



# Diabetes Reversal Group, LLC

**Ticker: (Private)****WSR Corporate Report**

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as of December 29, 2022

**Sector: Healthcare****Special Focus on: Diabetes Reversal**<https://www.DiabetesReversalGroup.com>

## Profile

Diabetes Reversal Group LLC ("DRG" or the "Company"), based in Dallas, TX, provides telemedicine services focused on complete reversal of Type 2 diabetes through patented individualized natural therapy programs. The Company's clinically-proven method encompasses specific diet and exercise regimens, proprietary nutritional supplement treatments, comprehensive lab analysis and personal physician support, allowing patients to eliminate traditional blood-sugar-lowering prescription drugs, such as insulin and metformin, and become clinically non-diabetic within two to six months.

Founded in 2009 by Dr. J. Murray Hockings, an internationally recognized published natural health expert, DRG has over the years treated more than ten thousand patients in six countries (US, Canada, Australia, New Zealand, UK and Dubai), generating over \$30 million in revenue by conducting over 400 international seminars and operating 17 clinics throughout the US prior to the COVID-19 lockdowns. As a testimony to the popularity and effectiveness of its programs, DRG has been featured in most major media outlets and has been endorsed by celebrities including a Hall of Fame running back, Marshall Faulk, as well as an Emmy and Golden Globe nominated actor, Corbin Bernsen.

Having permanently closed its brick-and-mortar clinics, DRG is positioned to build its revenue in a more efficient, high-margin digital telehealth model, which leverages its proven diabetes treatment method and takes advantage of its telemedicine platform introduced in April 2020.



## Treatment Background

Diabetes is a chronic condition that affects how body turns food into energy. The body breaks down food and releases it into the blood-stream. As the blood sugar spikes up, it sends a signal to the pancreas to release insulin. Insulin is a hormone produced by the pancreas that regulates the amount of glucose in blood and allows the glucose to enter the cells so it can be used for energy.

There are two types of diabetes: Type 1 and Type 2. Type 1 diabetes is caused by the body's inability to produce insulin. Symptoms usually develop quickly, and patients need to take insulin every day to survive. Approximately 5% of people who have diabetes have Type 1 diabetes. On the other hand, with Type 2 diabetes, the body does not use insulin well and is unable to regulate blood sugar to keep it at normal levels. It usually develops over many years, and as such is typically diagnosed in adults, although it is becoming more common in children, teens, and young adults. Pre-diabetes is a condition where blood sugar levels are higher than normal, but not high enough for Type 2 diabetes diagnosis.

With doctors typically trained only to manage diabetes, most common Type 2 diabetes treatments concentrate on pharmaceutical solutions developed over the past hundred years, including invasive insulin injections and oral medications, such as metformin, which ranked as the third most prescribed drug in the US overall in 2020, with more than 92 million prescriptions. These treatments, accompanied by haphazard dietary restrictions, do not offer lasting and comprehensive repair of intricate integrated metabolic and nutritional imbalances in an organism and do not prevent numerous diabetes complications like blindness, neuropathy, amputations, heart disease, stroke, Alzheimer's, erectile dysfunction, cancer or kidney disease, for which diabetes is a leading indicator.

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## Diabetes Reversal Group® (DRG®) Approach

Contrary to popular belief and prevailing medical practice, diabetes can be reversed through diet and lifestyle changes. The DRG method, which was granted a US patent number 10,765,318 in September 2020, was created specifically to reduce or completely eliminate the medication intake of Type 2 diabetes patients, while often simultaneously leading to weight loss and energy level gains. Developed over a decade of internal proof-of-concept studies and successful patient treatments, the DRG method was further independently validated by V&E Research Solutions in January 2021, proving widespread reversal potential of Type 2 diabetes in 125 patients by applying supervised lifestyle and dietary plans with natural nutrient supplementation, as well as continuous monitoring by a network of diabetes care specialists.

DRG treats Type 2 diabetes with the combination of a specific meal plan, an exercise regimen and proprietary supplements for cleansing and overcoming bodily deficiencies. It includes personalized reports based on lab results, direct coaching and support from a doctor, and other tools to improve compliance, such as online membership to its digital platform at [www.DiabetesReversalGroup.com](http://www.DiabetesReversalGroup.com) and associated mobile app, weekly training videos and group training calls, a monthly newsletter, as well as over 240 recipes and shopping lists.

The weekly meal plan should be followed by the patient for life and consists of eating specific foods and avoiding specific foods. It provides the patient with actionable guidelines on what to eat, when to eat, and how to combine different foods. The food plan can be customized to the patient's preferences and individual meals or items can be substituted.

