

Digital Therapeutics rise to offer continuous patient support and deliver outcomes for patients during a health crisis

Digital Therapeutics is gaining momentum and strengthening its importance during the unforeseen pandemic. Wellthy Therapeutics' solution suite provides relief to those with chronic conditions, by monitoring their daily health updates and providing remote self-care at home.

OVERVIEW

The year 2020 caught the whole world off guard with the emergence of COVID-19. Health systems, governments, and the pharma industry were left with limited options to control the rapid spread of this deadly virus.

The only option that could be exercised was social distancing.

A key concern for most chronic condition patients has been the disruption in continuity of regular check-ups. Yet all stakeholders within the healthcare ecosystem - medical professionals, patients, and pharma alike, adapted to the situation swiftly by turning to digital solutions.

A bird's eye view, shows a staggering shift in the functioning of each stakeholder:

In-person visits cancelled

Despite the allowance of essential services and attendance for medical emergencies, people were reluctant to visit any hospital for non-COVID situations. This change showed a significant drop in in-person visits to doctors as observed by 80% of physicians¹.

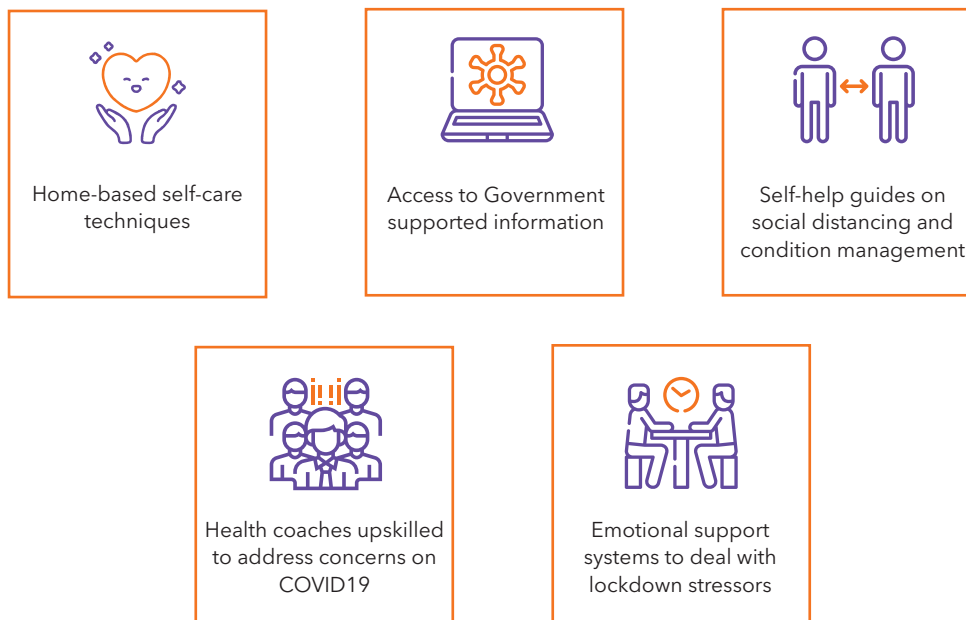
Clear shift to a digital mindset

As compared to meagre 11% in 2019, a substantial 76% survey respondents¹ were willing to try telehealth options, showing a clear shift in mindset. While in-person visits were avoided, routine check-ups couldn't be stopped. Medical professionals in the US saw a drastic rise of 50-175x in virtual appointments², while in India it was over 100x week on week³.

MODIFIED WELLTHY CARE™ INTERVENTION

The Wellthy CARE™ platform provides patients condition-specific education, real time and asynchronous monitoring and guidance to improve their self-management skills and actions.

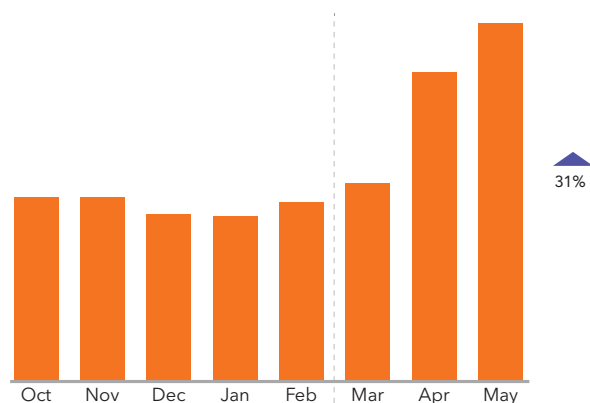
With the changing patient behaviour due to the pandemic, we modified our solution to provide patients with:



