



# Case study Type 2 Diabetes



**Spoonful  
of Sugar**

Making the most of medicines

# Type 2 Diabetes

## Smartphone app and web-based portal

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### Overview

Engaging patients to self-manage their Type 2 Diabetes and adhere to their prescribed treatment whilst making positive, sustainable lifestyle changes.

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### Problem

There is a need for more innovative collaborations to enhance patients' intrinsic motivation to engage. Once engaged, they are better placed to adhere to treatment for their Type 2 Diabetes, which includes making positive and sustainable long-term lifestyle changes.

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### Situation

Rates of Type 2 Diabetes diagnosis have increased exponentially in recent decades, in parallel with obesity. It is also increasingly prevalent in younger demographics (not previously at a high risk for developing the disease).

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### Value

We accrued insights from a large, international data set to gauge patients' beliefs and perceptions about Type 2 Diabetes diagnosis and treatment/management. To do so, we used our suite of reliable and validated tools and frameworks, specifically adapted to Type 2 Diabetes.

The findings from this research informed responsive, preferential, and specific materials that fully address practical and perceptual barriers to medicine.

They successfully engage patients in self-managing their Type 2 Diabetes, and motivate them to make positive social, occupational, cognitive changes to their lifestyle that are sustainable in the long term.

We also took these insights into account when designing the context and channel of the intervention's delivery. A digital solution, implemented in tandem with print materials, established a more substantive role for the client in the emergent digital health sector, and engaged new (increasingly important) demographics in the target patient population.

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### Implications

Our research complemented existing data to close potential gaps in knowledge and consolidate what was already known from the client's research.

Gaining input from all stakeholders resulted in an evidence-based adherence programme informed by a wide range of professional, academic, clinician, and patient perspectives.

We leveraged these views to tailor efforts at a deeper and far more nuanced level than those reached in standard adherence interventions. This facilitated a two-way dialogue between patient and programme to reach and engage key demographics that would otherwise have remained unengaged and therefore at a greater risk of nonadherence.