



DIABETES HEALTHCARE PORTAL FOR CENTRAL KRANKENVERSICHERUNG AG

Motivation and incentives for self-help for sufferers of type 2 diabetes.

Diabetes mellitus is a widespread illness that is spreading particularly in industrialized countries. Diabetics are at risk of a number of serious complications, such as damage to blood vessels, nerve endings and sight. For the healthcare system, these diseases mean enormous treatment costs. Central Krankenversicherung AG is the first private health insurance company to develop an integrated diabetes healthcare portal, together with T-Systems. The portal lets the person concerned monitor their correlated movement and blood data continuously, through pedometer, blood glucose meter, smartphone and Internet access. Coaches from the West German Diabetes and Healthcare Center accompany the participants – as do people close to the diabetics themselves, if desired. T-Systems operates the portal for Central Krankenversicherung AG as an end-to-end solution. It includes the incorporation, secure transmission and correlation of data from existing portals, along with a user-friendly interface and ongoing support. The system has a modular structure and gives Central Krankenversicherung AG the option of integrating additional service offerings for its customers in the long term.

AT A GLANCE

- Platform for type 2 diabetics
- Integration and correlation of data from existing platforms
- Web portal for the daily retrieval of correlated movement data and blood glucose levels
- Encrypted, maximum-security data transmission with SSL (secure socket layer)
- Required equipment: Internet access, pedometer, blood glucose meter and smartphone
- Community function for interaction between insurance companies, coaches, patients and people close to them
- Flexible billing concept with usage-based payment
- Modular system structure that can be expanded for other insurance services



THE REFERENCE IN DETAIL

THE CUSTOMER

Central Krankenversicherung AG is a member of the Generali Deutschland Group. It offers tailored medical insurance packages – as comprehensive insurance or supplementary coverage for patients with statutory medical insurance. With contributions of some 2.2 billion euros and nearly 1.8 million customers, Central is one of the leading private medical insurance companies in Germany. Central employs specific healthcare programs to look after the needs of its chronically ill customers. It has offered special support for diabetics for over ten years.

THE CHALLENGE

Particularly for type 2 diabetics, lifestyle changes to adapt to the disease can provide fundamental improvements for those affected. More exercise and a diabetic diet alone can significantly reduce incidents of complications, or even prevent them completely. The healthcare programs of Central Krankenversicherung aim to help customers strengthen their health competencies and support their therapy progress. By reducing risks, and thus avoiding complications, additional costs can be avoided in the long term.

THE SOLUTION

With the Diabetes Healthcare Portal, developed jointly by T-Systems and Central, Central Krankenversicherung AG gives its customers an option for continuous self-monitoring of their movement data and blood glucose levels. The patients define their own targets in dialog with coaches from the West German Diabetes and Healthcare Center. While Central recommends participation in this free-of-charge program, it is entirely voluntary. Each participant receives a Fitbit™ pedometer and a Medisana blood glucose meter. The data from both devices is encrypted with SSL and forwarded to the T-Systems data center through the corresponding interfaces. In contrast to standalone systems, T-Systems correlates the movement and blood glucose data for each participant for further presentation in the healthcare portal. Participants can sign up for the interactive web portal in a few easy steps and can then call up their own logs in the journal. If problems occur during registration or later use, Central provides first-level support by phone and e-mail. Second-level support is provided by T-Systems. The blood glucose values and movement data are discussed in conferences between the participants and their personal coaches. Improvements in personal lifestyle can be identified based on the correlated values in the journal.

THE BENEFITS

The interactive Diabetes Healthcare Portal is a win-win solution for Central Krankenversicherung AG and its customers. The object is for people affected to learn to adjust their lifestyles. Even small changes in their day-to-day lives can enable diabetics to achieve big results: regular exercise and a balanced diet are two factors that can have a positive effect on their illness. At the same time, the healthcare program helps Central Krankenversicherung AG avoid future costs, by reducing and avoiding complications. The social component of digital networking among the participants and those close to them provides additional motivation and a feel-good effect. Thanks to the modular structure of the platform solution, Central has already laid the foundations for further innovative offerings. T-Systems offers the platform solution under a software-as-a-service model, at flexible, usage-based costs. The billing model has been designed to enable Central to offer chargeable services to its customers in future, as well.



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