



WELLTHY THERAPEUTICS

Executive Summary

India is on the cusp of a change in disease patterns; non-communicable diseases (NCDs) which accounted for a mere 30 percent of the total disease burden in 1990, now account for over 55 percent of the total disease burden.¹ Consequently, Wellthy Therapeutics set out to develop one of Asia's first digital therapeutics companies. Wellthy's first therapeutic in Type-II Diabetes has been endorsed as a prescription-grade intervention by the RSSDI, which is Asia's largest organization of diabetes health-care professionals and researchers. Wellthy uses a synergistic combination of artificial intelligence and human-led health coaching to inspire and enable individuals to prevent, manage and reverse their chronic health conditions.

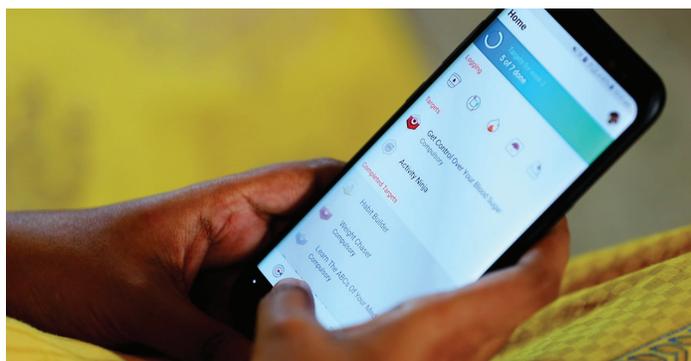
Since its inception in 2015, Wellthy has conducted more than 13 studies to validate its outcomes, enrolled more than 7,000 participants, collected over a million behavioral data points, and entered into multiple strategic partnerships with over seven enterprises across the health-care ecosystem to transform the preventive care landscape in emerging markets.

Website

www.wellthy.care

Recognition

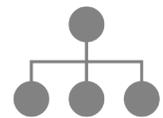
Publications in leading journals: American Diabetes Association (ADA), American Association of Clinical Endocrinologists (AACE) Research Society of the Study of Diabetes in India (RSSDI), International Diabetes Federation (IDF)



1. India State-Level Disease Burden Report, Public Health Foundation of India. 2016.



YEAR FOUNDED
2015



TYPE OF ORG
FOR-PROFIT



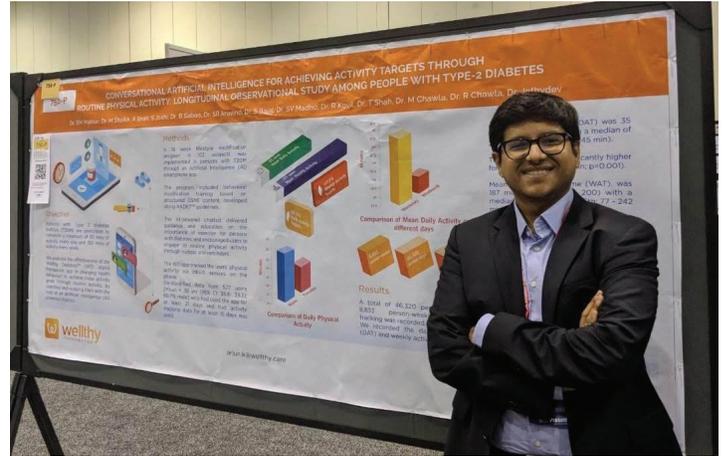
OFFERING
DIGITAL
THERAPEUTIC
(SOFTWARE, TECHNOLOGY)



COUNTRIES
INDIA

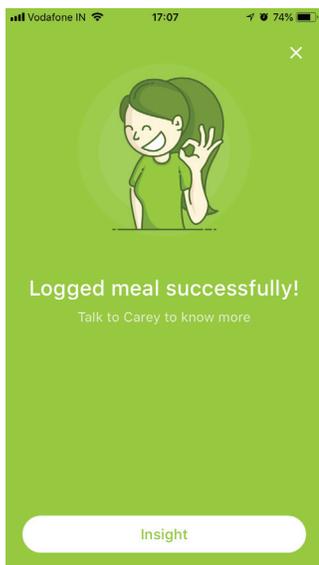
THE STORY BEHIND WELLTHY

Each of Wellthy's founding team members has at least one family member living with a chronic health condition. The experience of helping their loved ones manage their condition led the team to witness first-hand the shortcomings in the current health delivery system. They felt there was an inability to equip patients and their family members with the skills needed to understand their condition and manage it effectively between two doctor consultations. The team also realized that the situation is far worst for individuals with poor levels of health literacy and lack of access to health services, which is the majority of the population in emerging markets. Inspired by the burgeoning consumer tech industry in India, the founding team was excited about using technology to address the chronic disease burden by bringing clinically-validated, real-time care to individuals to help augment the current chronic care delivery system.



