



Balsamee Chronic Care Management

Continuous, Intelligent and
Community-Driven Care



1

Introduction: How Chronic Care Succeeds

Transforming Chronic Disease Management

Chronic diseases such as:



Diabetes

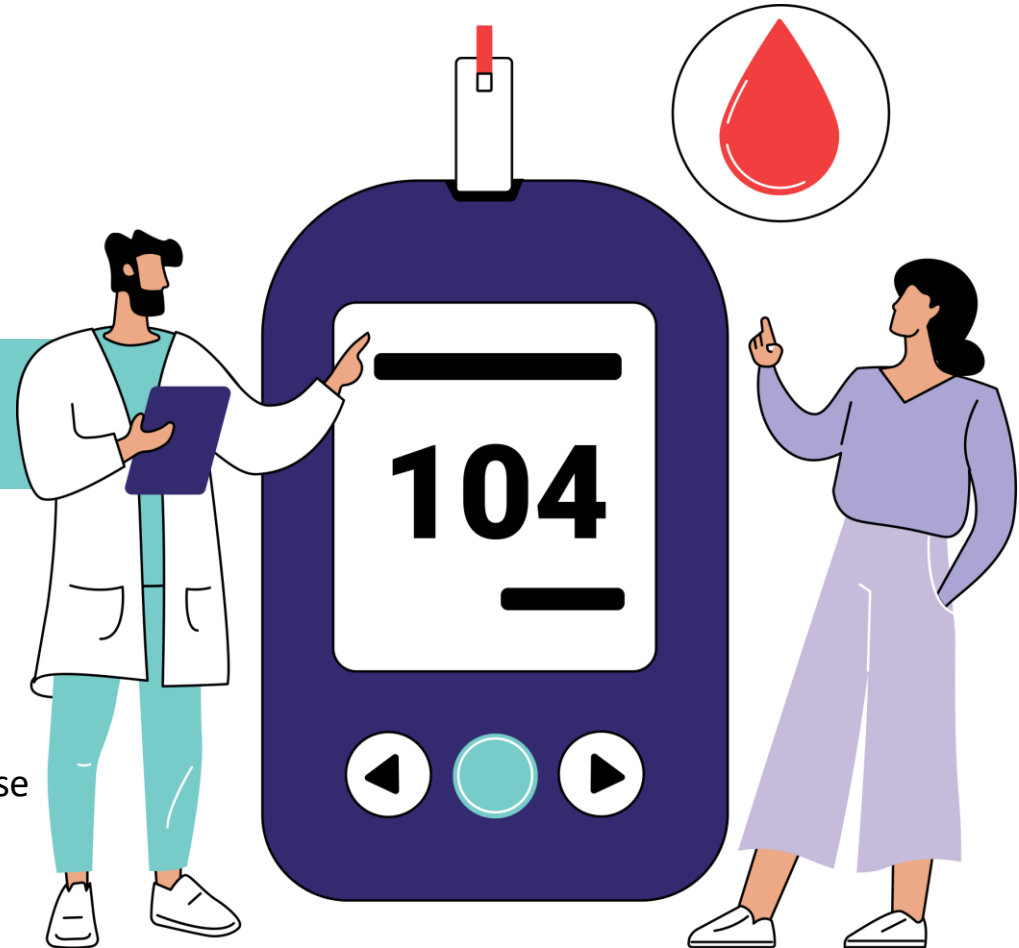


Obesity



&Hypertension

are among the most significant health challenges facing healthcare systems globally. These conditions require **continuous management, lifestyle change, and sustained patient engagement**, yet traditional healthcare models remain largely episodic and reactive, relying mainly on clinic visits.





Balsamee introduces a **new model of chronic care management**, transforming treatment into



Continuous



Proactive



& Personalized care

supported by digital technology, artificial intelligence, and community engagement.

