



Adjuvant Diabetes Education

Dr Sultan Linjawi

Technology and Diabetes online

What?

How?

Why?

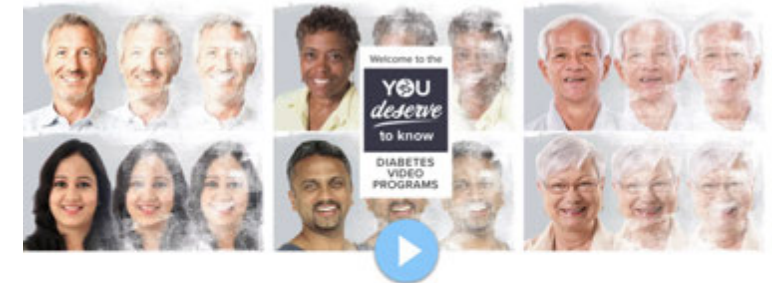
MyHealthExplained.com

Diabetes.. A very modern Plague



Overview MyHealthExplained.com platform

- Web based diabetes education programs
 - Type 2 diabetes
 - Prediabetes and IGT
 - Diabetes in Pregnancy – in progress
 - Type 1 diabetes – in progress
- Up to date diabetes information delivered as a holistic approach
- Information that is personalised as the user engages with the program
- Complete video information series with user question answers
- Content can be customised for partners

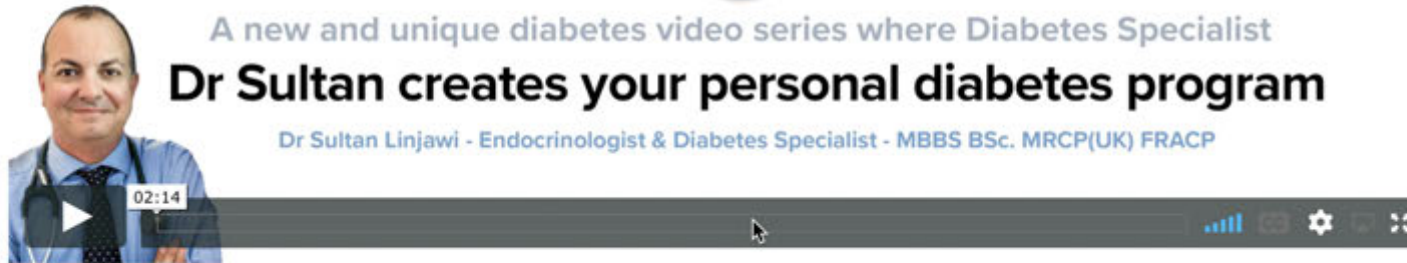


View [website](#)



A new and unique diabetes video series where Diabetes Specialist
Dr Sultan creates your personal diabetes program

Dr Sultan Linjawi - Endocrinologist & Diabetes Specialist - MBBS BSc. MRCP(UK) FRACP



Let me find the information relevant to you by answering the quick questions below

▼

Do you have Diabetes?

YES NO

Help us improve by sharing your feedback. 

YOUR 6 part type 2 diabetes video program



The essential foundation program on type 2 diabetes delivered by Dr Sultan in plain English in six individual broadcast quality videos (see preview below).

Videos include diet, medication, complications and how to take control of and manage your diabetes.

PLUS 6 custom video topics selected for you by Dr Sultan



Based on information in your profile - such as whether you have high blood pressure or struggle to maintain a healthy weight.

Dr Sultan will select a **second** series of six videos specifically tailored to you, your type 2 diabetes and your lifestyle.

PLUS articles selected for you emailed to your inbox



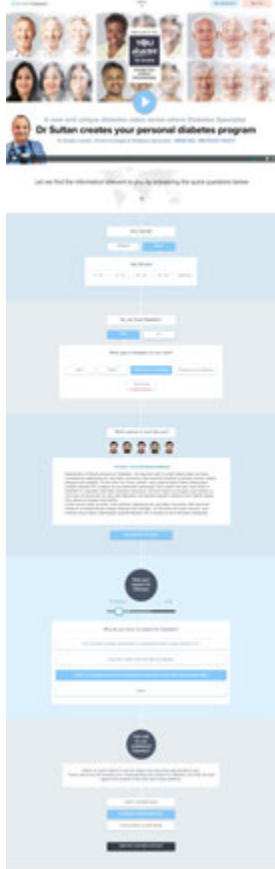
The profile you create also enables Dr Sultan to select articles and other information relevant to you which is sent accessible on any device via your personal dashboard.

