

The logo for OVIVA, featuring the word "OVIVA" in a teal, sans-serif font. The letter "V" is stylized with a black silhouette of a person with arms raised, positioned above the right vertical stroke of the "V".

OVIVA

DIABETES  
SUPPORT

A close-up photograph of an elderly man with white hair and a goatee, wearing a light green button-down shirt. He is looking down at a document or tablet he is holding, with a focused and thoughtful expression. The background is a soft, out-of-focus indoor setting.

# Person-centred structured education and behaviour change for people with type 2 diabetes

Information pack  
March 2018

A **fully remote** type 2 diabetes structured education and behaviour change programme, delivered 1-to-1 by a diabetes specialist dietitian over 12 weeks

## Key objectives:

- Widen access to care and **improve uptake** of structured education, particularly for those unable to access face to face services
- Help people with type 2 diabetes **improve their confidence in self management, lose weight and improve their blood sugar control**
- **Reduce demand on NHS services** through lower diabetes medication needs and demands on primary and secondary care through lower complication rates

*Available in 18 CCGs today, including:*

  
Aylesbury Vale  
Clinical Commissioning Group

  
Northern, Eastern and  
Western Devon  
Clinical Commissioning Group



1

## Low uptake rates

7.4%

of people attending education within 12 months of diagnosis<sup>1</sup>

Known barriers to attendance<sup>2</sup>:

- Do not wish to attend group sessions
- Too costly or inconvenient to attend (work, family commitments)
- Limited awareness of programmes and benefits due to limited case finding/active recruitment by providers

2

## Limited impact to date

60%

of people do not meet their diabetes treatment targets

The evidence shows effective behaviour change programmes must include<sup>3</sup>:

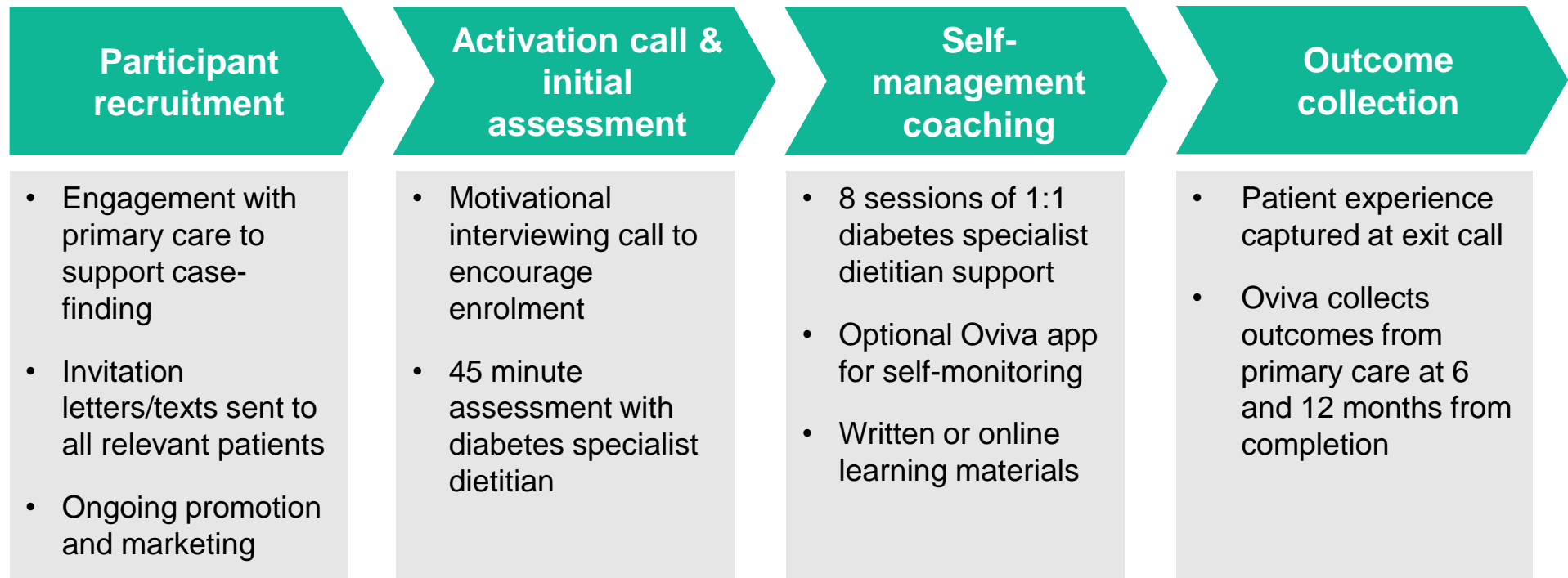
- Minimum of 11 hours contact time
- Tailored support to personal preferences and health needs
- Accessible and flexible to ensure maximum uptake and attendance

