



MyWay  Diabetes

mywaydigitalhealth.co.uk

Transforming healthcare globally through
cost effective data-driven solutions



Dr Debbie Wake
CEO & CO-FOUNDER



Scotland to NHS England



National platform since 2008

The only
national diabetes
self-management
platform
in the world!

MyWay ★ Diabetes

No 1 in the UK

- ✕ Scotland run by University of Dundee
- Lancashire and South Cumbria
- Greater Manchester
- Cheshire and Merseyside
- ✕ England
- North West London
- North East London
- Somerset



Spin out 2017



Now
Global

Middle East

India

Malaysia



1 in 4 people have Diabetes

*Office in Dubai

PATIENTS

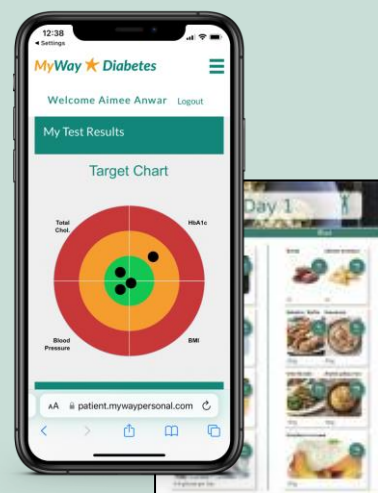
MyWay ★ Diabetes

Digital Patient Education Courses

(low cost 1-2 day courses)



Online Self-management and Data App



CLINICIANS

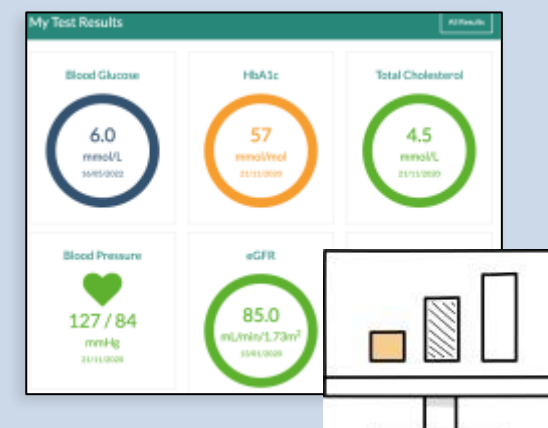
MyWay ★ Clinical

Clinician Disease Management Portal



Population Management System

(Analytics/ KPIs tracking and Triage)



PREMS



Home Data



Clinic Data



TIDEPOOL fitbit

EMIS connecting healthcare

tpp Vision3

Unique selling points

DATA

NHS/ EMR
Record

Personal
Device
Data

Data Driven
Decisions
and Alert

Targeted
Education

Clinician Oversight

Medical Procedural
Knowledge

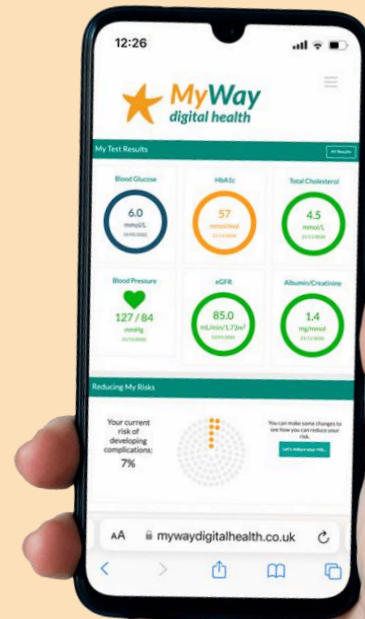
Comms Tools

Peer Support

Low Cost / Scalable /
High Volume

MEDICAL & PEER SUPPORT

COST/SCALE



Impact



Coverage

~30% of UK

MyWay Diabetes



No 1 in the UK

“Great to help keep you on track and in control”

“I have lost **1 stone and 9 pounds** since end of April. . . **My blood sugar level** has gone down to a **prediabetes level**. Thanks!
“

“I found listening to other people with Diabetes very useful”.