The more you interact, the more specific the content that you will receive.



MyHealthExplained.com – a unique diabetes video platform

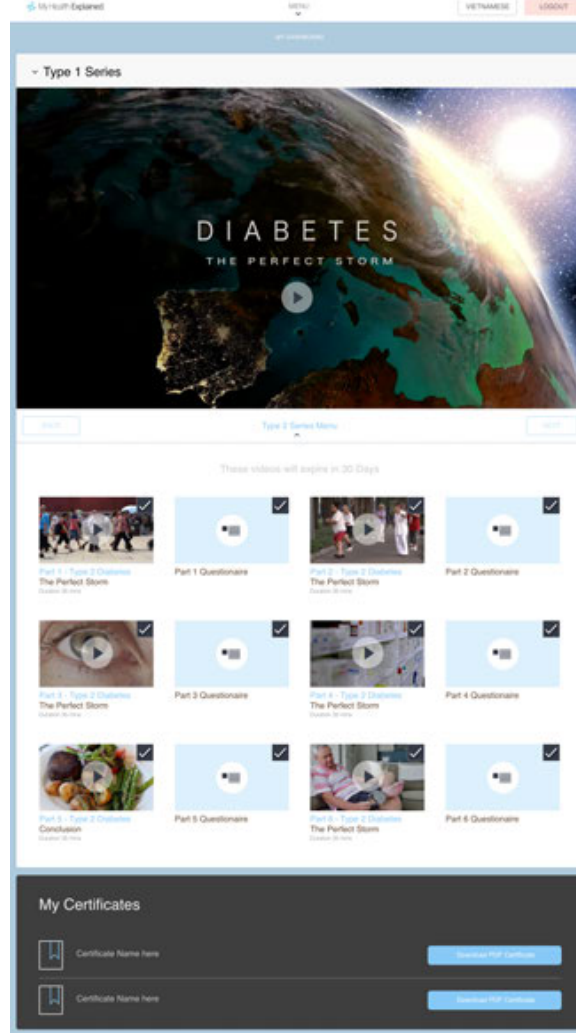
USER PROFILING & ENGAGEMENT



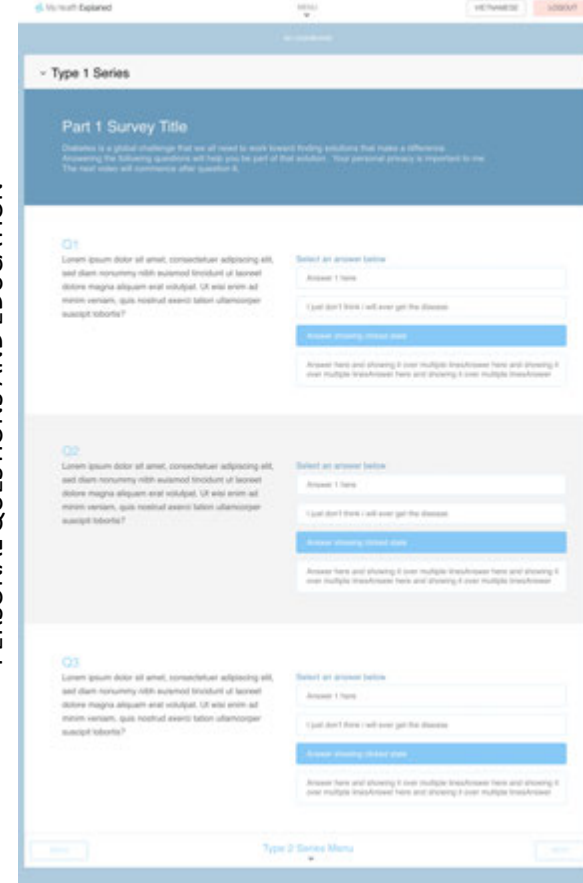
CUSTOM CONTENT



PERSONAL DASHBOARD



PERSONAL QUESTIONS AND EDUCATION



- CRM
- EMAIL AUTOMATION STRATEGY
- CONTINUAL ENGAGEMENT
- CUSTOM CONTENT
- SOCIAL STRATEGY

About creator Dr Sultan Linjawi MBBS BSc. MRCP(UK) FRACP

- English/Saudi/Australian
- UK trained (Imperial Medical School London)
- Australian specialised
- Private practice specialist
 - 12000 patient database
 - Multi-disciplinary team
 - Clinical trials
- Global and local Advisory Boards
- Global speaker