<sup>1</sup> National Diabetes Audit (2016-17)

<sup>2</sup> Chatterjee et al. 2017

<sup>3</sup> Chrvala et al 2016; Winkley et al. 2016; Pillay et al. 2015; Steinsbekk et al. 2012

- ✓ **Over 3 hours of 1 to 1 remote coaching from the diabetes specialist dietitian to drive behavior change, over the telephone or using Oviva app chat**
- ✓ **Over 10 hours of self-study materials of videos & podcasts to aid learning, accessed online or hard-copy DVD & guidebook**



# Remote, 1:1 approach drives improved uptake and engagement

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1

## High uptake

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71%

of all participants referred to  
book into initial assessment  
(1,453 referrals to date)

2

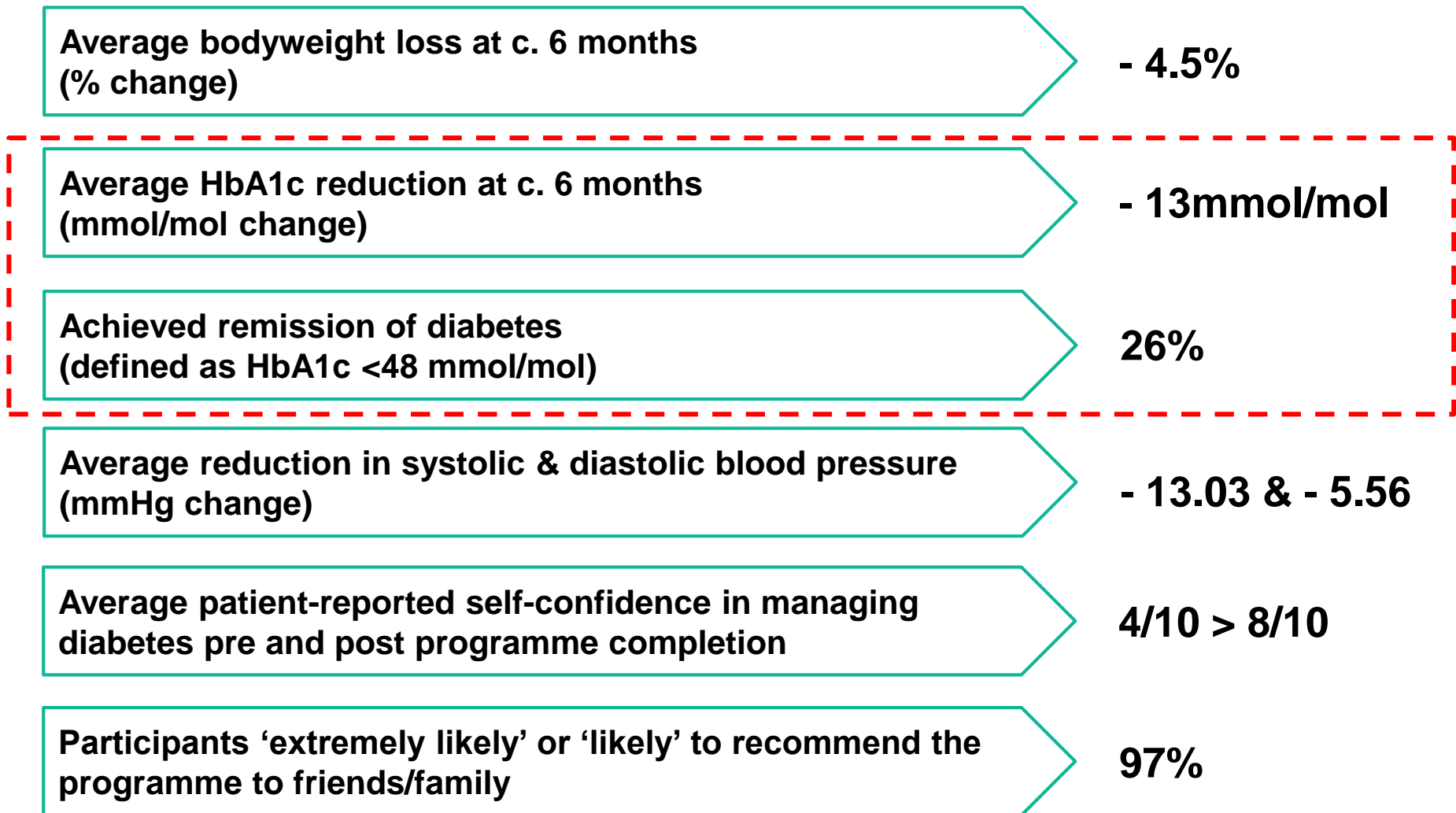
## Strong engagement

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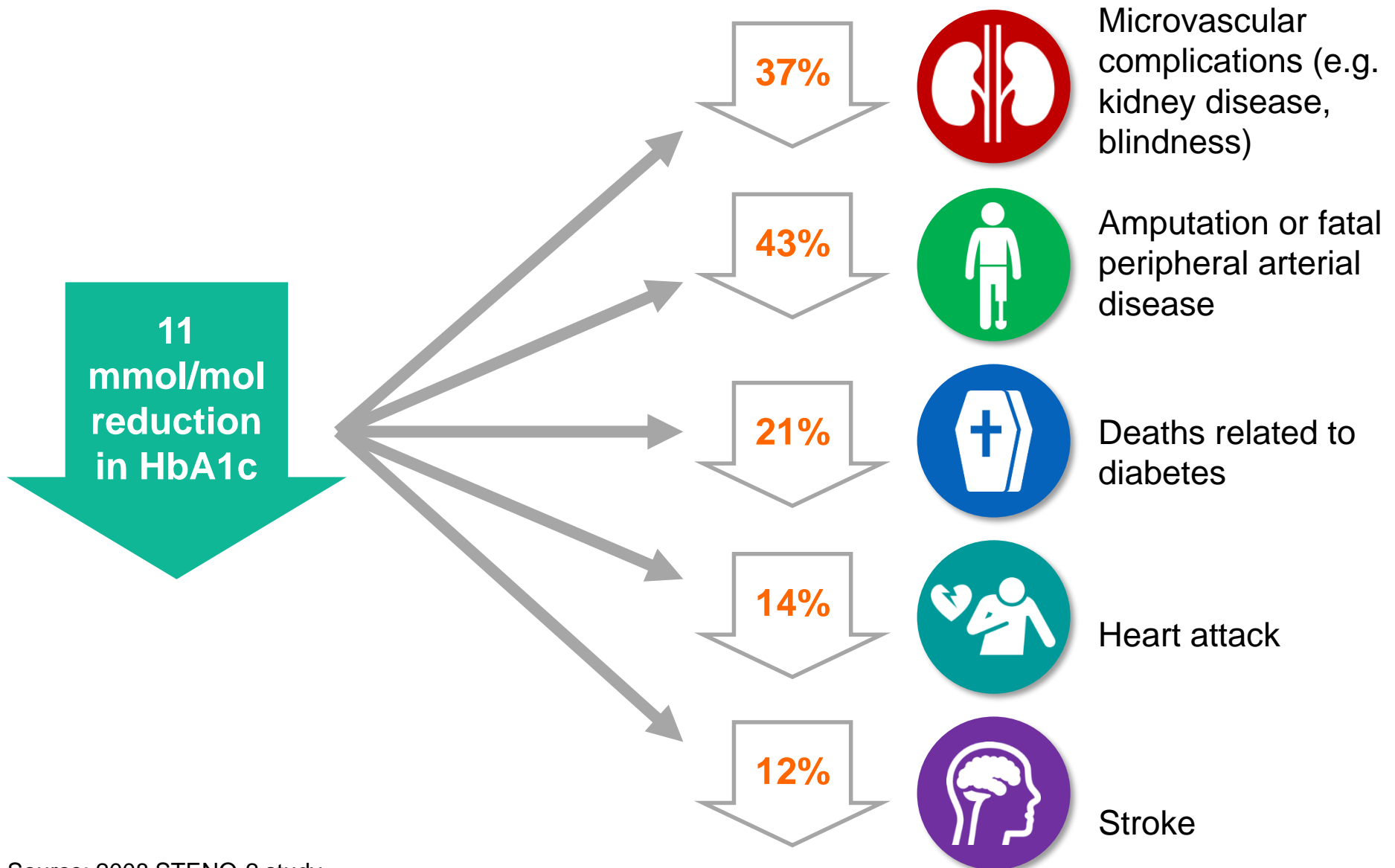
67%

of all participants complete the  
full programme.

