

Innovation for relief

Roche Diabetes Care presents new solutions to re-define daily diabetes management

- New Accu-Chek Guide blood glucose (BG) monitoring system offers easy testing experience, advanced accuracy^{1,2} and wireless connectivity to a mobile app and cloud-based diabetes management system.
- New Accu-Chek Insight CGM system provides accuracy and reliability especially in the important hypoglycemic range and phases of fast changing glucose values.³
- Integrated and personalised solutions are key to ease the management of diabetes in everyday routines and achieve improved therapy outcomes.

Munich, Germany (September 12, 2016) - Daily diabetes management can be stressful and cumbersome for people with diabetes. Moreover, despite the technologies currently available to handle the condition every day, over 50% of people with diabetes who have access to care still do not reach their therapy targets⁴.

Renowned international diabetes experts discussed possible approaches and new technology solutions at the Roche Diabetes Care media event on the occasion of the 52nd annual meeting of the European Association for the Study of Diabetes (EASD) in Munich, Germany. They discoursed how technology innovations like the Accu-Chek Guide and the Accu-Chek Insight CGM system but also the integrated care approach of Personalised Diabetes Management (iPDM) can improve therapy routines and results.

“Single, stand-alone therapy solutions lack in bringing the majority of people with diabetes to their individual therapy target. It is crucial that we as a company create innovative solutions that address people with diabetes’ needs and concerns and are able to free their minds off of some important therapy aspects they have to deal with 24/7”, stated Dr. Matthias Axel Schweitzer, Head of Global Medical and Scientific Affairs and Chief Medical Officer at Roche Diabetes Care. “Wireless connectivity, outstanding accuracy and ease of use are just three factors which significantly contribute to people with diabetes experiencing relief. I am convinced that truly integrated and personalised diabetes management solutions have the potential to cover all stakeholders’ needs, improve diabetes therapy outcomes and reduce related healthcare cost.”

The Accu-Chek Guide system – advanced accuracy and easy to use

The new Accu-Chek Guide system is designed to reduce a number of the challenges people with diabetes have when it comes to adherence to the recommended therapy management.

“Especially when it comes to insulin therapy, the important BG measurements are often skipped due to various reasons and the calculation and delivery of bolus insulin to cover a meal or a snack are neglected”, describes Professor Oliver Schnell, Munich, Germany the issues he sees in his daily practice. Furthermore, one of the remaining challenges for caregivers and diabetologists is the availability and

quality of diabetes data.

Studies show that only about 50% of the logbooks of adult people with diabetes can be considered accurate and reliable. This often leaves the doctor with an incomplete picture, making data access, analyses and therapy adjustments time consuming and difficult, if at all possible. Other important issues that need to be addressed in this context are the complexity of handling everyday therapy decisions while continuing to manage daily tasks. “As the global industry leader in BG monitoring, we are committed to support people with diabetes in thinking less about their daily therapy routines. This is why it was key to us to listen to our customers’ wishes and concerns and translate the key learnings into innovative features for our new Accu-Chek Guide system”, stated Romeo Kardo, International Business Leader BGM, Roche Diabetes Care. The new system not only fulfils current accuracy standards but delivers even tighter 10/10 accuracy for reliable results.^{1,5}

To enable efficient communication between people with diabetes, caregivers and healthcare professionals and make optimal use of the diabetes data the Accu-Chek Guide system offers Bluetooth low energy wireless connectivity to the Accu-Chek Connect mobile app and diabetes management system, guaranteeing a secure online data exchange and the simplicity of automatic data logging. People with diabetes, caregivers, and healthcare professionals can share important diabetes information virtually anywhere for timely advice and remote monitoring. “Such integrated digital health solutions can be beneficial to all – people with diabetes, their caregivers and me as the physician – in managing diabetes more efficiently and in providing my patients with peace of mind and a feeling of relief. They will surely have a strong impact on how care is being delivered to people with diabetes”, explains Prof. Schnell. To him it is the easy handling of this BG monitoring

device and in particular the spill-resistant SmartPack vial, seamless data documentation that facilitates optimal data interpretation and personalised therapy management which will help patients not to feel left alone.