The Balsamee platform connects:



Patients



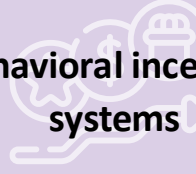
AI-driven insights



Care providers



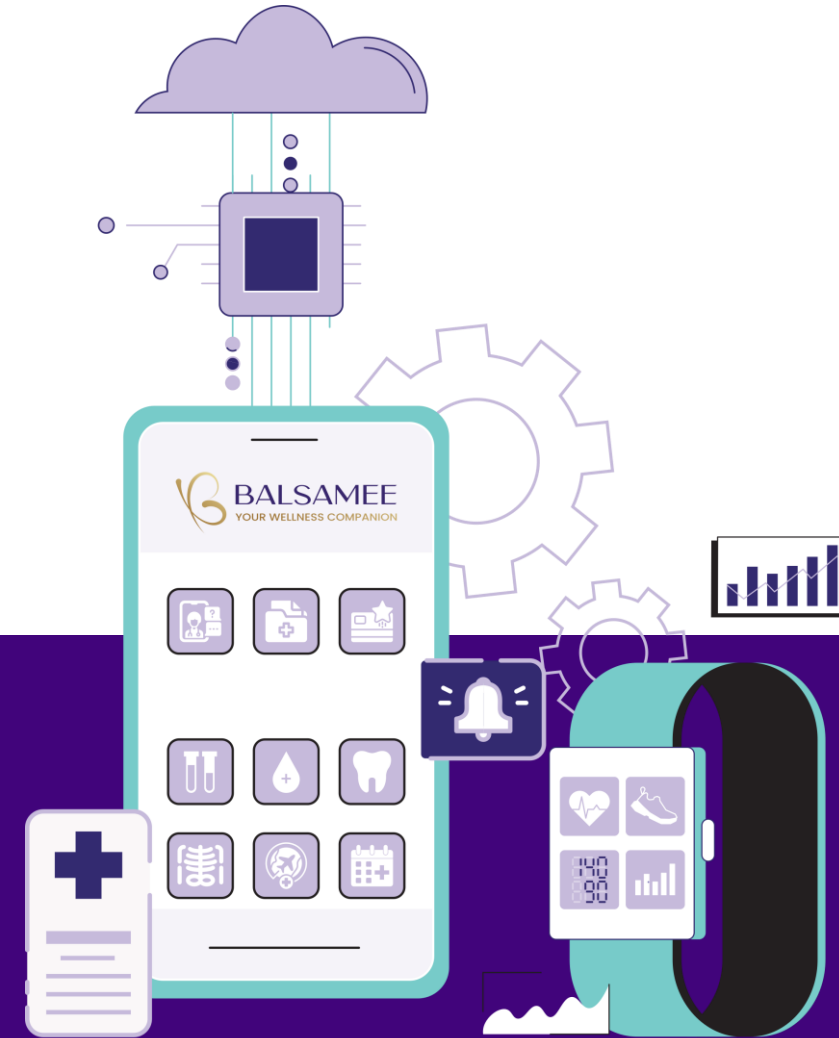
Remote monitoring devices



Behavioral incentive systems








Community support networks



into a **single coordinated care ecosystem**

Priority Chronic Conditions

Balsamee programs are particularly effective in managing high-impact chronic conditions including:

- **Diabetes**
 - **Continuous glucose monitoring integration**
 - **Medication adherence support**
 - **Lifestyle and nutrition coaching**
 - **Early detection of metabolic deterioration**





Priority Chronic Conditions

Balsamee programs are particularly effective in managing high-impact chronic conditions including:



Hypertension



Remote blood pressure monitoring



Risk alerts and preventive interventions



Lifestyle and stress management programs



Priority Chronic Conditions

Balsamee programs are particularly effective in managing high-impact chronic conditions including:



Obesity & Metabolic Health



Weight monitoring and coaching



Behavioral motivation programs



Activity and nutrition guidance



These programs help patients avoid complications and live healthier lives while reducing long-term healthcare costs.





2

The Balsamee Difference

Balsamee introduces a new approach to chronic care management designed to address the growing global burden of long-term conditions such as **diabetes, obesity, and hypertension**.

