

*“According to the World Health Organization, about one in nine Mexican adults now have diabetes...If successful, Diabediario could have the biggest overall impact on Mexican health care.”*

*Health Affairs, January 2010*

## Customer Profile

The ICSS Carlos Slim Health Institute (ICSS) is a non-profit organization that guides private resources in financing social interest projects in the health sector, nutrition and the environment. The main objective of ICSS is to contribute to resolving large and serious health problems in Latin America. ICSS seeks to take advantage of new technological innovations and reduce common health risks in Mexico, such as diabetes.



## Situation and Challenges

Diabetes has become a serious public health problem in Mexico where the prevalence rate for diabetes mellitus is the third-highest in Latin America (10.6% in 2007) and if this trend continues, will reach 12.4% in 2025. The high prevalence rate for Diabetes in Mexico is partly due to improper nutrition and lack of information about the importance of eating healthy and exercising. However, while diabetes is a chronic disease that cannot be cured, it can be well controlled and the best way to do so is to learn about it, but this population is also suffering from a lack of information necessary to change their lives and move towards a healthier lifestyle.

## Solution

Voxiva along with ICSS, one of the most respected international health organizations and a leader in mobile health innovations, has developed Diabediario, a solution designed to educate participants, encourage behavior change towards healthy lifestyles and promote adherence to their treatment protocol. Built on Voxiva's HealthConnect multi-channel Platform, Diabediario combines Web, e-mail, text messaging and Interactive Voice Response (IVR) technologies to provide a series of interactive tools designed to help the person living with Diabetes to monitor his or her health. Diabediario does not replace doctor visits or medical treatment and is meant to complement them.

## Capabilities of Solution

- **Educational messages:** Diabediario provides “snippet based” educational content that can be delivered to users via text message or e-mail.
- **Glucose diary:** Participants have the option of subscribing to either a daily or weekly reminder to test their glucose levels and enter their results in the system. The daily option sends out a reminder at a different time each day so that a record of glucose levels at different times of the day and on different days of the week can be developed. The weekly reminder asks the participant to enter his or her latest before-meal and after-meal readings.
- **Medicine reminders:** Participants have the option of setting up a maximum of 3 medication reminders (Morning, Afternoon and Evening) and they are able to choose the time to the nearest hour when the reminder should be delivered.
- **Appointment reminders:** Appointment reminders may be configured to notify the participant days before and on the appointment's day. A message is sent to the user after each appointment asking to schedule the next one.
- **Monitor health indicators:** Diabediario reminds participants to record their laboratory results and vitals based on a predefined schedule; they may enter this information via text message or Web. Participants are then able to track their progress with charts built in a personalized Health Portal.
- **Medication adherence:** Participants have the option of setting up a monthly reminder to complete an adherence survey to determine how closely they are following their regimen, as well as a daily notification that asks if he or she has taken that day's medication.

For more information, visit: [www.voxiva.com](http://www.voxiva.com)

