

mySugr Inc  
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[mysugr.com](http://mysugr.com)

## Press contact

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## mySugr launches revolutionary in-app one-on-one diabetes coaching

**Professional feedback from renowned diabetes educators combined with the app's proven patient engagement will have major impact on diabetes treatment**

**SAN DIEGO, October 4, 2016** – The leading diabetes app mySugr recently launched a new key feature called **mySugr Coaching**. It promises to significantly improve the patient journey for those using intensive insulin therapy to manage blood sugars. While diabetes is a disease that needs permanent and careful attention, patients only get to discuss their progress with their doctor once every three months at best. Many patients feel stranded during the long periods between medical appointments and want easily-accessible support and reliable guidance to reduce hypo and hyperglycemic events or simply attain healthcare goals.

With their new mySugr Coaching feature, the company has created an innovative way for people living with diabetes to receive high-quality personalized diabetes education at the push of a button. A proactive therapy-based management approach is used with on demand user-driven interactions. During the initial assessment, users define various long-term goals, such as losing weight, decreasing blood sugar levels, or even something like finishing a triathlon. Users will work with their coach to refine goals as needed or establish new ones as original goals are achieved.

### Additional highlights include:

- + Thorough, in-depth initial assessment
- + A real human-to-human relationship (no bot-driven education)
- + Unlimited messaging
- + Unlimited video conversations with playback (coming soon)
- + Seamless and instant data transfer between patients & coaches
- + Easy-to-use custom built iPad Pro dashboard for coaches
- + Lock in introductory pricing - \$19.99/month (normally \$39.99/month)

All coaches undergo a strict recruitment process and are carefully selected by mySugr. The first on board are mySugr Head Coach Gary Scheiner, MS, CDE and his team of highly trained certified diabetes educators (who all live with diabetes). A well-known name in diabetes, Scheiner has worked closely with mySugr to build a well-refined and efficient coaching solution.

*“There’s an opportunity to provide much-needed support to people with diabetes between clinic visits,” said Frank Westermann, CEO of mySugr. “With mySugr Coaching, we’re extending the reach of diabetes educators and filling the gap between appointments with high-quality, personalized, and reliable diabetes education, all while keeping patients in control of the experience.”*



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*“Let’s be honest; doctors don’t have the bandwidth to manage people’s blood sugar on a daily basis. There’s too much work involved. And even if they did, you’re still going three, six or even twelve months between appointments,” Gary Scheiner, MS, CDE, mySugr Head Coach, Owner and Clinical Director, Integrated Diabetes Services, points out. “There are so many challenges that come up during that time. It really requires a coach to work with you on an ongoing basis. And now, with mySugr Coaching, you have that opportunity.”*

## About mySugr GmbH

Founded in 2012, by people with diabetes for people with diabetes, mySugr has offices in Vienna, Austria and San Diego, California. The mySugr app is widely recognized as one of the most successful mobile health apps for diabetes with a rapidly growing user base of nearly 800,000 users worldwide. The company’s digital diabetes solutions showcase a stand-out user experience that combines therapy management, automated data tracking, and seamless integration with a growing number of medical devices. mySugr is available in 51 countries and 13 languages. For more information, please visit [mysugr.com/press](http://mysugr.com/press).

## About Gary Scheiner, MS, CDE:

Owner and Clinical Director of Integrated Diabetes Services near Philadelphia, PA, Scheiner has lived with type 1 diabetes since 1985. He was recently named AADE’s Educator of the Year. Gary wrote the popular diabetes book, “Think Like a Pancreas,” along with five other books and dozens of published articles about diabetes. He serves on the faculty of Children with Diabetes and is on the clinical advisory boards for several diabetes device manufacturers and pharmaceutical companies. For more information, please visit [integrateddiabetes.com](http://integrateddiabetes.com)

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