Unlike traditional healthcare models that rely primarily on episodic clinic visits, Balsamee enables continuous, coordinated care supported by digital technologies, artificial intelligence, behavioral engagement, and community participation.

The Balsamee model is built on **seven core pillars** that collectively transform how chronic conditions are managed. These pillars ensure that care is **personalized, proactive, collaborative, and measurable**, allowing healthcare providers, insurers, and governments to deliver better outcomes while empowering patients to live healthier lives.



Adaptive Personalized Care Plans

2.1

At the heart of the Balsamee approach is the concept of **adaptive personalized care plans**. Every patient’s health journey is unique, particularly in chronic conditions where lifestyle, genetics, environment, and behavioral factors play critical roles.

Balsamee enables healthcare providers to create individualized care pathways that are tailored to the patient’s specific



Clinical profile



Health goals



& Risk factors.

Unlike static treatment plans, Balsamee care plans are **dynamic and continuously updated** based on patient progress and real-time health data. As monitoring devices and patient feedback provide new insights, the care plan evolves accordingly. This ensures that treatment remains aligned with the patient’s current condition, improving adherence, clinical outcomes, and long-term health management.





Connected Devices and Continuous Monitoring

2.2

Balsamee integrates **connected health devices and remote patient monitoring technologies** to provide continuous visibility into a patient's health status.

Devices such as:



Glucose monitors



Blood pressure monitors



smart scales



& Activity trackers

enable healthcare providers to track critical health indicators beyond traditional clinic visits.

Continuous monitoring allows clinicians to detect early signs of deterioration and intervene before complications develop. Instead of waiting for symptoms to worsen, healthcare teams receive actionable insights in real time. This proactive approach significantly reduces hospital admissions, emergency visits, and disease complications while providing patients with reassurance that their health is being continuously monitored.





Orchestrating Care Teams and Patient Communities

2.3

Effective chronic care requires coordination among multiple stakeholders, Balsamee provides a digital platform that orchestrates collaboration between:



Physicians



Nurses



Nutritionists



Wellness coaches



Caregivers



& Family members

Beyond the clinical team, Balsamee also integrates **patient communities and support networks** into the care process. Community participation strengthens adherence to treatment plans and encourages patients to sustain healthy behaviors. Family members, peer groups, and wellness communities become active participants in supporting the patient's health journey, creating a more sustainable model for long-term care.





AI-Powered Engagement

2.4

Artificial intelligence plays a central role in enhancing both clinical decision-making and patient engagement.

Balsamee's AI capabilities analyze health data from multiple sources, including:



