Type 2 Diabetes Partnership Analysis and Prioritization for NutriCount

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BACKGROUND

Company:

- NutriCount is a digital health solution that allows users with type 2 diabetes to monitor their nutritional intake and receive tailored advice to improve their health outcomes.
- Mobile app tracks user nutrition by analyzing pictures of grocery store receipts and offers tailored recommendations for ways to improve user nutrition.

Objective:

- Analyze motivations and challenges of key healthcare stakeholders to prioritize partnership opportunities.

RECOMMENDATIONS

- NutriCount should first pursue revenue-generating partnerships with private payer organizations given that they have the most financial flexibility and strongest financial incentives to adopt the NutriCount solution.
- Private payers will require clinical studies demonstrating statistically significant improvements in patient biometric data (HbA1c, blood glucose, and BMI) before adopting the NutriCount system; NutriCount should engage in collaborative non-monetizing partnerships with provider organizations to generate the required biometric clinical study data.
- Once NutriCount has established partnerships with private payers, they can look to expand to other customer segments in the healthcare space.

Motivations and Challenges of Key Stakeholders

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Payers</th>
<th>Employers</th>
<th>Providers</th>
<th>Users</th>
<th>Grocery Stores</th>
<th>Biotech/Pharma/Med Device Companies</th>
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</thead>
<tbody>
<tr>
<td>Reduce cost of chronic patients</td>
<td>Reduce costs and improve productivity</td>
<td>High quality care and outcomes</td>
<td>Improve wellbeing</td>
<td>Differentiate business</td>
<td>Patient adherence</td>
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<td>with high utilization</td>
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<tr>
<td>Current care management systems</td>
<td>Cost and ROI</td>
<td>Chronic disease management and care coordination</td>
<td>Stickiness and willingness to pay</td>
<td>Cost and ROI</td>
<td>Liability and FDA regulation</td>
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</tbody>
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Strategic Partnership Roadmap

- Engage in Collaborative Provider Partnership(s)
- Sign Pilot Contracts with Private Payers
- Convert Pilot Contracts to Long-term Agreements
- Expand to Large Employers
- Expand to Providers Under Risk-sharing Contracts and Other Interested Stakeholders