[Background](#_ozclv6tfv4b4)

[Problem](#_nkln26ipkwdu)

[Goals](#_anwafvz6dlss)

[Success Metrics](#_gmwm3znontp9)

[Key Features & Scope](#_yyxcidgfny8e)

[Core UX Flow](#_6ba0fq6yi6tn)

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### **Background**

### As per CDC (Centers of disease control and prevention) total medical cost, lost work and wages for people with diagnosed diabetes is $327 Billion.

### Due to lack of awareness of effective measures which needs to be taken by patients to treat diabetes at the right time, the disease is growing at pace.

### We are building a very effective preventive solution for type 2 diabetes patients to treat diabetes at an early stage in order to improve the well-being of diabetic patients as well as save expenses and cost of treatment

### **Problem:**

• Increasing rate of diabetic patients. In 2019, there were total diabetic cases of - 34.6 M which is 10.5 % of US population.

• High medical expense for diabetes patients which is total of ~$327 B within US.

**Benefits:**

* Patients can easily control their diabetes at an early stage by simple lifestyle changes and need not to go to doctor for every small queries.
* They can book live video session with doctor in order to get the consultations.

**Key Insights**:

* 34.6 M type 2 diabetic patients (10.5% of US population)

**What Competition do?** :

* Tracking and monitoring of blood sugar and insulin.
* Logging diet and physical activities.

**Why does this matter**

### It can treat diabetes at very early staging by simple lifestyle changes.

### Saves overall cost of $327 B spent on medical, lost work and wages for people with diagnosed diabetes

### Medical expense is 2x of diabetic patients in compared to patient without diabetes

### Risk of early death for adults is 60% higher than adults without diabetes.

### **Goals**

* Our goal is to become one stop solution for digital diabetes management.

### **Success:**

1. Target subscription user base is met ( 20% of type 2 patients of KP)
2. 80% of subscribed user met their goals and controlled diabetes.

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