mySugr

Strong Customer Satisfaction Among Users of Mobile Diabetes Management

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OBJECTIVE

The mySugr app is the most widely-used mobile solution in the field of digital diabetes care, reaching 1.4M patients in over 60 countries. The positive impact among users of the application has previously been reported, indicating reduction of risk scores and improvement of BG control, among a number of user groups with type 1 diabetes.[1-3] The mySugr Bundle service introduces convenient, unlimited test strip delivery and Certified Diabetes Educator-led coaching, the observed real world impact of which has also been presented.[4]

In this study we reviewed customer satisfaction amongst an US-based population with type 2 diabetes (T2D).

mySugr app (incl. coaching)

+

Unlimited test strips

METHOD

mySugr Bundle users with type 2 diabetes who received at least one shipment of test strips were sent a satisfaction survey via email. One of the best established tools for exploring customer satisfaction is the Net Promoters Score (NPS)[5-6,] a tool well-deployed in populations above 100 people, which also defined the number of participants aimed for in this study.

How often do you usually test your blood glucose?		How do you treat your diabetes?		How long have you been living with diabetes?	
Once a day	2	Diet and exercise	27	< 12 months	15
1-3 times per day	26	Oral antidiabetics	51	1-3 years	14
3-5 times per day	48	Injectables	7	3-5 years	16
> 5 times per day	28	Insulin	17	5-10 years	18
				10+ years	39

Table 1. Self-reported test frequency, therapy type and years since diagnosis among 105 mySugr Bundle users living with type 2 diabetes.

RESULT

The survey was sent out in May 2018 and resulted in 105 replies. Of the participants, 54.29% lived with diabetes for more than 5 years and 45.71% measured their BG 3-5 times a day. Of those who communicated with a mySugr CDE via smartphone, 86% were satisfied with the coaching service. Overall, the results showed 9 detractors, 80 promoters and 13 passives, resulting in a NPS score of 70.
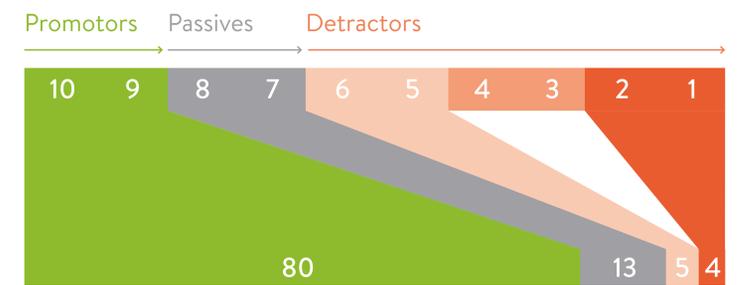

86% satisfied with coaching | **14%** not satisfied

Figure 2. Satisfaction with personal CDE-led coaching among the population making use of the service included in the mySugr Bundle.

CONCLUSION & DISCUSSION

Customer satisfaction is often not observed or reported in the field of digital diabetes care, making it difficult to estimate or benchmark the quality of services. The mySugr Bundle was primarily designed with people with type 1 diabetes in mind, but has demonstrated value and potential for people with type 2 diabetes as well. A NPS score of 70, places the service at the level of Netflix, which comes in at 68. We encourage a neutral institute to perform a study on customer satisfaction in the near future in order to eliminate self-reporting bias.

Promotors | Passives | Detractors

10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1

80 | 13 | 5 | 4

Netflix Inc. **68**

70

Apple **72**

Figure 1. The distribution of responses to the Net Promoter Score survey sent out to mySugr Bundle users in May of 2018.

■ Oral ■ Insulin ■ Diet ■ Injectables

Figure 3. Breakdown of therapy setup among the users of mySugr Bundle, replying to a NPS survey sent out in May of 2018. Out of the 105 respondents, 102 gave more detailed information in a separate questionnaire.

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