
- Difficult, time consuming, poorly organized data entry methods
- Lacking comprehensive information pertinent to your health
- Information is not interpreted in a meaningful and pertinent way
- Reports are designed to be printed or sent to your doctor
- Minimum long term data storage
- Increased costs, due to additional testing required, over what's normally prescribed

Jim, a person I met while I was having my meter set-up by my local pharmacist, commented:

“When my wife was first diagnosed with diabetes, we used her meter all the time, but we couldn’t figure out why each reading was so different, even when the period between readings was only a few minutes.

Now we don’t use the meter as much.”

People won’t use meters and apps if they have difficulty understanding the results.

Our Solution: Watch4Diabetes

Three parts working in harmony:

1. **The Watch Measures:**

- a. Glucose Levels
- b. Heart Rate
- c. Motion

2. **The Smart Phone**

- a. Contains the **Smart Diary**
- b. Acts as the Communications Hub

3. **Cloud Services (The Smarts)**

- a. Knowledge Based Expert System
- b. Data Mining
- c. Look-up for Food (calorie and glycemic index)



Watch4Diabetes is designed to be used with both **Type I** and **Type II Diabetes**

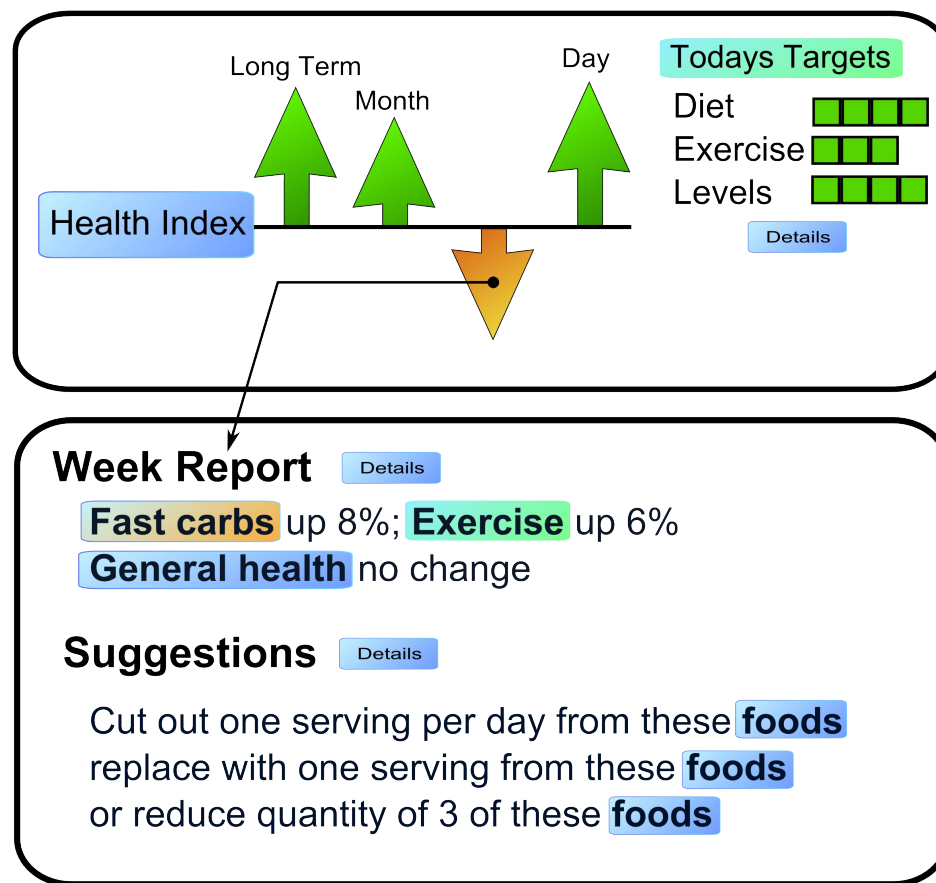
Watch4Diabetes: Health Index

No complicated setup or long diary entries: No need to look up foods and count calories.

You only enter what is important to you, select your own targets and let Watch4Diabetes keep track of the details.

Feedback in a glance: find out how you are doing and what you could be doing better.

The longer you use Watch4Diabetes: the easier it is to use, the more it will become in-tune with your own body.



In Harmony with: The Healthcare System

Watch4Diabetes doesn't compete with the Healthcare system; it doesn't replace your doctor's advice, it doesn't replace the need to use an approved glucose meter.

Watch4Diabetes does give you insight into what is happening to you, so you can proactively balance your Diabetes with the rest of your life.

Your data is your own to share, with whomever you choose, be it completely private, with your doctor or for use in Diabetes research.

In the future, we will be working to strengthen bi-directional communications, with you and your physician:

“The next phase of quantified self will combine physiological data, with medical knowledge, transitioning us from self-awareness, around a few data points (like the number of steps we've taken) to real potential for the prevention of diseases like Diabetes,” says Heather Bowerman, McKinsey Consultant in Healthcare and Technology and former White House Science and Technology Policy Advisor. “That's the game-changer: pairing physician expertise with pragmatic actions, to take in nutrition and exercise, plus tracking our data using popular apps.”

<http://mashable.com/2013/12/09/health-tech-trends-2014>

Watch4Diabetes: Watch4Health

It is estimated that the population with **pre-diagnosed** or **pre-Diabetic** (insulin resistance and elevated glucose levels after meals) is equal in size to the number of people diagnosed with **Diabetes**.

Watch4Diabetes; a lifestyle changing tool:

You will see great health benefits, as you monitor your own health, plus potentially huge downstream savings, to the Healthcare System.

Watch4Diabetes is not just for people with Diabetes?

If your Blood Sugar is elevated, using **Watch4Diabetes** to help manage your Blood Sugar levels will help reduce the potential for this condition progressing into **Type 2 Diabetes!**

Watch4Diabetes: A New Convergence



Health Information Systems
Expert Systems
Data Mining
Cloud Services
Personalized Medicine
Personal Health Monitoring
Wearable Technology
Smartphones/Tablets/Laptops/Desktops

Convergence

Watch4Diabetes is Dedicated to You 24/7
There is no limit to the number of people that can be served