

Novo Nordisk and GenUI innovate with augmented reality to ease the burden of insulin onboarding for people with diabetes

Digital health is creating revolutionary opportunities to enhance patient care, and Novo Nordisk is at the forefront of this movement. Find out how GenUI helped bring to life Novo Nordisk's bold idea to use augmented reality to encourage proper use of insulin injectors.

Diabetes can strike anyone, from any walk of life. And it frequently does – in numbers that are dramatically increasing. By 2040, experts estimate there will be more than 600 million people with diabetes worldwide...a six-fold increase since the 1980s.

One of the prevalent challenges to managing diabetes is the proper use of insulin injectors that patients typically self-administer to help balance their blood sugars and avoid long-term complications. While nurses and other medical technicians do their best to guide patients on usage, newly diagnosed patients – over 40% of whom are elderly – are often overwhelmed with information and instructions and struggle to get it right on their own.

To support proper self-administration of insulin, and to reduce the burden on healthcare providers when onboarding patients, Novo Nordisk partnered with GenUI, a software engineering firm, to prototype a new, interactive way to onboard and train patients using augmented reality.

GenUI based its solution on the Microsoft HoloLens, a pair of mixed reality smart-glasses that a patient wears while holding a pen injector in front of them. The instructions proceed, interactively prompting the patient to take certain steps and informing them when they've done something correctly or not, moving the conversation from "tell me" to "show me."

In addition to this program, GenUI's pod team has collaborated with Novo Nordisk over the last 18-months, joining their R&D team to support mobile development, software engineering delivery, testing, and UX/UI design. They also infused GenUI's processes, core dev practices and procedures with the Novo Nordisk culture to ensure meeting objectives.

According to Brad Van Orden, Associate Director of Digital Therapeutics at Novo Nordisk, "GenUI has become a trusted partner in our strategy to develop digital therapies to improve the lives of people living with diabetes."

About GenUI

GenUI is a software product engineering firm solving complex technical challenges for technology and software companies – or those who want to become them.

We provide an environment for our employees and our clients that is conducive to innovation.

Our knowledge center and community of excellence endows everyone on a project team with the best and most current thinking about software product engineering, and our Tech Radar provides focus and perspective on enabling tools and technologies.

About Novo Nordisk

Novo Nordisk is a \$17B Danish multinational pharmaceutical company employing over 40,000 worldwide. Its flagship products are diabetes care medications and devices. Novo Nordisk's research center in Seattle, Washington, is focusing on early discovery projects within the diabetes and obesity areas and digital therapeutics.