More about [Dr Sultan](#)

UNIQUE OPPORTUNITY TO
LEVERAGE MHE CONTENT
TO CREATE CVS DISEASE AWARENESS
IDENTIFY AND INFORM HIGH RISK PATIENTS OF POTENTIAL
BENEFITS OF SGLT2



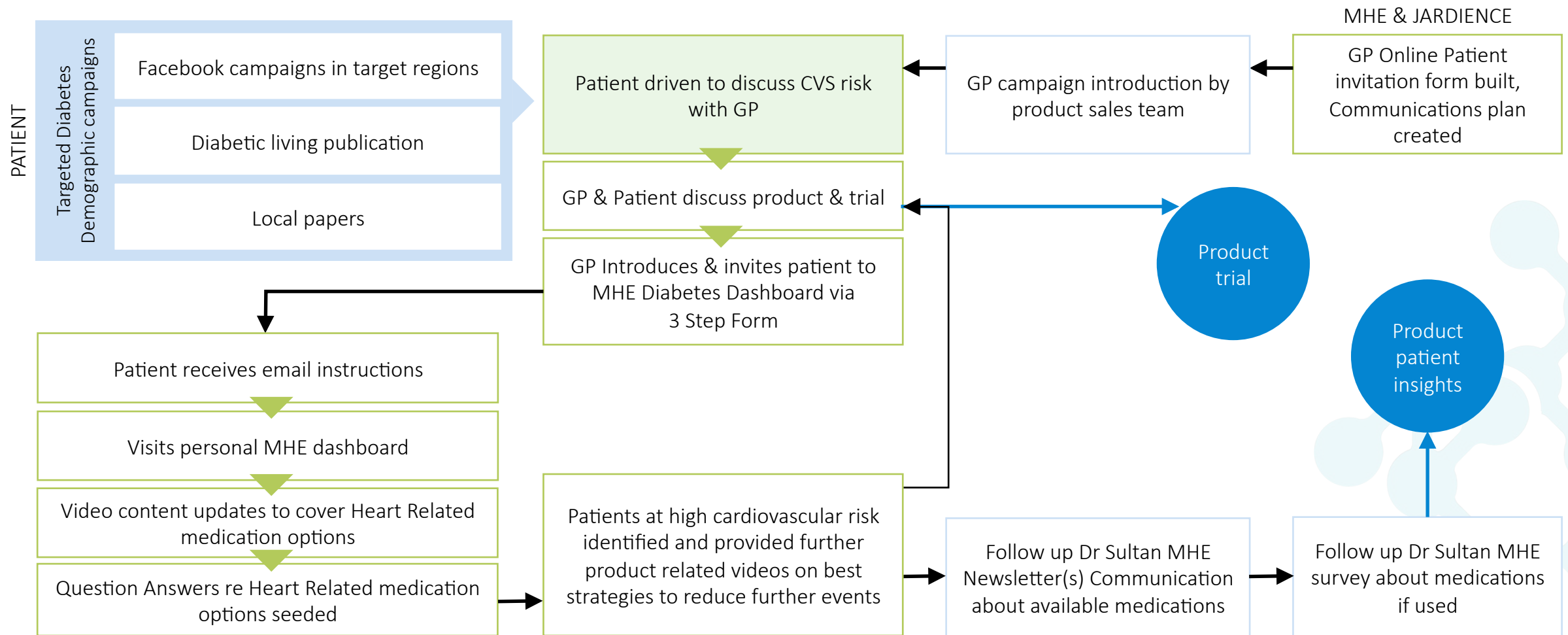
Assumed BI/Lilly objectives

- To raise awareness about the signs and symptoms of cardiovascular disease in the wider community of a selected region within Australia
- To raise awareness about the strong link between diabetes and cardiovascular disease within the population of adults in the community with or without diabetes.
- To raise awareness of the clinical evidence around the use of certain diabetes medications in reducing cardiovascular events in people with diabetes and cardiovascular disease.
- Create Product awareness
- Help high risk patients access potentially life saving medications
- Develop insights



