

## **ADA acknowledges Breathe Well-being's diabetes management prog**

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**The programme has helped patients show significant body weight loss, A1c reduction, and improved stress levels**

Breathe Well-being Diabetes Management Program (BDMP), the personalised digital therapeutics programme that assists individuals to manage and reverse Type 2 Diabetes, has been verified by American Diabetes Association (ADA). Breathe Well-being is a Gurugram-based health-tech startup.

A clinical study was conducted to verify the efficacy of the BDMP digital therapeutics programme, and in addition, long-term health outcomes were tracked for three years.

ADA examined the results of this digitally delivered therapeutics program across cohorts with different age groups and profiles of chronic patients suffering from Type 2 diabetes and certified that the Breathe Well-Being programme works to reverse diabetes.

BDMP delivers customised interventions by using a personalised coach driven, community-first approach through interactive gamification and encourages patients to track their blood glucose level, weight and physical activity.