CHALLENGE

NCDs are chronic in nature and require a markedly different approach to health-care delivery. The episodic health-care system in developing countries which is primarily designed to address infectious diseases, and neonatal and maternal mortality, among others, is not equipped to address NCDs scale. India and similar emerging markets suffer from low doctor to patient ratios, weak health-care infrastructure, low insurance penetration, poor affordability of care and low levels of health literacy. This problem affects millions of individuals diagnosed with or at risk of developing chronic conditions, overburdened health-care professionals, hospital systems, national insurance systems and policy-makers.



SOLUTION

Wellthy designs and deploys clinically-validated digital therapeutics to inspire and enable individuals to prevent, manage and reverse their chronic health conditions. As a compliment to the existing standard of care, they deliver continuous, real-time coaching to patients to equip them with the skills they need to manage their chronic conditions in between consultations, while providing physicians with incredible patient journey data for decision support.

OPERATING AND BUSINESS MODEL

Wellthy deploys its technology through:

- Public and private hospital systems
- Standalone physicians
- Governments
- Low-cost primary health systems
- Pharmaceutical companies
- Insurance companies
- Medical devices companies

Wellthy's approach is highly scalable; they integrate seamlessly into existing physician work-flow and hospital/clinic management systems. They provide decision-support to health-care professionals and paramedical staff so they can deliver better quality care for NCDs. From the demand side, as India achieves greater economic prosperity, the burden of NCDs is only going to increase. This coincides with an increase in smart phone penetration and digital literacy, allowing Wellthy to impact a far greater number of lives. Moreover, their AI-driven technology allows them to deploy at a fraction of the cost of drugs used to treat chronic conditions.

- In an out-of-pocket market like India, the patient pays Wellthy to use the premium service of their platform once recommended to do so by the doctor.
- Wellthy gets paid by national health systems to further improve patient outcomes at a population level.
- Wellthy gets paid by their insurance partners to help reduce risk of their members / policyholders.
- Wellthy gets paid by their medical device partners to go beyond the device and help their current diagnostic solutions further improve outcomes.
- Wellthy gets paid by their pharma partners to go beyond the pill to further improve outcomes.



IMPACT

1. **Take-up, measured by number of active users (outcome):**

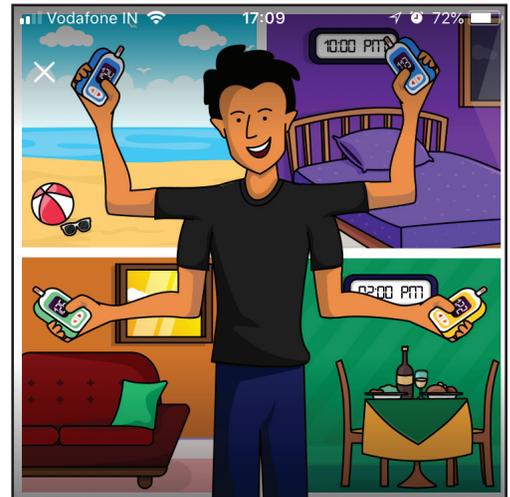
Wellthy's success is primarily determined by the number of users enrolled in their digital therapeutic program. Their long-term vision is to inspire and enable 10 million patients to reverse, prevent or control their chronic condition by 2025. Measuring this metric is essential to helping Wellthy stay on track to achieving their goals.

2. **Reduction in HbA1C levels (impact):** HbA1c is an indicator of long-term glycemic control with the ability to reflect the cumulative glycemic history of the preceding two to three months. This is a gold standard of diagnosing and measuring the level of diabetes. Wellthy's platform is clinically engineered to help individuals manage their diabetes, thereby bringing their HbA1c levels under control. Reduction in HbA1c-levels is therefore an important validation of their capabilities.

3. **Increase in Self-Monitoring of Blood Glucose (SMBG)**

(impact): SMBG is an essential tool in the optimal management of diabetes. SMGB enables diabetics to know the variations in glucose levels and also identify adverse events like hypoglycemia and take appropriate action. This is an important adjunct to HbA1c testing and helps diabetics achieve and maintain their respective therapeutic goals. Wellthy's platform is also clinically engineered to improve adherence to SMBG by educating patients about its importance and by nudging them to check their blood sugar, altering diet and activity based on glucose variations, identifying adverse events and taking appropriate action. Tracking this metric is therefore important to help Wellthy understand the efficacy of their product.

4. **User engagement measured by number of logs per day, interaction with human health coach and AI bot and number of lessons and quizzes completed (outcome):** According to Wellthy's theory of change, increased engagement with their platform (by logging their meals and daily activity, interacting with the human health coach or A.I bot and going through the educational content) improves knowledge and awareness of diabetes and helps in bringing about behavior change which is key in helping patients manage their chronic conditions long-term. Tracking user engagement is therefore important in helping them validate their theory of change.



Self monitoring of your sugar levels - a necessity

Regular SMBG or self-monitoring of blood glucose gives you the power to keep diabetes well-managed.

But what are FBS and PPBS?



INNOVATIONS IN HEALTHCARE™

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Wellthy provided the source data for this document and is responsible for
the accuracy of the content.