Monitoring
devices



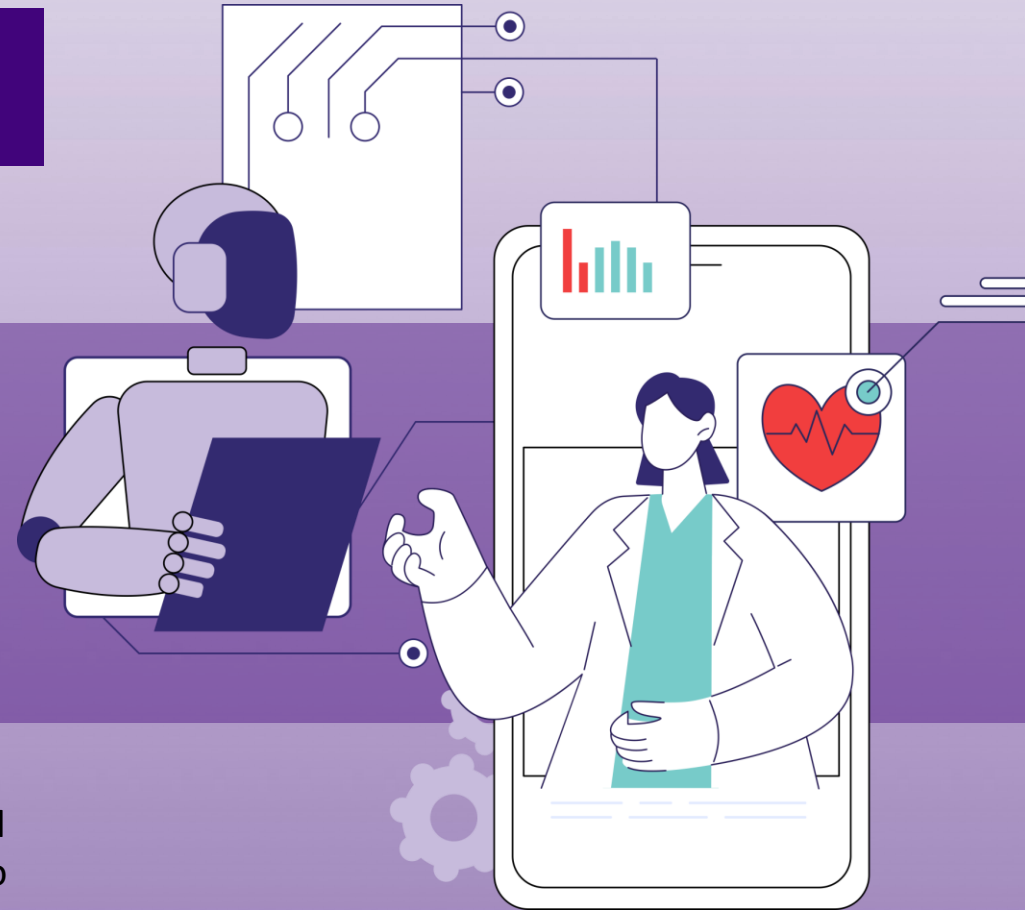
Patient
feedback



& Medical
records

to generate insights that help clinicians prioritize care and identify emerging risks.

AI also enables personalized engagement with patients through tailored reminders, recommendations, and health insights. By understanding patterns in patient behavior and health indicators, the system can encourage timely interventions and motivate patients to stay on track with their treatment plans. This combination of predictive intelligence and personalized engagement helps improve outcomes and maintain patient involvement in their care.



Behavior Incentive System

2.5

Managing chronic diseases requires sustained behavioral change, which is often one of the most difficult aspects of treatment. Balsamee addresses this challenge through an innovative behavior incentive system that motivates patients to adopt and maintain healthy habits.

Through:



Digital incentives



Progress tracking



& personalized feedback



Behavior Incentive System

2.5

patients are encouraged to adhere to:



medication
schedules



maintain
healthy diets



stay physically active & Regularly monitor their
health indicators



By reinforcing positive behavior, the system transforms lifestyle change from a difficult obligation into an engaging and rewarding experience, significantly improving adherence and long-term health outcomes.





Local and Global Online Consultation and Follow-Up

2.6

Balsamee extends healthcare access by enabling:



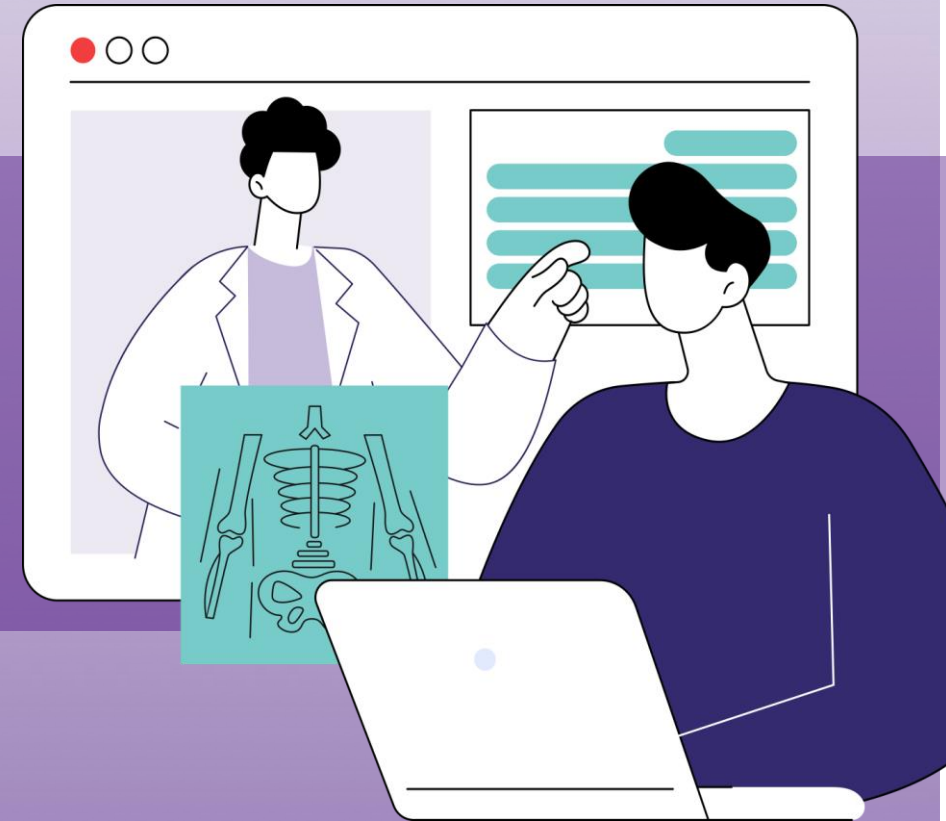
Online consultations



& Remote follow-up with healthcare professionals

both locally and globally. Patients can connect with physicians, specialists, nutritionists, and wellness experts through secure digital channels, eliminating barriers related to distance, mobility, or scheduling.

This model also allows patients to benefit from specialized expertise beyond their local healthcare environment. Through digital consultations, patients can receive second opinions, specialized guidance, and continuous follow-up without needing to travel. This enhances accessibility, improves care continuity, and ensures that patients receive the best possible support for managing their conditions.



Supporting Value-Based Care Programs

2.7

Healthcare systems worldwide are increasingly shifting **toward value-based care models**, where providers and insurers are rewarded for improving patient outcomes rather than simply delivering services. Balsamee supports this transformation by providing measurable insights into patient engagement, treatment adherence, and clinical outcomes.

Through:



Integrated data analytics



& Reporting capabilities

healthcare providers and insurers gain visibility into the effectiveness of chronic care programs





Supporting Value-Based Care Programs

2.7

This enables:



Better population health management



More efficient resource allocation



& Stronger collaboration between healthcare stakeholders

By aligning incentives with outcomes, Balsamee helps healthcare systems deliver higher quality care while controlling long-term costs.



A New Era of Chronic Care

Through the integration of



Adaptive care plans



Continuous monitoring



Coordinated care teams



Artificial intelligence



Behavioral motivation



Digital consultations



& Value-based care support

Balsamee introduces a comprehensive model for managing chronic diseases. This approach transforms chronic care from a reactive system into a proactive ecosystem that **empowers patients, supports clinicians, and strengthens healthcare systems.**



Alignment to Saudi MOH New Model of Care

Saudi health transformation frames care delivery around six

Keep Well

Safe Birth

Planned Care

Urgent Care

Chronic Conditions

Last Phase

“systems of care”



Alignment to Saudi MOH New Model of Care

The MOH's **Modern Healthcare Model** explicitly emphasizes:

1

prevention vs purely curative care

2

person-centered care (not facility-centered)