The cleanse consists of taking the supplements HYD PRO-Cleanse and HYD PRO-Gluco for the first 30 days of the program. HYD PRO-Cleanse is used for bowel detoxification and digestive lining support. HYD PRO-Gluco aids in fat digestion and sugar balancing. Exercise should also be followed for the lifetime of the patient, and should be done for 30 minutes a day at least 5 days a week. The body's ability to use insulin is improved with adequate amounts of nutrients in the system, and therefore subsequent nutritional supplementation is also a part of the method. The additional supplements used are HYD PRO-Liver Kidney and HYD PRO-Health Pak for 2 to 6 months continuing the initial cleanse. HYD PRO-Liver Kidney is used for nutritional support for organ detoxification. HYD PRO-Health Pak provides essential daily nutrients in daily packs that support healthy blood sugar.

The most valuable part of the program is the personal coaching provided by DRG doctors, which includes unlimited one-on-one support over the phone, by email or through the app seven days a week, allowing professional monitoring of blood sugar levels, progress tracking, and gradual lowering of diabetes medication doses.

The Company currently offers three different complete treatment plans that predominantly differ in their length. A patient's first step in the process involves a consultation with a Wellness Plan Coordinator, which yields a proprietary DRG diabetes score that is used to determine the appropriate plan. Based on the severity of their diabetes the patients will be directed to either the 2-, 4-, or 6-month program. The 2-month plan is for those with mild diabetes (approximately 10% of patients, priced at \$3,945), the 4-month plan is for those with moderate diabetes (approximately 70% of patients, priced at \$5,945), and the 6-month plan is for those with severe diabetes (approximately 20% of patients, priced at \$7,945). Patients have the option to finance the programs for as little as \$75 per month.

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## Average Results Over A 4.5 Month Period:



**81.75%**  
of clients reduced and/or  
eliminated their oral  
medications for type 2  
diabetes

**92.5%**  
of clients reduced  
and/or eliminated  
their insulin



**1.62**  
HbA1C point reduction that  
occurred simultaneously  
with diabetes medication  
reduction or elimination



**82.48%**  
Percentage of clients that  
had their HbA1C decrease



**31.37%**  
Percentage of clients that  
also reduced or eliminated  
their blood pressure or  
cholesterol medications  
during the program



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Additionally, DRG also offers plans with no direct physician support for patients that cannot afford or obtain financing for the complete treatment plan, as well as Pre-diabetic patients. The no-support plan includes the list of foods to eat and to avoid, DRG nutritional supplements, the monthly newsletter, 240+ recipes, weekly training videos, group support calls every Monday and recordings of the group support call every Saturday. This plan will still reverse Type 2 diabetes, but doesn't guarantee getting off the medications due to the lack of doctor's support. The no-support plans cost \$995, \$1,495 and \$1,995 based on a 2-, 4-, or 6-month program and patients can finance these costs too, which makes it even more affordable.

Finally, DRG offers maintenance programs for their patients after they are finished with the program. The maintenance program sells for \$97 per month.

## Strategy

The COVID-19 pandemic and resulting business restrictions mandated throughout the US necessitated a pivot away from the Company's brick-and-mortar clinic expansion strategy, which established 17 clinics from January 2018 to October 2019, with plans to open 13 more in 2020. Following the mandated closing of all its clinics, which were deemed non-essential, DRG accelerated its planned transition into the emerging telehealth marketplace and currently operates as a digital telemedicine platform supported by a mobile app introduced in April 2020. This provides identical level of service and increased comfort for patients, who at the same time became accustomed to remote health treatment without leaving their home. It also allows DRG to scale quickly without unnecessary overhead. The typical patient onboarding experience includes reacting to a marketing campaign that guides the patient to the [www.ReverseYourDiabetes.com](http://www.ReverseYourDiabetes.com) page, where they register for a free live webinar. After the webinar, they are taken to a break out session on Zoom to have a live one-on-one consultation with one of DRG's consultants to begin the treatment process. The DRG app allows patients to report their daily plasma glucose levels, blood pressure, weight and what they ate, while providing access to all the weekly training videos, meal plans, recipes, shopping list and newsletters.

Although DRG saves lives and prevents possible amputation of limbs, kidney dialysis treatments, loss of eyesight and functionality of other major organs, the Company's services are not covered by medical insurance, but are priced similarly to elective procedures, such as erectile dysfunction, hearing aids, orthodontics, cosmetic surgery or hair restoration. Offsetting their private full price payment, the patients benefit from substantial cost savings from decreased or eliminated traditional diabetes drug purchases, which typically reach four-figures per year. In addition, all treatment plans are 100% tax deductible as medical expenses and patients can choose to finance their program with payments starting as low as \$75 per month. Moreover, DRG established the International Diabetes Association to help diabetics reverse their disease. Operating at [www.InternationalDiabetesAssociation.org](http://www.InternationalDiabetesAssociation.org) as a Non-Profit with 501 (c)(3) status, the organization will be able to help patients with legitimate hardships afford DRG care.