*“I find this platform so useful, **My lab results** are available at the same time as my GP with historical records also easily seen”*

Users

3m unique users (education)
100k health data access
15k digital structured courses

Cost Savings

Proven 5:1 ROI
>£15m savings to date

Clinical Outcomes

Glucose, Cholesterol, Blood Pressure, Weight improved.

At least £308m... 10 year savings if scaled in NHS England !

POPULATION, CLINICAL, PATIENT DECISION SUPPORT: Power by 'AI' (and rules)

IUK DHTC Award (2018-2022)



- A:** Development of (70) AI models for predictions of
- Diabetes complications
 - T2DM Drug response
 - Diabetes diagnostic subtyping
 - Causal models (for patient self-management activities) and product interfaces

HDRUK RADAR AWARD (2020-21)



- B:** Ai model revalidations in ethnically diverse population/ interface testing

NIHR AI AWARD (2021-2023)



- C:** Testing and Regulatory Requirements (ISO/ class 2 CE marking)

Diabetes Diagnostic Subtyping

Ernest Robel

Type of Diabetes: Diabetes Mellitus Type 2

Diagnosed: 19/11/2021

NHS Number: 7520408223

Gender: Female

DOB: 24/03/1939

Height: 163.0 cm

Smoking Status: Never Smoked

[Add Notes](#)

Diagnosis Prediction

Autoimmune Diabetes Prediction

Increased Risk

[Calculate Risk](#)

Consider carefully whether to share complications risk with the patient - particularly if their complications risk is high.

Autoimmune Diabetes Predictor Result

Increased Risk

Increased risk of autoimmune diabetes and positive pancreatic antibodies, and a low c-peptide level. Please ensure patient was not hypoglycaemic when c-peptide was checked. This suggests they have autoimmune diabetes needing urgent insulin treatment.

[Link to protocol](#)

This calculation takes into account information within the clinical record and family history
[More info on how this tool works](#)

Personalised Drug response

MyDiabetes Clinical

Search for: patient name or DOB or NHS number

Population Level Data | Quality Measures | Future Risks | My Audit | Logout

Drug Outcome Predictor

Drug Combinations

- Metformin
- Sulphonylurea ✓
- GLP-1
- DPPVI
- SGLT2 ✓

Predicted Change

HbA1c

At 12 months	-12 mmol/mol
Current Level	60 mmol/mol
Predicted Level	48 mmol/mol

Weight

At 12 months	-6 kg
Current Level	88 kg
Predicted Level	82 kg

Blood Pressure

At 12 months	160/40
Current Level	170/20
Predicted Level	120/80

Explanation: Metformin and GLP-1 commencement gives a predicted HbA1C of -12 mmol reaching 42 mmol/mol at 6 months.

