THE EMOTION OF DIABETES

BehaviorMatrix's advanced data science platform monitors the emotional pulse of patient populations and delivers insights into why people feel the way they do and helps predict their behavior.

HOW

Leveraging its one-of-a-kind comprehensive Diabetes Data Library, BehaviorMatrix aggregated and processed online forum conversations around diabetes-specific topics including *complications, physicians, diabetes management, medications* and *cost*.
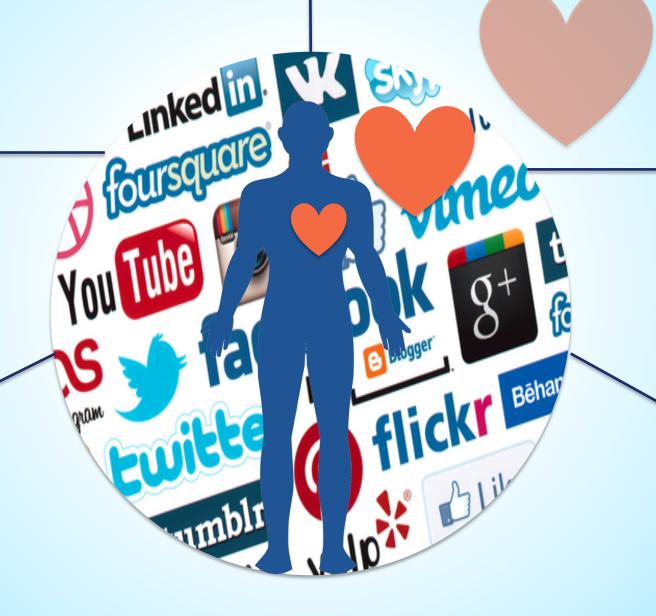
WHY

Understanding the emotions of patients with chronic conditions like diabetes is critical to helping them manage the disease.

WHAT

The highest negative scoring emotion across all topics is **disappointment**. Forum participants also indicate high levels of **alarm** and **pessimism**, and to a lesser degree they exhibit **anxiety** and **cynicism** across all topics. Spikes in these negative emotions are especially evident when individuals are talking about *diabetes complications*.

BehaviorMatrix enables healthcare providers to target and encourage successful behaviors for diabetes prevention and management.

Real-time emotional intelligence is revolutionizing the approach to health promotion and disease prevention by making it more targeted, personal and proactive.

Bar chart — Emotional Scoring Index:
Disappointment, Alarm, Pessimism, Cynicism, Anxiety, Annoyance, Anger, Envy, Sadness, Contempt, Terror, Remorse, Despair, Apprehension, Disgust, Fear, Shame

Online Forum Negative Emotions Expressed When Talking About Diabetes Complications

BEHAVIORMATRIX

EMOTION MOVES THE WORLD