## Market

According to the 2021 of the International Diabetes Federation Diabetes ("IDF") Atlas, there are 537 million adults living with diabetes globally, causing 6.7 million deaths and \$966 billion in overall health expenditure, which represents a 316% increase in cost over the past 15 years. The number of affected patients is projected to rise to 643 million by 2030 and 783 million by 2045. About 95% of people that have diabetes are suffering from type 2 diabetes. Furthermore, there are currently 541 million adults in the world with Impaired Glucose Tolerance, which places them at high risk of Type 2 diabetes. According to the Centers for Disease Control and Prevention, more than 37 million Americans have diabetes, while more than one third of adults in the US have prediabetes. The number of adults with diabetes in the US is expected to increase by 24% by 2045 according to the IDF.

### Diabetes around the world in 2021



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Source: Technavio Reports

## Competition

The most direct competitor for DRG is currently Virta Health, which focuses on specifically on Type 2 diabetes reversal through diet and lifestyle programs. The company is based out of San Francisco and was founded in 2014 by Sami Inkinen, the co-founder of Trulia, a real estate website created in 2004 and later sold to a rival, Zillow, for \$3.5 billion. The Virta Health service is the same for all patients, the same 12-month program for everyone, regardless of the severity of an individual's Type 2 diabetes. Patients use the Virta app to log biomarker data, which is available to the clinician team and allows for quick review, which streamlines the process of blood sugar regulation and diabetes medication reductions. Currently, Virta Health holds no patents for their methodology. They also don't provide any nutritional supplements, which help heal the damage done by the high blood sugar, which is why supplements are part of the DRG patent. In comparison to the DRG method, Virta Health delivers slower results and they seem to be weaker. It's worth mentioning that information provided at Virta Health's own website indicates they consider someone's diabetes reversed if at A1C of 6.5 or lower while still taking the diabetic medication Metformin, which is practically still diabetes management, not reversal. DRG's threshold for clinical reversal is an A1C result of 5.9 or lower taking no diabetic medications. The A1C test, also known as the hemoglobin A1C or HbA1c test, is a simple blood test that measures the patient's average blood sugar levels over the past 3 months.

Furthermore, there are data driven companies focused predominantly on weight loss that have recently been entering the diabetes treatment market. One such company is Noom, which is a giant in the weight loss industry space and has recently added functionality to their software to help manage diabetes. Noom's primary business is an AI based software that gives full support to people wanting to lose weight. Noom does not reverse diabetes, just manages it.

Finally, there are other diabetes reversal programs created by doctors and smaller companies, but none seem to be as comprehensive and tested as the DRG methodology. The attention these companies received are clear indication of investor interest in new diabetes treatment methodologies. DRG currently offers the most comprehensive and the only patented solution in the space.

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## Team

DRG has a strong management team led by three medical professionals, who have of eight decades of combined experience in treating diabetes patients with the Company's treatment program.

**Dr. J. Murray Hockings, D.C.** – Founder & CEO - The patented Diabetes Reversal Group® (“DRG”) program was created by Dr. J. Murray Hockings, D.C. He has been helping patients reverse their Type 2 Diabetes over the past 15 years, is known as the World's #1 Diabetes Reversal doctor, has seen over 30,000 patients and is a member of the American Diabetes Association. His mission is to help millions of Type 2 Diabetics worldwide reverse their disease naturally. From 1986 to 1990, Dr. Hockings holds a degree in chiropractic medicine from Life University (formerly Life Chiropractic College) in Marietta, Georgia. He built and sold four integrated chiropractic clinics during first 18 years of career. Dr. Hockings wrote 2 books, did 400+ seminars in 6 countries, and had national media exposure. Dr. Hockings created DRG in 2009 and has assembled a great management team around him with 2 board certified medical physicians and a great advisory board of directors.

**Dr. Kristine Burke, MD** – Chief Medical Officer - Dr. Burke is triple board certified in Family Medicine, Integrative Medicine and Sports Medicine and she is a specialist in Chronic Disease Reversal, including Type 2 diabetes. She has successfully been utilizing the DRG system in her own practice since 2014 and decided to join DRG in 2021, bringing expertise and 28 years of experience to the team. Dr. Burke received her Bachelor of Science in General Chemistry from University of California, Los Angeles and a Doctor of Medicine degree from University of California, Davis, with additional fellowships at University of California, Berkeley and University of California, San Francisco.

