

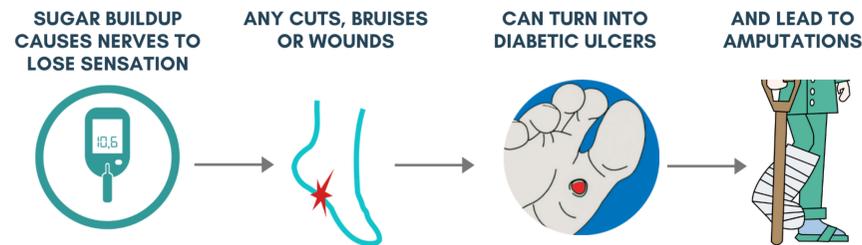
Dr. Brinsley: Diabetics don't need to choose between looking good and saving their foot.

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Opportunity

- **Abstract**
- Diabetic footwear is a **proven preventive measure** that can help reduce **foot amputations**. **Adherence is proven to be low** because of the way the footwear **looks**. This goal of this project was to create a framework for making diabetic footwear which combines **medical functionality** with **chic design**.
- **Background**
 - **Diabetic Mellitus(DM)** - common, rapidly increasing – **425 mn+** patients
 - **Every 20 seconds**, one foot is lost due to diabetes in the world today.
 - **Half** of these could be prevented if people wore correct footwear.

So how does diabetes affect the foot?



Approach

Phase 1: Extensively understanding the problem (India)



- Spoke to **3000+** stakeholders
- Endocrinologists, patients, podiatrists
- Identified four fundamental design goals

Phase 2: Shoe Design (Italy)



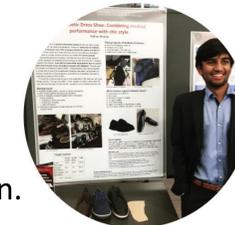
- Worked with shoe manufacturers, designers, component manufacturers
- Identified new components, materials, to be used to address the design goals.

Phase 3: Repeated iteration + customer validation (India)



- Repeatedly iterated with doctors feedback.
- Hyper-focused to patient needs by customer validation.

Phase 4: Consult Industry leaders - US



- Consulted industry leaders to ensure that our designs were in line with trends in the medical footwear space.

Results

Fundamental Design Goals

- Evenly distribute plantar pressure
- Accommodate bone deformities
- Reduce shear/friction
- Prevent external shock

Framework for making Diabetic Footwear



Impact



Value Proposition

The unique feature about my innovation is that our framework creates **diabetic footwear which combines style and functionality**.

This addresses the problem of: **improving adherence to diabetic foot care and hence reducing amputations**.

Traction

- **Certified** by the **Central Leather Research Institute** (world's largest leather research body) to reduce plantar pressure and vertical force.
- Launched a company, **Dr. Brinsley**, now employs 4 people full-time.
- **Eight models** (4 mens + 4 womens) have been created using this framework
- Our range of footwear is now being recommended in **85+ hospitals and clinics** across a few cities in India.
- Signed a partnership with **India's largest hospital chain** (Apollo Hospitals)
- Partnered with a distributor (MG Podiatry) for **Africa region**.

References

Diabetic Shoes Market (Distribution Channel - Online Stores, Specialty Stores, Shoes Stores, Departmental Stores, Super Market, and Hyper Market; End Use - Women and Men) - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2016 - 2024
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