

Diabetes, Obesity, and Pain – Understanding the Connection

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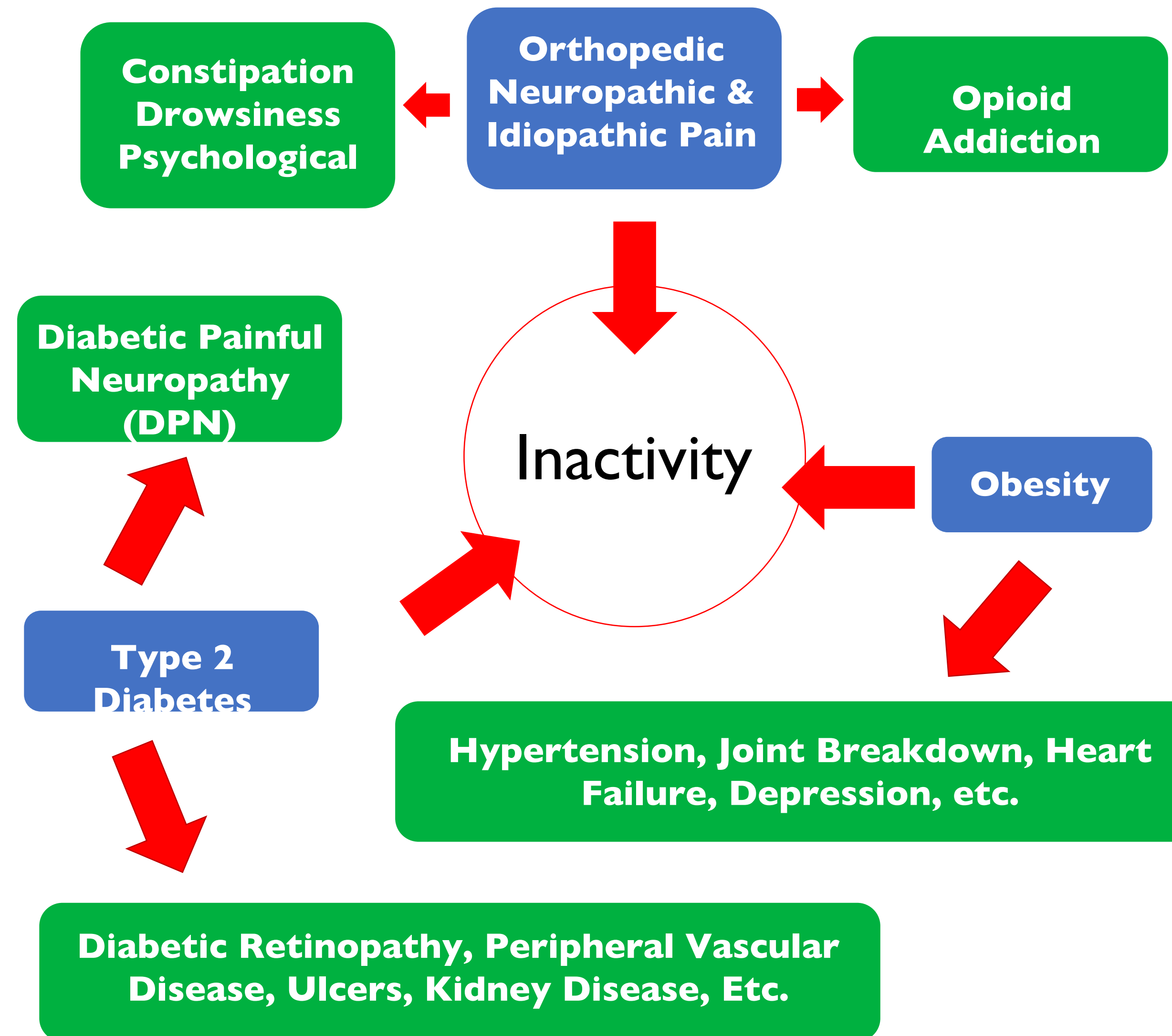
INTRODUCTION

Pre-Diabetes, Diabetes, Obesity and Chronic Pain are closely linked and they all center around:

- Inactivity – voluntary or forced
- Denial
- Too much to manage
- Lack of knowledge

The Numbers

Disease	Numbers	Cost
Obesity	77M	\$120-200B
Diabetes	29M	\$245B
Chronic Pain	110M	\$635B
Total	-	\$1.1 Trillion



INSIGHTS

Using the xsperient tool below delivers customized solutions for providers and plans to engage with patients per segment. For example:

Proactive types need to feel in charge. They use doctors, plans, etc. as resources.

Avoiders (and their PCPs!) are often just overwhelmed with multiple issues and just need help prioritizing

KEY PUBLICATIONS

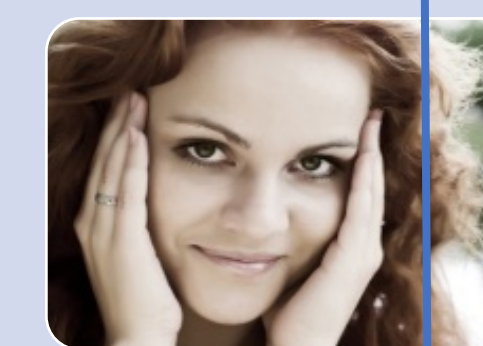
ConnexionPoints® Customizable Syndicated Reports

- Pre-Diabetes
- Diabetes
- Obesity
- Pain
- Omnibus editions

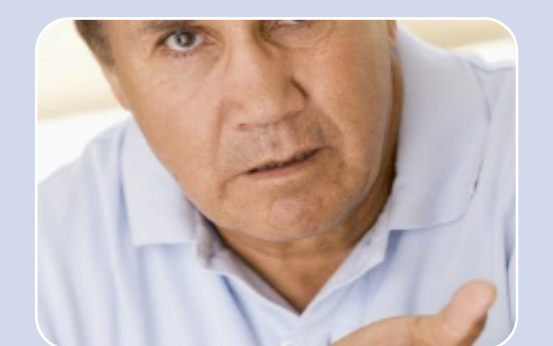
30% ← Malleable | Non-Malleable → 70%



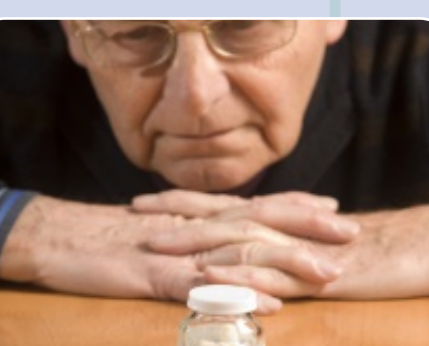
Proactive
Faces up to Dx
Shares and communicates
Makes their own decision.



Seeks Normalcy
Want to be a good patient but only deal with the disease when they have to



Hopeful
Fatalistic. Hopes things will turn out ok. Avoidance
Follows Doctor



Avoiders
Depressed, frightened
Skip appointments and treatments.
Live for each day