Diabetes Australia and eftpos partner to develop new technology to combat 21st century pandemic

Diabetes Australia and eftpos are joining forces to launch a new digital platform and mobile app to assist more than 3.5 million Australians with diabetes or pre-diabetes.

Diabetes Australia CEO Prof Greg Johnson said the technology, funded by a $1 million eftpos Giveback donation, will place vital health information directly in the hands of the people who need it, at a time when diabetes is growing at a rate of 280 new cases every day.

The new platform is scheduled to be launched in mid-2014 and will be supported by a diabetes community awareness program, particularly targeting healthy eating, lifestyle and prevention.

“Diabetes is a very big and complex epidemic,” said Prof Greg Johnson, CEO of Diabetes Australia. “In fact, it is fast becoming the largest disease epidemic ever to affect the world. We want to use 21st century devices such as mobile phones and tablets to empower people affected by diabetes to self-manage their condition, to make informed decisions by finding the best information.”

Mr Bruce Mansfield, Managing Director of eftpos presented the $1 million donation to the President of Diabetes Australia, former federal MP Hon Judi Moylan.

“eftpos is pleased to be able to support Diabetes Australia’s innovative approach to the management and prevention of diabetes,” said Mr Mansfield. “The new digital platform has the potential to provide practical, day-to-day help to people with diabetes, while the awareness campaign will encourage more Australians to adopt a healthier lifestyle.”

Diabetes Australia recently hosted the World Diabetes Congress in Melbourne with over 10,300 attendees from around the world and mobile and e-health solutions were a major focus. “People around the world are using mobile devices more and more – this will mean we can connect with and support many more Australians affected by diabetes,” said Prof Johnson.