**Dr. Charles Timson, MD** – Medical Director - Dr. Timson has been in private practice over 35 years and in that time has seen over 20,000 patients. He is board certified in family medicine and is a Fellow of the American Academy of Family Physicians (FAAFP). Dr. Timson received his BA in Chemistry/Biology at Bucknell University in Lewisburg, Pennsylvania and a Doctor of Medicine degree at The State University of New York (SUNY) at Buffalo. He completed his Family Medicine residency at the University of Arizona Health Sciences Center.

**Michelle Giudice, B.S., M.A.** – Chief Operating Officer – Ms Giudice has been the Company's COO since April 2013. She has been instrumental in handling complex operations in all areas of business growth. She attended the University of Florida for her undergraduate degree, and went on to obtain her Master's Degree in 2013 from Florida Atlantic University (FAU).

**John Bergin – VP of Investor Relations** - John (Jay) Bergin, is the President and Chief Executive Officer of JMB Consulting, Inc. He has been an investment professional and entrepreneur for over 29 years. From 2013 to July 2016, he has been a principle in a flexible employee arrangement through which he provided consulting services focused on investor's relations, debt and equity valuations and management of strategic relationships involving several early stage startup companies in the technology and healthcare technology field. Prior to 2013, Mr. Bergin has been a broker with Florida based Registered Broker. He has been a part of DRG since 2018.

**Wes Tate, CFO** - Mr. Tate has spent over 30 years overseeing all financial and operational responsibilities for companies in a variety of industries including biotechnology, pharmaceutical, health care, construction and telecommunications, with a focus for the last 14 years serving as the CFO for publicly traded companies in biotechnology and health care. Mr. Tate has a MBA from the University of Tennessee, Knoxville with specialties in Finance and Management, and he has served in the United States Army.

## Financials

As a private company, DRG's financial results represent unaudited figures self-reported by DRG. For the 9 months ended September 30th, 2022, the Company generated revenues of \$479 thousand and a net loss of \$339 thousand. As of that date, total assets equaled to about \$1.3 million, total liabilities equaled to \$3.7 million, and total equity equaled negative \$2.4 million, mainly attributed to negative retained earnings.

For 2021, total annual revenue has been \$1.0 million, down from \$1.2 million in 2020, when the Company's clinics were still operating in the first quarter. In 2021, DRG generated a net loss of \$474 thousand. In 2020, total net loss has been \$2.06 million, mainly attribut-

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able to a loss of \$1.77 million on early termination of leasehold improvements resulting from clinics' closings. For 2019, in the last full year of operations prior to the pandemic, DRG reached its record revenues of \$12.2 million, yielding net income of \$1.5 million.

In order to take advantage of the patented DRG method and the established digital platform, DRG is currently looking to raise \$20+ million in combination of debt and equity. The current initial round is for \$5 million in series B common units. The Company is offering 5,816,075 units at \$0.86 per unit to accredited investors pursuant to a Reg D offering. The capital will be used for global expansion, concentrating domestically in the US and internationally in English speaking countries, such as Canada, Australia, New Zealand and the UK. It will support planned marketing initiatives and hiring of key employees, and ensure the Company's supplement manufacturer has enough stock made to handle the demand.

## Outlook

DRG is focused on ramping-up its revenue levels through direct-to-consumer sales at its [www.ReverseYourDiabetes.com](http://www.ReverseYourDiabetes.com) portal. They will be driven by marketing campaigns utilizing all major media channels, including radio, TV, newspapers, magazines, as well as direct mail and online advertising. DRG also plans to hire a national PR firm to book presence for its executives on targeted talk shows and podcasts.

In addition to its online sales portal, the Company also expects to derive revenues through medical professionals acting as distributors and affiliates in promoting DRG, as well as potential licensing deals with weight loss program operators, such as Weight Watchers, Jenny Craig, NutriSystem or Noom, and major pharmaceutical companies wishing to quickly and effectively offer Type 2 diabetes reversal options. Finally, DRG will seek to form various strategic alliances with diabetic supply companies like Dexcom, other healthcare companies with large databases, and notable social media influencers.

DRG has also made necessary preparations to expand its offering with complementary products in 2023, including a convenient full meal replacement drink, expected to retail at \$60 for monthly supply, a specialized blood sugar control supplement, as well as formulations tailored for decisive entry into related areas, including Type 1 diabetes, prediabetic conditions and heart disease reversal.