Suggested Strategy

Drive awareness of the relationship of heart related conditions and diabetes, as well as the clinical evidence around certain medications



Leverage Dr Sultan & the My Health Explained platform

By Leveraging the MHE platform BI/Lilly will:

- Create product awareness
- Drive patient doctor CVS discussion
- Drive initial trial

- Gain valuable insights into who is using product and who is not
 - How they use product, personal outcomes of product
- Communicate directly, (via Dr Sultan's) to diabetic patients about CVS benefits
- Have product introduced through a non bias trustworthy & reputable source

Leverage platform content

- Drive awareness of the relationship of heart related conditions and diabetes, as well as the clinical evidence around certain medications



View Facebook [video example 1](#)



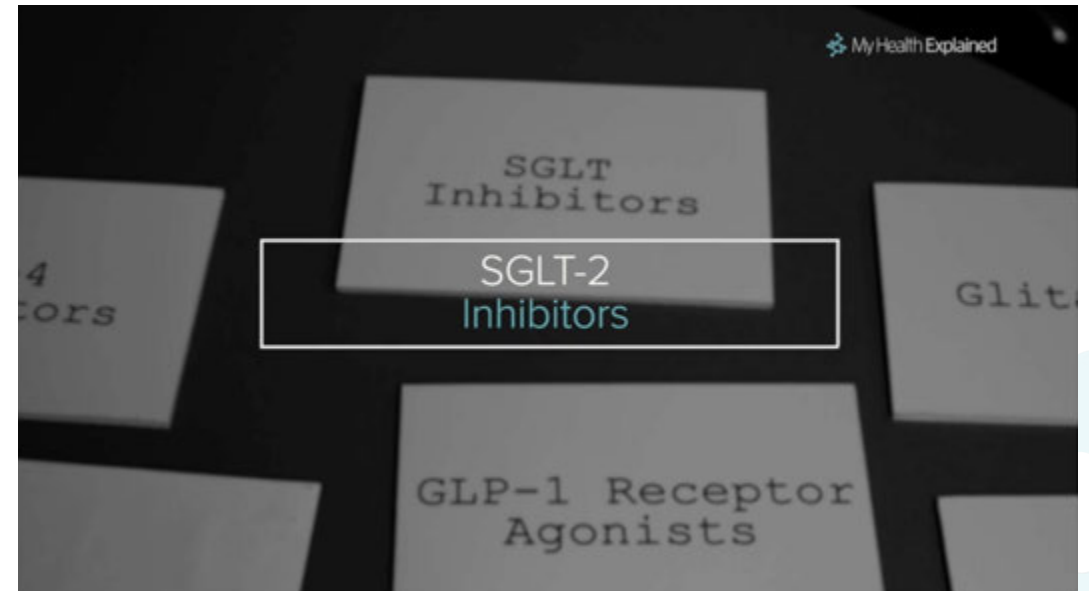
View Facebook [video example 2](#)

Leverage platform content

- Custom video production of available medications can be added into medication episodes and /or life guide episodes. Dr Sultan can discuss the symptoms and relevant medications, and their successful outcomes.



View [content video example](#)