# Demonstrated outcomes of Diabetes Support



# Lowering HbA1c significantly reduces complications



<b>Medication</b>	<b>Cost</b>	<b>HbA1c reduction</b>
Canagliflozin 100mg OD (SGLT-2)	£447-608 recurring annually	c. 8 mmol/mol
Liraglutide 1.2mg OD (GLP-1)	£951 recurring annually	c. 11 mmol/mol
Insulin	£729 recurring annually	8-12 mmol/mol
Oviva Diabetes Support	£150 one off cost	c. 12 mmol/mol

Sources: BNF Drug Price List; Cefalu et al. Effects of canagliflozin on body weight and relationship to HbA1c and blood pressure changes in patients with type 2 diabetes. Diabetologica; 2015, 58(6) 1183-1187; <https://www.victoapro.com/clinical-benefits/a1c-reductions.html>; Frontier Economic analysis 2016



Mr TD is a 64 year old man with type 2 diabetes, a baseline weight of 95 kg and BMI of 30.6 kg/m<sup>2</sup>

- Started Oviva Diabetes Support in January 2017 & completed in April 2017.
- Improved his confidence in managing diabetes from 4/10 in January to 9/10 in April.
- Reduced his baseline HbA1c of 78mmol/mol in January to 51 mmol/mol in May.

Achieved  
**27 mmol/mol**  
HbA1c reduction

*“The programme was great, my dietitian was great and the app was very useful. I could get advice whenever I needed, and I am recommending Oviva as people ask me how I lost weight.” – Mr TD, Swindon*

# Comparison to alternative education approaches



Offering	Oviva	DESMOND	XPERT Health	Changing Health	HeLP-Diabetes
Face to face format	✗	✓	✓	✗	✗
Remote format	✓	✗	✗	✓	✓
QISMET certified educational curriculum	✓	✓	✓	✗	✗
1:1 guided behaviour change support, including mental health	✓	✗	✗	✗	✗
Free guidebook sent to participant's home	✓	✗	✗	✗	✗
Free online learning portal access for life	✓	✗	✗	✓	✓
Free smartphone app for self-monitoring for life	✓	✗	✗	✓	✗
Free case finding & letter recruitment for high-cost patients	✓	✗	✗	✗	✗
Free outcomes collection and reporting to the CCG	✓	✗	✗	✗	✗

For questions please email:  
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**OVIVA** | **DIABETES SUPPORT**

## Welcome to Oviva Diabetes Support

Click on the topics below to find important information about living a healthy life with diabetes.

Need help? [Click here for more information](#)

- Getting started
- 1. Introducing diabetes
- 2. Looking after your diabetes
- 3. Eating a healthy diet
- 4. Making healthy carbohydrate choices
- 5. Getting started with insulin

**OVIVA** | **DIABETES SUPPORT** **4. Making healthy carbohydrate choices**

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Video | Choosing healthy carbohydrates

Lucy Diamond introduces Glycaemic Index and explains the benefits of following a low GI diet.

