

January 21, 2013

# SocialDiabetes mobile app for Type 1 Diabetes - UNESCO WSA-mobile award winner in Abu Dhabi on 3-5 February 2013

*SocialDiabetes lets diabetics and doctors from around the world improve a diabetic's knowledge and self-management of the food they ingest: it links them to its intelligent real-time system that monitors changes in insulin levels and sends alerts to their mobile device.*

- Diabetes Mellitus 1 (Type 1) is a worldwide epidemic that affects children and adults
- SocialDiabetes uses Mobile connectivity that is now greater than ever before
- SocialDiabetes mobile app reduces healthcare costs now and in the future
- App increases quality of life and connects the diabetic community in 8 languages

## **Diabetes worldwide epidemic increasing**

366 million adults (8.2 % of the worldwide adult population) live with diabetes. Of them, 29.3 million have Diabetes Mellitus Type 1 (DM1). No one is spared. From famous actors (Halle Berry) to Olympic rowers (Sir Steve Redgrave), all are impacted by living with Type 1 diabetes. The International Diabetes Foundation<sup>1</sup> forecasts DM1 numbers will increase in North America 6 to 8 per cent, 3 to 5 per cent across Europe and South America by 2030, and a devastating 10 to 15 per cent in the Middle East and North Africa.

## **Mobile connectivity increasing**

Percentage of the world with a mobile phone signal has grown from 61 per cent in 2003 to 90 per cent in 2010<sup>2</sup>. 75 per cent of the world now has access to a mobile phone.

## **Diabetes healthcare costs**

DM1 and DM2 account for 4.5% of global healthcare costs, estimated at US\$465 billion<sup>1</sup>. The SocialDiabetes app connects patients with their doctors in real-time so that automatic preventative action can take place before a problem arises. If a patient chooses to eat three oranges and a bar of chocolate, the system adjusts the patient's insulin levels according to the pre-programmed insulin pattern provided by the doctor and the product information (handily stored in the system via RFID/barcode). From personalized statistics, a message alert is sent to the patient's mobile to recommend eating certain foods to rebalance the insulin levels before going to sleep.

Immediate cost savings due to fewer meetings needed between doctor and patient.

Future cost-savings because of preventative action that decreases forced hospitalization due to amputation or coma – just two of the possible consequences of diabetes.

## **Increased quality of life**

Victor Bautista, Founder, SocialDiabetes, commented: "When I was diagnosed with Type 1 Diabetes, I used my expertise to create our Diabetes Mellitus 1 **SocialDiabetes** mobile app.

Anyone with Type 1 Diabetes and a smartphone can use our app to monitor their diabetes. It's got 11,000 food items already stored in the system from the US, the UK and Spain. It remembers what you ate one day, what your glucose level was then, and how much insulin you needed later on. It never forgets anything because it's an intelligent system that learns; it's personalised for you. You can check your progress on its graphs. And it stops hypoglycaemia at night. It connects everyone together who's got what I have, so we can help each other. It transforms our lives for the better."

Today, SocialDiabetes app is available in: English, Spanish, Catalan, Portuguese, Turkish, French, Galician, and German.

Available for Android devices now. Available for iPhone soon.

- ENDS -

Notes to Editors

<sup>1</sup> Source: [www.idf.org](http://www.idf.org) International Diabetes Foundation

<sup>2</sup> Source: [www.worldbank.org](http://www.worldbank.org) The World Bank

SocialDiabetes is headquartered in Barcelona, Spain.

For more information, please visit [www.socialdiabetes.com](http://www.socialdiabetes.com)

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