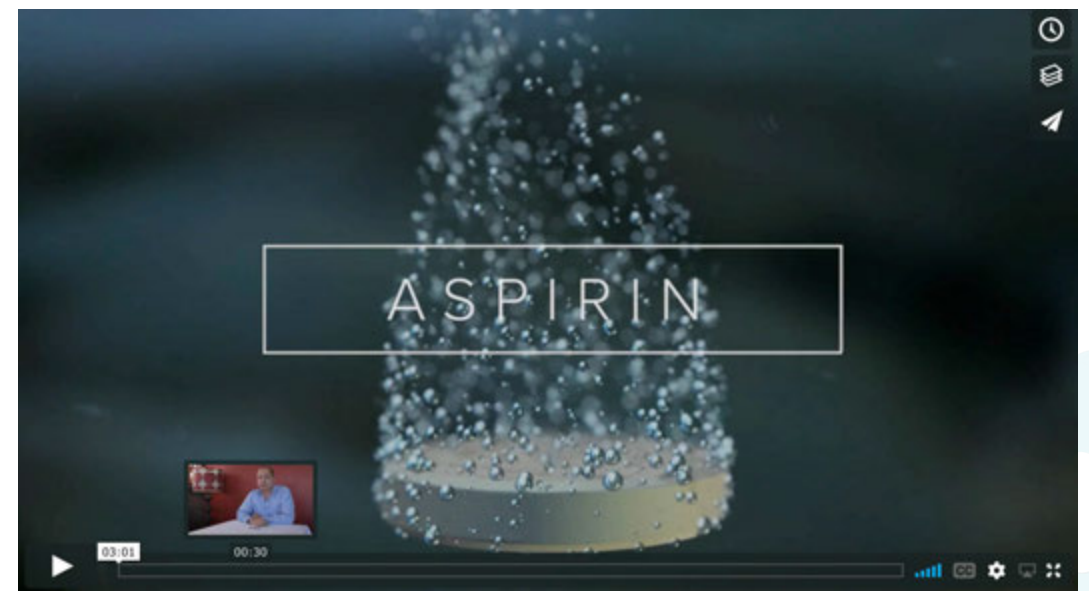
View [content video example](#)

Leverage platform content

- Based on answers provided by participants they are then given further personalised content that is specific and relevant to them based on the information they provide.



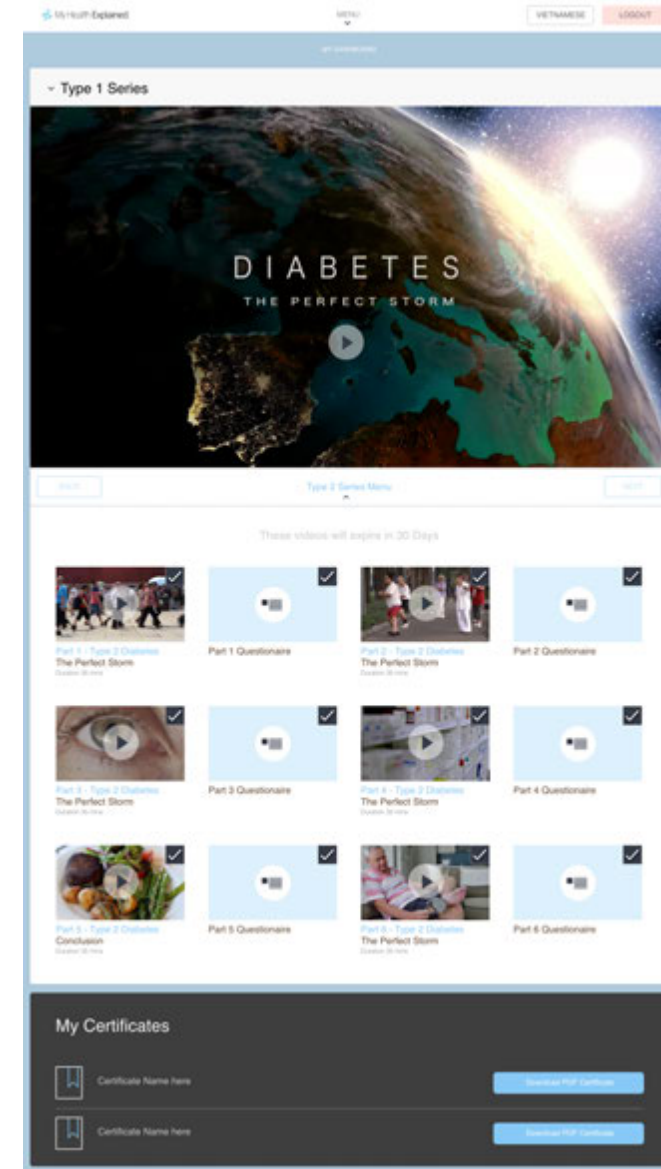
View BMI and Risk [content video example](#)



View Aspirin [content video example](#)

Leverage platform questionnaires

- Following each episode on the dashboard is a set of questions specific to that episode.
- An EDM communication plan will be implemented to engage users further about the medications available if they answer specifically to certain types of medications.
- Links within the user dashboard can be provided to find out more about the products



