

Roche Diabetes Care, Fitterfly launch 90-day programme for Type-2 diabetes management

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Roche Diabetes Care India (RDC) and Fitterfly Digital Therapeutics have partnered to co-create a 90-day diabetes management programme for people with type II diabetes. This programme is aimed at enhancing therapy adherence and improving outcomes and bringing true relief to people with diabetes.

The programme provides fitness assessments, personalisation and reports for doctors. This is best suited for individuals with newly diagnosed type II diabetes, new and fast-changing prescriptions for insulin or those who have spotted new symptoms indicating long-term complications of diabetes.

Dr Arbinder Singal, Co-founder and CEO, Fitterfly added, "The programme is designed to study the effects of various food groups on blood sugars with our meal-mapping technology. The members of the programme will be able to benefit from the accuracy and personalised approach of the programme bridging the important gap of lifestyle management and long-term behaviour change that is crucial to medical management prescribed by doctors".

Speaking about the programme, Omar Sherief Mohammad, Cluster Head, India Middle East and Africa, Roche Diabetes Care said, "We believe we can generate real-world evidence to showcase the importance of comprehensive care in enhancing therapy adherence and improving outcomes."