PREVIOUS

NEXT

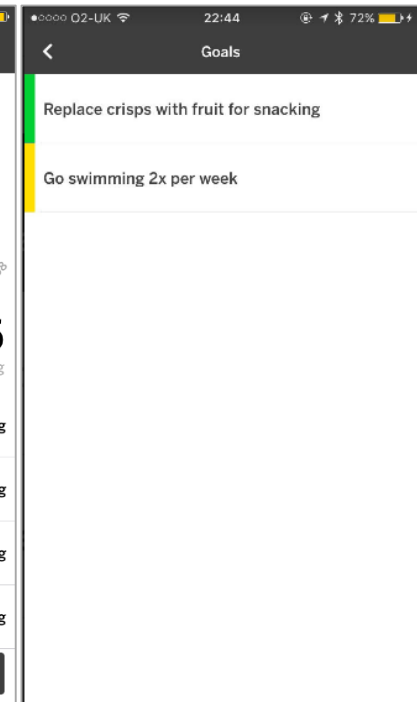
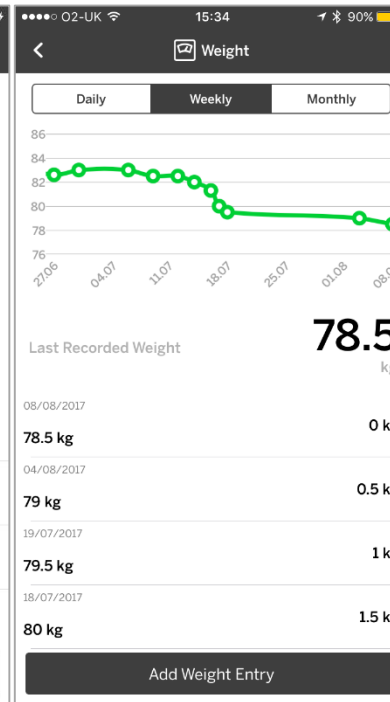
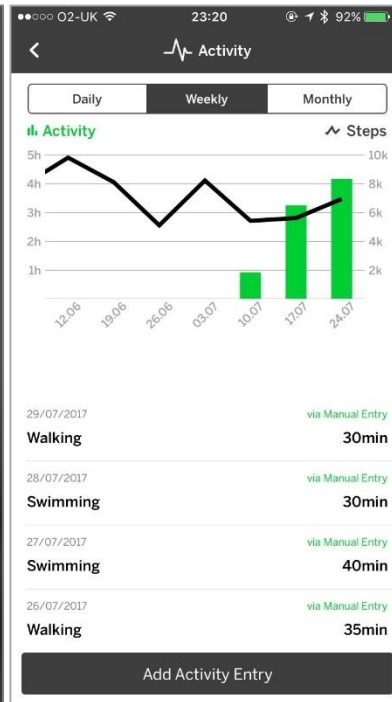
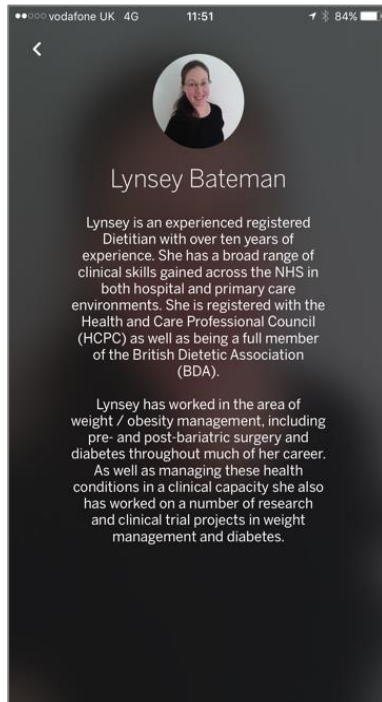
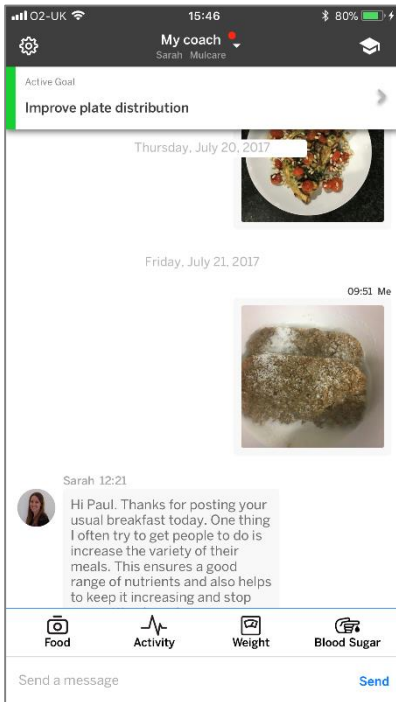
Home screen

Dietitian profile

Activity tracker

Weight tracker

Personal goals



Syncs with Fitbits, Apple Healthkit and Google Fit