Television documentary

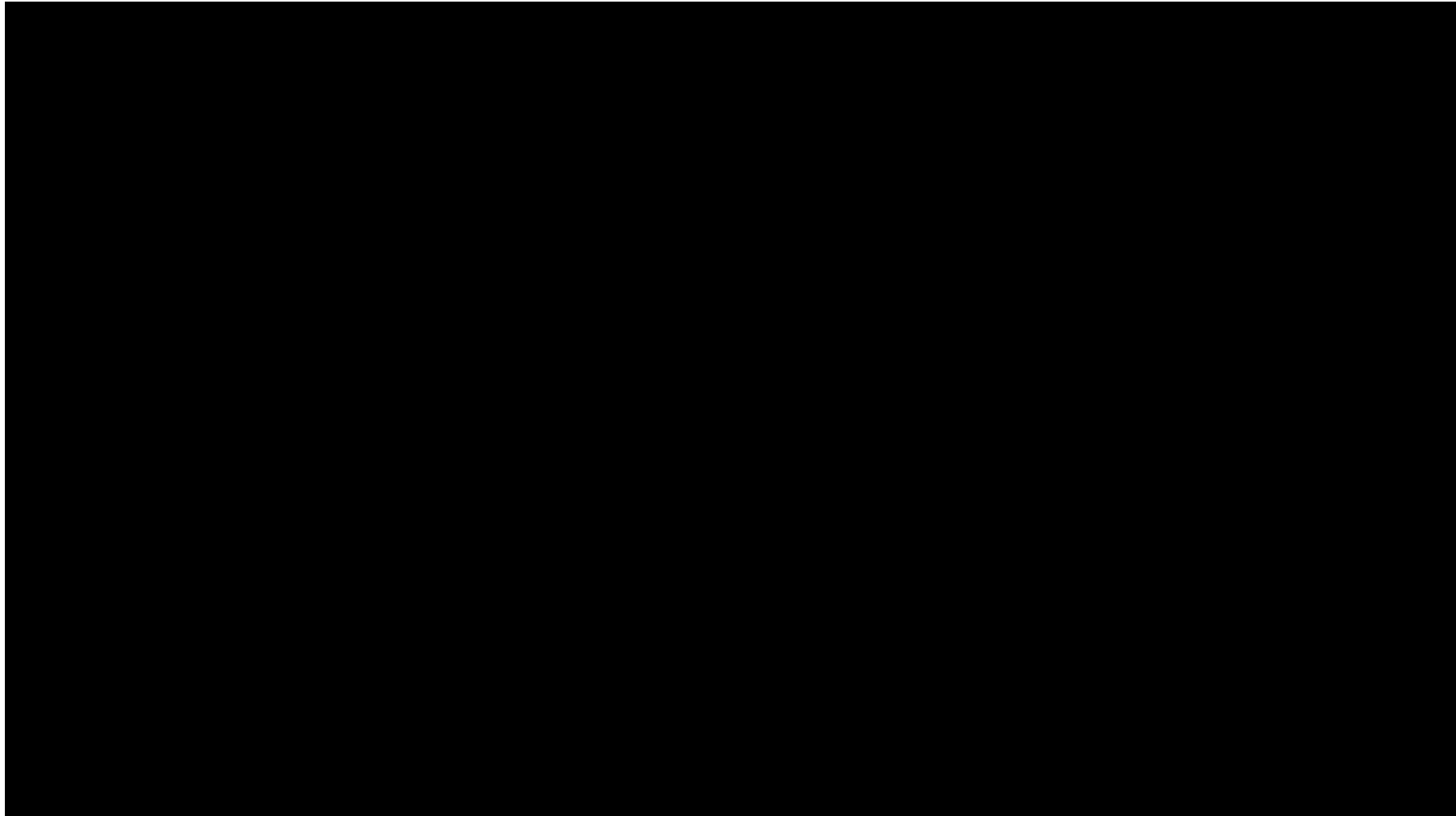
- 6 part diabetes documentary
- 30 minute episodes
 - A very modern plague Overview
 - The Ins and Outs of it Obesity
 - A changing world Middle East, India and China
 - Cultured change Indigenous, Islander and Japan
 - 80,000 shots and counting Type 1 diabetes
 - Me them and us Conclusion