RISING INTEREST IN SELF-CARE

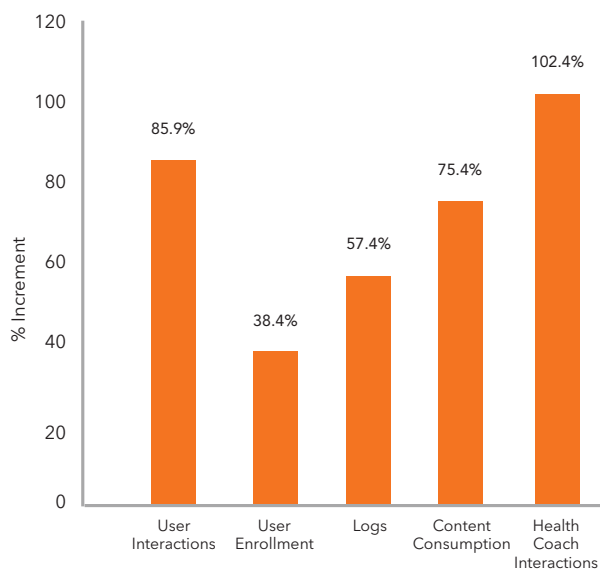
The Wellthy CARE™ platform caters to patients with chronic conditions - who are especially at risk of a severe COVID-19 infection. Our observations reveal that there was a significant increase in self-care for these users, as the number of enrollments, average retention and health coach calls increased significantly during this period.

Higher Enrollments⁴



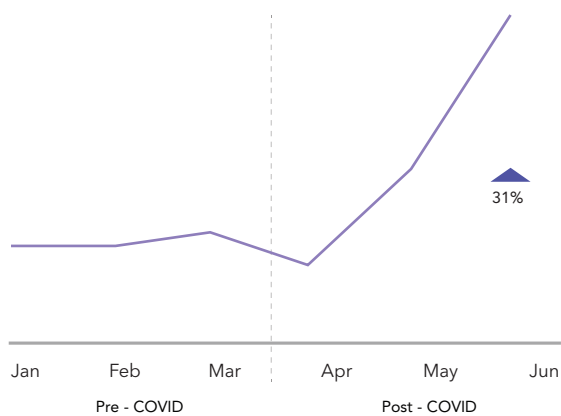
*71% increase over average enrollments from Oct-Feb 2019 and Mar-May 2020

Wellthy CARE™ witnessed a 71% increase in average enrollments post the lockdown as compared to pre-lockdown from consistent non-HCP driven enrollment channels. This potentially reflects an increasing interest in digital self-care solutions during the COVID-19 crisis.



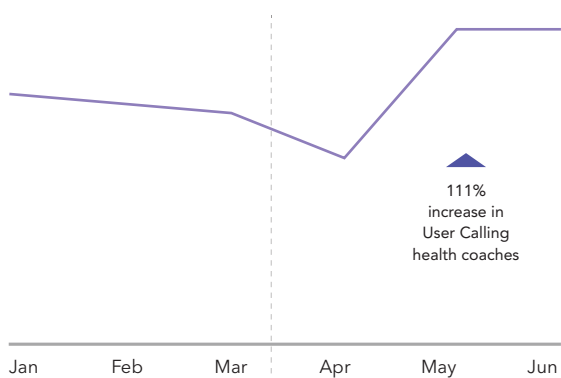
User enrollment, user-reported logs, evidence-based content consumption and personalized health coach interactions in total also increased by 38.4%, 57.4%, 75.4% and 102.4% respectively⁵.

Increased 90-day Retention



The patients who enrolled onto the platform during early lockdown showed a 31% increase in the 90-day retention than those who enrolled in October 2019 - before the lockdown period. This reflects the increasing dependence on remote care solutions.

Increased Health Coach Calls per Patient

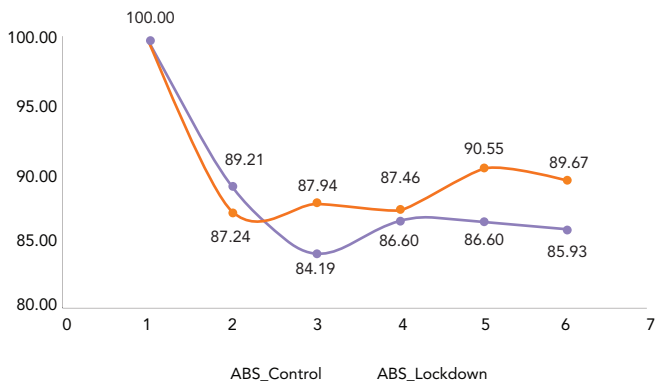


We saw a 111% increase in the number of health coach calls per user. This reflected the need for a high human involvement, and thus modification of our solution to address this demand.