3

digital/virtual tools

4

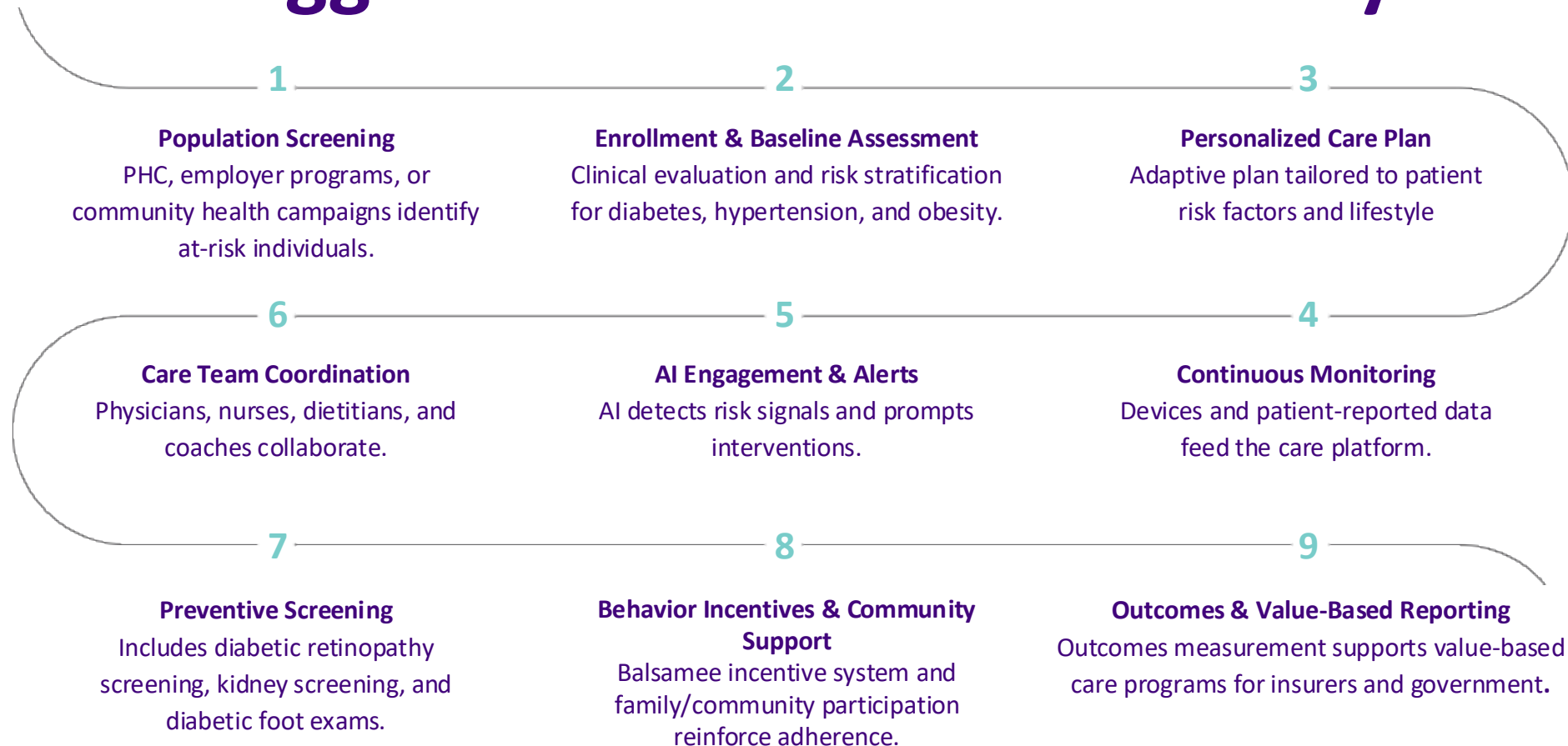
expanded community services

5

& strengthened primary healthcare



Suggested Chronic Care Pathway



the core components of the Balsamee ecosystem



AI Intelligence

Risk detection, engagement, predictive alerts, personalized coaching.



Connected Devices

Remote Patient Monitoring such as glucose monitors, blood pressure devices, wearables, weight scales.

Care Team

Physicians, nurses, dietitians, lifestyle coaches, care coordinators.



Community & Family

Family caregivers, peer support, wellness communities supporting adherence.



Insurers / Sponsors

Supporting value-based care programs, outcome monitoring, and chronic disease management programs.

Government & Regulators

Ministry of Health, health clusters, and public health programs aligned with the Saudi New Model of Care.





Think care
not treatment



Think people,
not patient

Thank you

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