Television documentary

- 14 countries
 - Australia, India, UAE, Oman, Denmark, Germany, Italy, France, UK, Canada, USA, Japan, China and Fiji.
- Global opinion leaders
 - Rt Hon Helen Clark, Andreas Pfeiffer, Simon Heller, Stewart Harris, Mohammed Hassanein, Wasim Hanif, Xiaohui Hou, Temo Waqanivalu, Yutaka Seino and Richard Brostrom





Questionnaire data

- Participant given opportunity to provide answers after each video
- 60-70 data points collected
- Questions provide option for single and multiple answer
- Data maintained in compliant secure database and access can be provided to Jardiance team
- Benefits
 - Market information
 - Engagement quantification and qualification
 - Large publishable database
 - Real world data analysis

Questions & Answers		
FullName	Question	Answer
Aaron Williams	Age selected?	46
Alex Davis	Age selected?	46
Amya Capner	How do you feel about having diabetes? (Please select all that apply)	None and relaxed
Arabad Thurlow	In the last month, how often have you checked your blood glucose level?	Always, I have a continuous blood glucose monitor
Ashraf Lingay	How do you feel about having diabetes? (Please select all that apply)	Annoyed/angry
Cathy Ends	Do you suffer from any of the following mental health conditions? (Please select all that apply)	Anxiety
David Marshall	Would you like to know more about any of the following mental health conditions? (Please select all that apply)	Anxiety
Dennis Spagnolo	How do you monitor your blood glucose levels? (Select all that apply)	At home on my own blood glucose meter
George Brown	How would you describe your diet over the LAST WEEK? (Please select all that apply)	Ate more than 2 take-away meals
Hilton Beck	How would you describe your diet BEFORE you had diabetes? (Please select all that apply)	Ate more than 2 take-away meals a week
James Couall	Have you witnessed any problems for someone who is living with diabetes? (Please select all that apply)	Being more compassionate to others
James Sarrett	Would you like to know more about any of the following mental health conditions? (Please select all that apply)	Bipolar Disorder
John Miller	How do you monitor your blood glucose levels? (Select all that apply)	Blood tests with my Doctor
Kath France	Is the main meal you eat at home served onto an individual plate for you or are multiple shared plates used?	Both methods are used
Luke Cox	Do you suffer with any of the following health conditions? (Please select all that apply)	Cancer
Lyn James	Do you suffer with any of the following health conditions? (Please select all that apply)	Cancer
Margaret Lockwood	Do you suffer with any of the following health conditions? (Please select all that apply)	Cancer
Nicole Cooley	Do you suffer with any of the following health conditions? (Please select all that apply)	Cancer
Nevan Lingay	Do you suffer with any of the following Diabetes complications? (Please select all that apply)	Cardiovascular Disease (e.g. heart attack/stroke/angina)
Paddy Allwright	Is there an area of Diabetes complications you'd like to know more about? (Please select all that apply)	Cardiovascular Disease (e.g. heart attack/stroke/angina)
Ralph Kato	How do you monitor your blood glucose levels? (Select all that apply)	CGM - Site Sensor
Richard Ellis	Who has changed their diet to be more like yours since having diabetes? (Please select all that apply)	Child
Robert Ellis	Who influences YOUR diabetes management in a GOOD way? (Please select all that apply)	Children
Susan Ingeer	Who influences YOUR diet in a GOOD way? (Please select all that apply)	Children
Toy Brown	Who influences YOUR diet in a GOOD way? (Please select all that apply)	Children

25
Count of User

92
Count of Question

1004
Count of Answer

Example of Secure Data analysis view

Doctors signing up patients

- We will create a MyHealthExplained.com/jardiance name form
- Jardiance Reps will inform doctors of the above secure form address
- The form will be a very simple 3 step process
 - Select Doctor
 - Add patient name and email Address
 - Send – Automated welcome email
 - Confirmation patient agree to have details shared
- Patient follows instructions



Investment & Working relationship

- Together refine and develop strategy
- Further understand BI/Lilly business objectives, targets, and restrictions
- Understand investment funds available
- Work together in partnership to drive desired outcomes.



Feedback & Questions.

Contact

drSultan@MyHealthExplained.com

Dr Sultan Linjawi – +61 438 632389