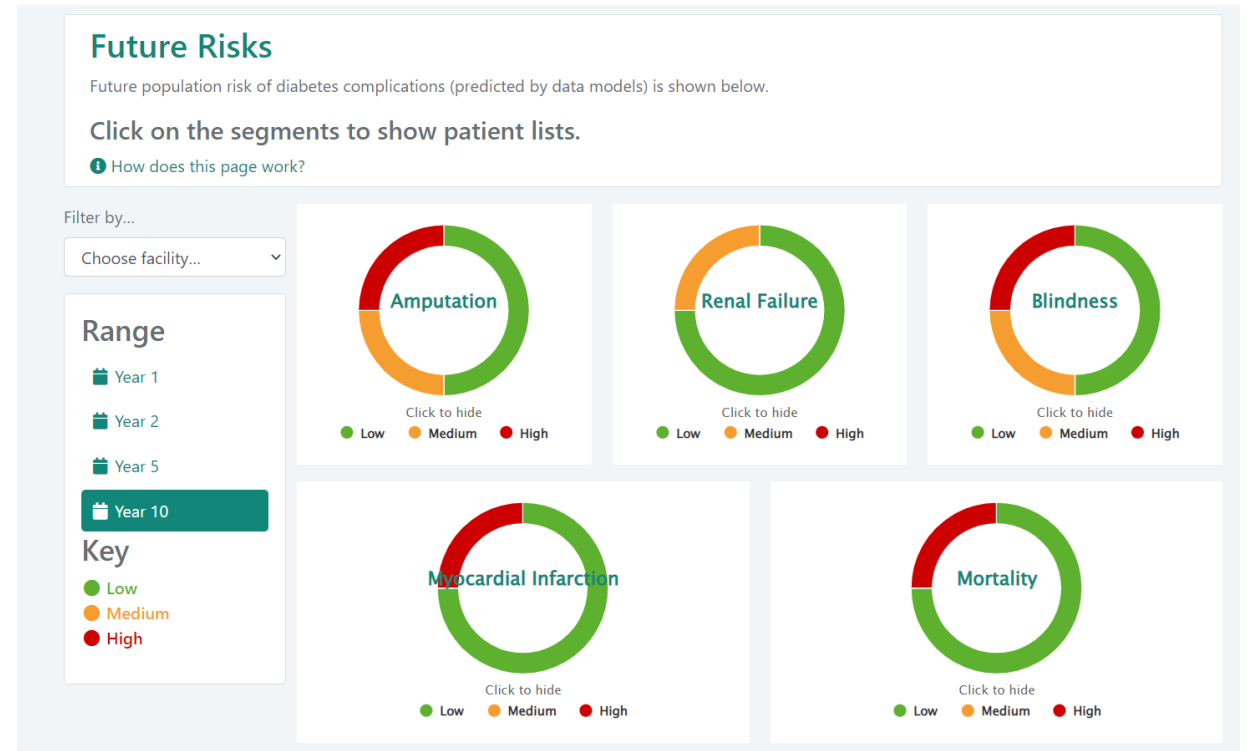
* Please check this drug combination is suitable for this patient before prescribing

Diabetes Acute and Chronic Complications Prediction

Individual



Population



“Composite risk”

The screenshot shows the 'MyWay Diabetes' interface for a user named Anwar Waheed. It displays a 'Composite risk' section with two circular gauges: 'Your current risk is: 26%' and 'Your new risk could be: 13%'. Below the gauges are sliders for various health parameters: HbA1c (60), Activity (8), BMI (30), Cholesterol (60), Blood Pressure (140/90), Smoking (Yes/No), and Statins (Yes/No). A 'Set Goals' section is also visible, with a 'Save these settings as goals...' button. The interface includes a navigation menu, a 'My Profile' link, and a footer with 'Feedback', 'Support', and 'NHS Somerset' logos.

Patients: Risk prediction driving behaviour change



The screenshot shows the 'Set Goals' page for a user named Geraldine Donnelly. It features a 'Set Goals' section with a 'SMART' (Specific, Measurable, Achievable, Relevant, and Time-bound) criteria reminder. Below this, there are input fields for 'Weight' (60 kg), 'HbA1c' (45 mmol/mol), and 'Smoking' (0 Cigarettes Per Day), each with a 'Remove this goal' button and a date selector (13/10/2021). An 'Add Goals' button is at the bottom.



The screenshot shows the 'Interactive store tour' page, which is a virtual grocery store. It features a navigation menu with categories like 'Fresh Fruit and Vegetables', 'Fresh Meat and Fish', 'Dairy Products', 'Canned Foods', 'Rice, Pasta and Cereals', 'Frozen Foods', 'Bread, Cakes and Biscuits', 'Beverages', 'Cooking Ingredients', 'Food Label Tips', and 'Help'. The main area displays a shopping basket filled with various food items, including fruits, vegetables, and meats. A 'View Basket' button is at the bottom.

See how behaviour change impacts on complications risk

Set goals

Tailored self-management support



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