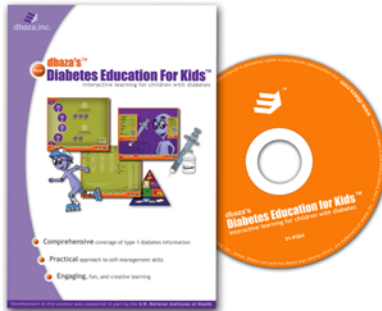


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New Product Showcase: dbaza's Diabetes Education for Kids

reviewed by **Dave Joffe, R.Ph., FACA,**
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This software is one of the best I have ever seen for kids and parents. The interactive capacity of the software allows the users to become part of the story. And just like in real life you can build on your experience as you learn more about diabetes care. I found the personalization features a real plus, being able to select how the parents and kids look and giving each real names is great. When I shared it with some kids they all wanted a copy.

The software allows for past skill use. If the child has experience in any area of diabetes care, they can easily skip past that part and focus on the areas they want. Parents can return to areas whenever they want and help reinforce certain parts to their children. This is a great piece of software for non diabetes patients to use also. I could easily see this being used in schools to explain diabetes to preschoolers and grade school age children who do not have diabetes.

I shared this with 3 different families, and all of them benefited from using it.

J.E., president of our local JDRFI chapter, and the father of a 3 yr old using a pump had this to say:

Overall it is excellent- from a practical, graphical and educational point of view. I especially like the way the 4 most important issues are outlined several times - testing, insulin, meals and exercise. Even though my son is too young to read, he was able to follow along and could easily understand the message, in fact he is anxious to play.

B.R. the mother of a 9 year old added:

This has given Michael a way to show his school friends about diabetes, they all came over to the house and Michael showed them how the software worked. After they saw the part about sticking fingers and getting a reading they were always asking him in school if his sugar was to high or low. It seemed that once the kids learned about diabetes they were more concerned about Michael.

L.K., a 14 year old who has had diabetes for 8 years told me:

I wish I had this program 8 years ago, when I first was diagnosed. It was so hard for my mom, dad and I to learn about diabetes. They tried so hard to learn and explain things to me but there was never any way for me to try doing things on my own without them worrying. This software is like having virtual reality diabetes to learn with. I would have liked to have taken this to school and shown all my friends.

I gave this to 2 Educators who went through the program and both were impressed.

J.H., a nurse educator for more than 25 years stated:

I would like to use this for the parents of all newly diagnosed children. Most times the parents don't have an easy way to learn the most important things about diabetes and their child. They are so scared that they often forget everything we teach them. This software is a great way for the parents to practice and gain experience.

A.H. thought:

One of the insulin or meter companies should give this software away. They provide us with all kinds of free literature, ink pens and squeeze balls. This should be the software they give away. I hope dbaza makes this software for adults. I know a lot of 65 year old computer users who have no clue what to do once they are diagnosed. This software would be very beneficial to them.

If you would like to learn more about this amazing software visit <http://www.dbaza.com>

"When diagnosed with type 1 diabetes, children and their families have a difficult time understanding and managing the disease," said Sergey Sirotinin, M.Sc., dbaza's President and CEO. "We created this product to help them with the process of understanding the basic principles of diabetes care and learning the skills necessary for self-management."

Each year 13,000 children are diagnosed with type 1 diabetes. Diabetes is unique among chronic diseases since it demands a high level of involvement from patients and families in daily care and treatment. According to the American Diabetes Association (ADA), diabetes education is a necessary first step toward helping patients manage the demands of diabetes care and to reduce the risk of diabetes-related complications.

dbaza's Diabetes Education for Kids follows guidelines of the ADA and presents basic principles of diabetes care in practical ways. Children use a computer to practice their skills to test blood glucose levels, administer insulin injections, plan meals, and recognize the interrelationship among blood glucose level and insulin, food, and physical activity.

"We approached the design of this product by considering the most current practices in the disciplines of medicine, education, psychology, public health, the arts, and human-computer interaction," said Daniel Gloyd, M.Des., dbaza's Senior Experience Architect. "This allows us to create effective and engaging educational experiences for children to facilitate acquisition of knowledge, adherence to the medical regimen, and successful behavioral changes."

dbaza's unique approach to the delivery of medical information and its solid scientific foundation was recognized by the U.S. National Institutes of Health (NIH). For several years, dbaza, inc. has been an active recipient of highly competitive NIH Small Business Innovative Research awards that support product development.

About dbaza, inc.

dbaza, inc. develops educational and self-care tools for children and adolescents with chronic health challenges. The company focuses on the development of comprehensive, practical, and engaging products that help to improve knowledge, increase motivation to learn about the disease, and ultimately lead to better self-care. Headquartered in Pittsburgh, Pennsylvania, dbaza, inc. employs 10 people and collaborates with more than 30 health care professionals from leading medical centers and universities.