The Accu-Chek Insight CGM system – real-time information and reliable warnings when they are needed most

“For some people with diabetes it is particularly important to be warned about their risk of running into a hypoglycemia if they suffer from hypo unawareness”, illustrates Prof. Johan Jendle, Örebro, Sweden. “This cannot only result in severe acute complications but also is a constant worry of caregivers.” Having a continuous glucose monitoring (CGM) system that offers a high level of accuracy especially in the lower glycemic range and in phases of rapidly fluctuating glucose values is of critical importance to help these patients to stay in their target range. “This is what we aimed for and achieved with the development of our Accu-Chek Insight CGM system”, states Jan Jager, International Business Leader, Roche Diabetes Care. “We are very excited to announce today that we will bring our first CGM system to market end of this year in selected pilot countries that provides a very high performance and accuracy especially in the low glycemic range and during rapid glucose

swings.” Prof. Jendle adds: “For me insulin is the tool to lower glucose levels, CGM is the tool to manage diabetes. With fewer excursions, avoiding both high and low values, I am confident that people with diabetes will feel more motivated, stronger, more alert and can achieve better therapy results.”

Dr. Marcel Gmünder, Global Head of Roche Diabetes Care, concluded: “We see a vast opportunity in integrated care solutions as well as interoperable technologies so we will continue to drive and market innovative solutions to facilitate an optimal and efficient therapy for people with diabetes to help them think less about their therapy routines. Doing so, we are working with governments and payers and are partnering with industry and healthcare professionals to help reduce the burden for people with diabetes, their caregivers and healthcare systems and to make healthcare structures worldwide more sustainable for the future.

Sources

1. Brazg RL, et al., J Diabetes Sci Technol, □ 1–2, DOI: 10.1177/1932296816652902)
2. Harvey C., et al., J of Diabetes Sci Technol, 1-6, DOI: 10.1177/1932296816658058
3. Interim results of Accu-Chek Insight CGM pivotal study, data on file

4. International Diabetes Foundation: adapted from Diabetes Atlas 2000 & 2009 (age group 20-79)
5. International Organization for Standardization (ISO). ISO 15197:2013. http://www.iso.org/iso/catalogue_detail?csnumber=54976

About Roche

Roche is a global pioneer in pharmaceuticals and diagnostics focused on advancing science to improve people's lives. Roche is the world's largest biotech company, with truly differentiated medicines in oncology, immunology, infectious diseases, ophthalmology and diseases of the central nervous system. Roche is also the world leader in in vitro diagnostics and tissue-based cancer diagnostics, and a frontrunner in diabetes management. The combined strengths of pharmaceuticals and diagnostics under one roof have made Roche the leader in personalised healthcare – a strategy that aims to fit the right treatment to each patient in the best way possible. Founded in 1896, Roche continues to search for better ways to prevent, diagnose and treat diseases and make a sustainable contribution to society. Twenty-nine medicines developed by Roche are included in the World Health Organization Model Lists of Essential Medicines, among them life-saving antibiotics, antimalarials and cancer medicines. Roche has been recognised as the Group Leader in sustainability within the

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About Roche Diabetes Care

Roche Diabetes Care is a pioneer in the development of blood glucose monitoring systems and a global leader for diabetes management systems and services. For more than 40 years, the Accu-Chek brand has been dedicated to enable people with diabetes to live life as normal and active as possible as well as to empower healthcare professionals manage their patients' condition in an optimal way. Today, the Accu-Chek portfolio offers people with diabetes and healthcare professionals innovative products and impactful solutions for convenient, efficient and effective diabetes management. It encompasses blood glucose meters, insulin delivery systems, lancing devices, data management systems and education programs –

contributing to an improved medical outcome.

- For more information please visit www.accu-chek.com

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