As a result, assuming its financing rounds are completed, DRG has a goal to add at least 10,000 new patients during 2023, yielding potential annual revenues of approximately \$50 million, based on average program price of \$5,000 and less than a thousand customers added per month. The Company anticipates achieving profitability, if such growth is achieved.

## Valuation

Given the private status of DRG, the substantial loss of revenue following the closing of its clinics due to COVID-19 and significant uncertainty of future revenue streams, it is difficult to assess the Company's current market valuation. In October 2021, DRG had been independently valued by Center Point Business Valuations, LLC at \$54.7 million. DRG had another independent valuation done in June 2022 by Fallingst Technologies, which was based primarily on the Company's intellectual property alone, yielding valuation of \$66.7 million.

However, recent equity financing transactions completed by DRG's closest comparable companies serve as evidence that professional Wall Street investors have big appetites for investment in the Type 2 diabetes telemedicine sector.

In April 2021, Virta Health closed a \$133 million series E offering led by Tiger Global, just four months after it raised \$65 million, which brought its capitalization total to \$373 million since March 2017. Based on that last financing, specialized industry publications pegged Virta Health's valuation at \$2 billion. According to a data science team at [www.zippia.com](http://www.zippia.com), Virta Health's next annual revenues peaked at \$78.5M in 2021, signifying a staggering forward revenue multiple of over 25.

In May 2021, Noom completed a \$540 million round of series F funding to expand beyond weight loss to other digital health areas including diabetes, among others. According to Bloomberg, Noom was valued at \$3.7 billion after the round, having raised \$657 million in total since inception, per Crunchbase data. Bloomberg also reported Noom's sales reached \$400 million in 2020, up from \$200 million in 2019,

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confirming that quick revenue growth warranted valuation of 9.5 of revenues. Noom was also said to be eyeing a valuation of around \$10 billion in a future IPO, Bloomberg reported.

Assuming that DRG's 2023 revenue projections of approximately \$50 million materialize as planned by the management, the Company could possibly exceed several hundred million dollars in valuation based on Noom's and Virta Health's multiples. This comparison does not reflect DRG's perceived advantages over Virta Health's service programs and their efficacy, or any concrete information about Noom's planned diabetes solutions.

Finally, having transitioned to digital telemedicine, DRG in effect functions as a data collecting company with 43,000 Type 2 diabetics on its record. DRG continues to collect an immense amount of key long-term data on every signed-up patient, which provides immediate value in cross promotion and further product development, and may make DRG desirable to other data-seeking corporations.

As such, DRG is a very compelling healthcare telemedicine company with its patented Diabetes Reversal Program, the only patented system and program for patients which can completely reverses Type 2 diabetes. It has enormous potential in a worldwide diabetes market currently with over \$900 billion in annual spending and over 8.4% anticipated CAGR over this decade. The current financing, when completed, can position the Company for major rapid revenue growth and success in rolling out its telemedicine platform globally. It also has great potential to be acquired by a major player, given its unique patented program, or for a possible IPO within a few years



## Corporate Contact Information

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## Analysts whose efforts contributed to this report.

**Alan Stone BS, MBA, Managing Director and CEO, WallStreet Research™.** Alan has been active in the investment management and securities industry for over 40 years. He was a top analyst and fund manager at leading investment firms on Wall Street before acquiring WallStreet Research™. Alan holds a BS degree in Economics and Finance from the University of Pennsylvania's Wharton School and an MBA in Finance and Investments from New York University's Graduate School of Business, and has completed advanced studies at the London School of Economics and UCLA.

**Tytus Biniakiewicz - Director of Research,** BA in Finance and Accounting and an MBA from Pepperdine University. Tytus has worked with Wallstreet Reserch since 1997. Prior to that Tytus managed investment portfolios at Warsaw Stock Exchange in Poland and specialized in development and application of investment models based on technical analysis.

**Janis Remer, JD, MBA -** Janis has a track record of over 10 years in investor relations and has represented a cross-section of industries including Healthcare, medical devices, manufacturing, business services and retail. Janis has completed a law degree in health care policy from Loyola Chicago Law School, and earned an MBA from New York University.

**Marcus Lecky, BS Finance** from Florida International University, Miami (final year). Marcus has been an Associate Analyst with Wallstreet Research for 3 years.

**Patrick E. Mitchell, BS, MBA -** Florida Atlantic University. Senior Analyst, WallStreet Research. Patrick began working with WallStreet Research in 2014 as an analyst. He got his start in the securities industry as a proprietary trader for Pro Trade Securities and went on to work at Morgan Stanley and HedgeCo Securities as well as a Managed Futures CTA Hedge Fund. Patrick is currently studying for his CFP and CMT designations.

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