ACHIEVEMENT OF GLYCEMIC CONTROL DURING LOCKDOWN

The Wellthy CARE™ platform explored the real-world effectiveness of the modified platform during the lockdown period, as restrictions induced patients to engage in self-care more than ever before. Trends in glyceimic control achieved during this period were similar to those when there wasn't any. This also reinstated the concept that the platform was an effective and scalable platform.

Similar Avg. Blood Glucose (ABG) reduction pre v/s post lockdown⁵



The Average, Fasting, and Post-prandial blood glucose values measured over a period of 6 months were comparable in the pre v/s post-lockdown period.

The average BG significantly reduced by 16.2 mg/dl over months 1 through 6 ($p < .0001$) with the proportion of hypoglycemia logs being 1.28%, resembling similar trends observed during the pre-lockdown period.

This proves that the Wellthy CARE™ therapy was as effective pre and post lockdown and yielded optimum results for even those patients whose treatment remained unchanged during lockdown. Thus, modifying DTx helped individuals maintain continuity-of-care, even in the midst of unprecedented healthcare emergencies of epic proportions.

CONCLUSION

The silver lining during these unprecedented times has been the rapid adaptation of digital solutions by the healthcare industry. Within this seemingly irreversible change in the dynamic between patients and doctors lies a growing opportunity for the adoption of DTx solutions globally.

While tech-first is important, the human element cannot be ignored. At Wellthy Therapeutics, we observed an astounding increase by 111% in health coach calls. A key driver for this is the imminent concerns of patients of chronic conditions who are vulnerable to severe COVID-19 infection. Another driver is the fact that such concerns can only be solved by immediate human intervention. The increase in patient enrollments and retention reflects a rise in patient interests in self-care.

Our study confirms the ability of Digital Therapeutics to continue to serve as an effective home-based self-care solution. Digital Therapeutics could be a key factor in changing the landscape of patient care in the future.

Quotes

Patients usually approach doctors when the severity of the ailment or disease has reached just a level below red alert. This causes more panic as more often the situation demands an operation or surgery. The margin of survival obviously decreases. Currently, the situation is so grave with pandemic that there is excessive pressure on the healthcare system. To avoid major damage, digital therapeutics is a great way to propel self-care. Basic inputs are available even for doctors when patients visit and present application-based readings. This not only simplifies the process for both-doctors and patients but also empowers and alerts patients about their situation. Wellthy Therapeutics saw an exponential rise of 111% of voice calls during the lockdown. That shows the trust created by the digital platform.

– **Dr. Rakesh Kumar Sahay**

MD, DM (Endocrinology), FACE, FICP

Many patients were worried as the symptoms of COVID are slow to show, thus leading to unnecessary anxiety. We proactively connect with our patients and keep a check on their health. Initially, many patients weren't aware for which we shared the government recommended safety precautions to be taken to stay safe from the virus. The guide entails basic do's and don'ts but are critical to know, especially for patients with comorbidities. We also helped our patients cope better with the struggles of limited supplies and avenues for self-care in the lockdown. The last few months have been a fulfilling experience

– **Laveena T**

Health Coach

The personalized approach is really helpful as every patient may have different issues and concerns. For me, managing my father's diabetes is a challenge, especially during the lockdown, as the availability of grocery, vegetables has been limited. Wellthy Therapeutics' health coach team helped us understand how we can substitute the unavailable vegetables with legumes and pulses, so that the flow of correct nutrients isn't interrupted. The monitoring of our diet helped us keep the blood sugar levels under check. The personal rapport with health coaches was extremely helpful, especially since they are aware of the condition, the patient's history and needs.

– **Mr. Manjeet**

Caregiver



1. <https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/telehealth-a-quarter-trillion-dollar-post-covid-19-reality#>
2. <https://www.mckinsey.com/industries/pharmaceuticals-and-medical-products/our-insights/covid-19-and-commercial-pharma-navigating-an-uneven-recover>
3. <https://economictimes.indiatimes.com/industry/healthcare/biotech/healthcare/online-medical-consultation-platforms-see-huge-rise-in-traffic-during-lockdown/articleshow/75125333.cms?from=mdr>
4. Data on file
5. https://www.researchgate.net/publication/344181813_Ensuring_Continuity-Of-Care_for_People_With_Diabetes_Through_Wellthy_Care_Digital_Therapeutics_In_Times_Of_COVID-19