



# DAVID WEINGARD

Founder and CEO of Cecelia Health, Type 1 Diabetes,  
Entrepreneur, Athlete and Patient Advocate

## ABOUT DAVID



David Weingard was first diagnosed with Type 1 diabetes while training for a six-day survival race. He was 36 years old, a husband, father of two, and on the frontlines of business development at Microsoft. Despite Weingard's can-do disposition, as a triathlete and entrepreneur, the diagnosis was overwhelming. A few months later, Weingard met Cecelia, a Certified Diabetes Educator (CDE) who gave him what he needed to thrive – compassion and personalized health support. Slowly he learned how to help his body do what it'd always done, Ironman races and all.

Weingard left his job at Microsoft to build a disease management platform that provides the same type of expert clinical education, guidance and coaching that he received from Cecelia, to all patients living with diabetes. With an estimated 30.3 million people in the US and 450 million people worldwide living with the chronic disease, scaling his one-on-one CDE experience to the millions affected by diabetes required innovation, and a persistent commitment to collaboration.

## AREAS OF EXPERTISE

- Diabetes Health and Related Chronic Diseases
- Digital Health
- Latino Health and Diabetes
- Moonshot Visions
- Start Up Health
- Entrepreneurship
- Thought Leadership

## AWARDS & RECOGNITION

Forbes

MM&M  
MEDICAL MARKETING & MEDIA

mobihealthnews

STARTUP  
+ HEALTH

PMI 360  
THE FULL SPECTRUM OF PRODUCT MANAGEMENT

CRAIN'S  
NEW YORK BUSINESS

himss

MM&M  
TRANSFORMERS  
& CATALYSTS  
2019  
AWARDS

GIIRS  
IMPACT RATED  
Impact Business Models Rating  
PLATINUM



## MEDIA (CLICK TO WATCH)

- Spotlight: Startup Health Festival 2019 at JP Morgan Conference
- Humana Bold Goal Clinical Town Hall with David Weingard
- MM&M Podcast: Cecelia Health's David Weingard
- Startup Health NOW with David Weingard and Unity Stoakes
- Perfil Latino TV: Serving the Latino and Hispanic Population

**"We are the glue, or rather the creators of common ground, value-wise, for these three groups, providing them with the access points needed to support the 450 million people in the world with diabetes."** - David Weingard

**March 2019, David Weingard named one of MM&M's Top 40 Healthcare Transformers of 2019 alongside honorees including key visionary leaders from Pfizer, Amazon, Novartis and GSK.**



# CECELIA HEALTH


## ABOUT

Cecelia Health is a leading **technology-enabled diabetes and chronic disease management company** that connects clinical coaching and proprietary technology with people living with diabetes and related chronic diseases, to improve patient outcomes for a healthier population.

For health plans and ACOs seeking to improve quality measures and pharma and device companies seeking to improve medication adherence and brand loyalty, Cecelia Health is a diabetes and related chronic condition coaching solution that enables Certified Diabetes Educators (CDE) and other expert clinicians, to **scale** their reach and deliver effective, personalized, one-on-one care.

## COMPANY MISSION

Cecelia Health's mission is to **positively transform the lives of people living with diabetes and related chronic disease states**. For health plans and ACOs seeking to improve quality measures, and for pharmaceutical and medical device companies seeking to improve adherence, Cecelia Health is a diabetes and related chronic condition coaching solution that enables Certified Diabetes Educator (CDE) and other expert clinicians to scale their reach and deliver effective, personalized, one-on-one care.

A photograph of a middle-aged woman with short, light-colored hair, smiling as she looks down at a smartphone in her hands. She is wearing a grey long-sleeved shirt. The background is softly blurred, showing what appears to be an indoor setting with light coming from a window.

**In 3 months, my A1C dropped from 11.5 to 7.2. It's so nice to talk to someone about my diabetes and be there for me to provide guidance and support."**

**- Enrolled Patient**

## PRESS RELEASES (CLICK TO READ)

- Cecelia Health CEO Named Leading Health Transformer in Healthcare & Technology
- Former Walgreens SVP Chief Healthcare Commercial Market Development Officer Brad Fluegel Joins Cecelia Health Board of Advisors
- Cecelia Health Partners with Valeritas to Support Success of Innovative V-Go Wearable Insulin Delivery Device Designed for People Living with Diabetes
- Cecelia Health Partners with JCHR and the Helmsley Trust To Transform the Lives and Health Outcomes of People Living with Diabetes
- Cecelia Health Partners with WellCare Partner to Deliver Diabetes Management Solution to Members in New York



# WHAT SOME OF OUR PARTNERS ARE SAYING

“ We know that diabetes is a key barrier to achieving better health outcomes, and we are pleased to now offer Cecelia Health's innovative diabetes coaching solution to Humana members in South Florida. Their services will help educate and motivate members living with diabetes to take control of their health and improve their well-being, as well as support our providers in achieving their quality goals. ”

**Dr. Fernando Valverde, Regional Medicare President, Humana.**



“ We were an early partner of Cecelia Health and have worked together with it for several years to scale and improve the health and well-being of our members. Based on the success we've seen with our members, we're now working with Cecelia Health to offer its services to Healthfirst employees. We're looking forward to continuing to work with Cecelia Health to innovate and identify opportunities to benefit from the expansion of its mission. ”

**Jay Schechtman, Chief Clinical Officer, Healthfirst.**



“ By partnering with Cecelia Health, and using professional Certified Diabetes Educators (CDEs), we will be able to both enhance and scale the education and support we offer our patients benefiting from V-Go device. Cecelia Health CDEs are able to support our mission of providing patients with needed education to initiate and maintain use of V-Go. ”

**John Timberlake, President and CEO, Valeritas.**



“ I have been impressed by Cecelia Health's scaled technology coaching model and its use of data-driven insights gained from coaching diabetes patients to help drive our initiative. We recently partnered with Cecelia Health and the Helmsley Charitable Trust to improve the health of people with diabetes using insulin via the scaled initiation, persistency and interpretation of data for patients using continuous glucose monitor (CGM) devices. This innovative model for access to devices, coaching and data at scale has the potential to transform the landscape for treating diabetes and related conditions. ”

**Dr. Roy Beck, Executive Director, Jaeb Center for Health Research Foundation.**



“ Cecelia Health's personalized coaching program complements WellCare's existing care management resources and will provide yet another avenue to help our members living with diabetes manage their condition and improve their overall health and well-being. ”

**Dr. Richard Petrucci, Chief Medical Officer, WellCare New York.**





# FAST FACTS

## HUMAN COSTS

- Diabetes affects **over 30 million** children and adults in the U.S.
- Every **21 seconds** someone in the US is diagnosed with diabetes.
- **1 in 11** of Americans have diabetes.
- African Americans and Hispanics are over more likely to have diabetes **50%** than non-Hispanic whites.

## ECONOMIC COSTS

- **\$327 billion** is the total cost of diabetes and pre diabetes in the U.S.
- The average price of insulin **nearly tripled** between 2002 and 2013.
- People with diabetes have health care costs **2.3x greater** than those without diabetes.

Source: 2017, *Staggering Costs of Diabetes*, ADA

## CECELIA HEALTH'S PROVEN RESULTS

**1-2 pt**

drop in A1C after  
3 months of  
coaching



**95+%**

member satisfaction  
rate



**88%**

adherence at 6-  
months follow up



**3x**

ROI on average per  
member enrolled



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