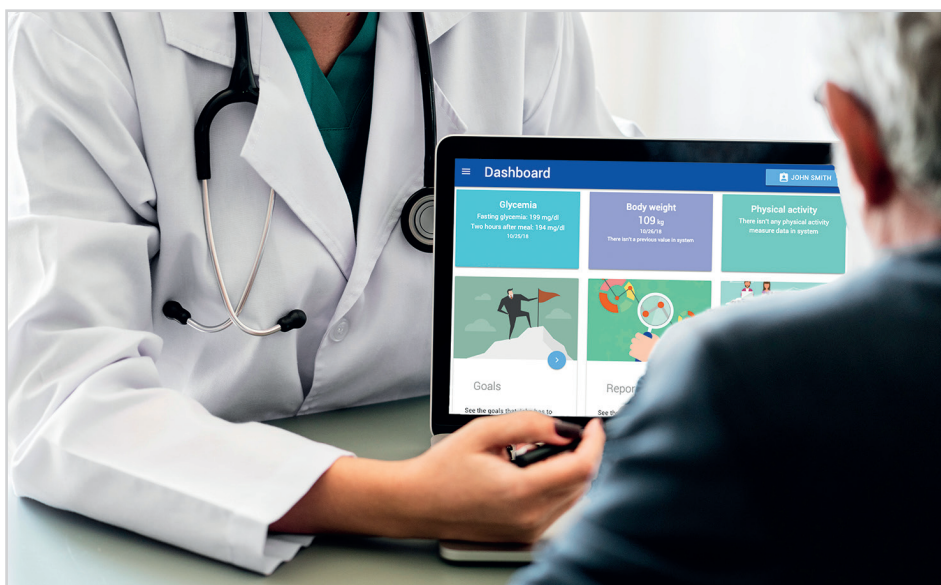


Digital Wellbeing DMCoach+



A Type 2 Diabetes solution: Personalised. Intelligent. Enabled by a doctor.

58 million people currently living with T2DM across Europe. T2DM is spreading among all ages, due to overweight/obesity and unhealthy lifestyle, together with sedentary behaviours, isolation and stress. Besides affecting everyday life of diabetics, it represents an economic growing burden across Europe for direct healthcare costs and indirect welfare costs.

DMCoach+ aims to significantly improve a diabetic's health, wellbeing and lifestyle; to increase the efficacy of therapies and the efficiency of healthcare system; to improve welfare management both for patients and payors.

Currently there are few effective diabetes prevention programmes as it requires a long-term engagement of the users on healthy habits, even more, diabetic people are followed by clinicians in the traditional way, such as, medical examinations, live courses in dedicated centres, one-time suggestions.

DMCoach is a mobile app that supports communication with doctors, informs and teaches about the right health behaviours and supports the clinicians' recommendations with motivating social interactions.

The patient empowerment will reduce the risk of insurgence or the exacerbation of the disease and of the correlated risks.

Competitive Advantages

- Easy-to-use instrument for patients to manage first-hand their pathology
- "Awareness influencer" with the aim to permanently change users' behaviour
- The adaptive approach allows users to progressively grow in their pathway, without forcing patients to take extreme and unfair actions
- Social gamification mechanisms increase participation and motivation and enable "thematic social interactions" between colleagues and others
- Easy communications with healthcare professionals
- Possibility, for the clinicians, to send custom messages and personalise the patient's goals and thresholds
- Possibility to connect with the unobtrusive wearable devices to measure activity, stress, heart rate, etc.

Target Markets

- Insurance companies interested in wellness promotion to prevent the diabetes insurgence
- Private companies that want to reduce welfare costs and, at the same time, improve welfare services for employees (improve labour productivity, reduce labour days lost and prolong the working years)
- Healthcare facilities and institutions that want to follow the patients remotely, giving them continuous support and personalised coaching.

Status/ Traction

- With consolidated partners: Engineering, responsible for DMCoach+ maturation and commercialisation; FBK, responsible for the experimentation of DMCoach+ in the working place; IMEC, responsible for the integration of multi-sensor wristband to collect stress relevant data; TU Eindhoven, responsible for the integration of gaming strategies to enable motivation and social interaction.

Road Map

2019

- New features thought for people in working age
- Experimentation of the product in real environments.

Connect



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DMCoach is an Innovation Activity proudly supported by EIT Digital

EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile 12-month projects called innovation activities. These activities are embedded in EIT Digital's European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.