

**MyWay** ★ **Diabetes**

# Digital Advertising Pack 2021

MyWay Diabetes

[cm.mydiabetes.com](https://cm.mydiabetes.com)



## Overview

This is a digital communications pack which contains content that can be used for emails, social media, newsletters, intranet, website and for GP Practice or secondary care clinic waiting room tv screens.

## Content

- Graphics for multi-use
- Website link and QR Code
- System overview trailer for patients
- Paragraphs introducing the service
- Links to more information about the system and data sharing.

To download content [click here](#)

The following graphics can be used to send in an email, uploaded onto social media, displayed on waiting room tv screen, added in newsletters and any other digital comms.

## Graphic 1



Learn how to manage your **diabetes**

eLearning  
Access Health Records

Register for FREE:  
[www.cm.mydiabetes.com](http://www.cm.mydiabetes.com)

**MyWay** ★ **Diabetes**

## Graphic 2



**MyWay** ★ **Diabetes**

**REGISTER FOR FREE**

- > Learn how to manage your diabetes
- > Access health records
- > eLearning

For more information visit:  
[www.cm.mydiabetes.com](http://www.cm.mydiabetes.com)

## Graphic 3

**MyWay ★ Diabetes**  
For more information:  
[www.cm.mydiabetes.com](http://www.cm.mydiabetes.com)

**REGISTER FOR FREE**

- ✓ Access health records
- ✓ Free eLearning courses
- ✓ Learn how to manage your diabetes

This graphic is a promotional banner for MyWay Diabetes. It features a woman in a yellow sweater looking at her smartphone. The banner includes the MyWay Diabetes logo, a website link, and a list of three benefits: access to health records, free eLearning courses, and learning how to manage diabetes. A large white circle with the text 'REGISTER FOR FREE' is prominently displayed.

## Graphic 4

**REGISTER TODAY**

- 1**  
Access Health Records  
FREE
- 2**  
eLearning Courses  
FREE
- 3**  
Learn How To Manage Your Diabetes  
FREE

For more information visit:  
[cm.mydiabetes.com](http://cm.mydiabetes.com)

**MyWay ★ Diabetes**

This graphic illustrates the three-step registration process for MyWay Diabetes. It features a woman in a pink shirt sitting on a couch and using a laptop. The process is outlined in three numbered steps, each with a description, the word 'FREE', and a relevant icon. The background is a solid teal color.

## Graphic 5



**REGISTER  
FOR FREE**

**MyWay ★ Diabetes**

**"It's great to have so  
much info on my  
diabetes and  
related health all in  
one place"**

- Patient feedback

For more information visit: [cm.mydiabetes.com](https://cm.mydiabetes.com)

## Logo

**MyWay ★ Diabetes**

## QR Code



[cm.mydiabetes.com](https://cm.mydiabetes.com)



## Video

System overview trailer for patients which can be viewed on waiting room screens and sent in an email.



Available on Vimeo: <https://vimeo.com/539609893/d97c5af47f>

## Short Paragraph

The following extracts can be used in emails, newsletters, social media and on websites.

**MyWay Diabetes is a new online service which gives you secure access to your medical records, along with tailored information and advice, to help you understand more about your condition and improve the way you manage your diabetes.**

**For more information visit: Please go to [cm.mydiabetes.com](https://cm.mydiabetes.com)**

## Medium length Paragraph

**MyWay Diabetes is a new online service which gives you secure access to your medical records, along with tailored information and advice, to help you understand more about your condition and improve the way you manage your diabetes. Content includes patient records access, eLearning and 200+ free resources educational resources.**

**Please go to [cm.mydiabetes.com](https://cm.mydiabetes.com) and click the 'Register' button to securely enrol now.**

## Longer Paragraph

MyWay Diabetes is a new online service which gives you secure access to your medical records, along with tailored information and advice, to help you understand more about your condition and improve the way you manage your diabetes. Content includes 200+ resources (with key material in a range of other languages), short videos, eLearning courses, plus all the key diabetes measures from your health record in a simple dashboard – putting you at the heart of your care.

Please go to [cm.mydiabetes.com](https://cm.mydiabetes.com) and click the 'Register' button to securely enrol now.

## Wider range of resources:

Posters, leaflets, booklets, business cards, text and email templates for patient comms available at:

<https://mywaydigitalhealth.co.uk/mdmw-nwc/>

## Information about the system and data sharing:

<https://cm.mydiabetes.com/healthcare-professionals/>

## Contact

[support@mwdh.co.uk](mailto:support@mwdh.co.uk)

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