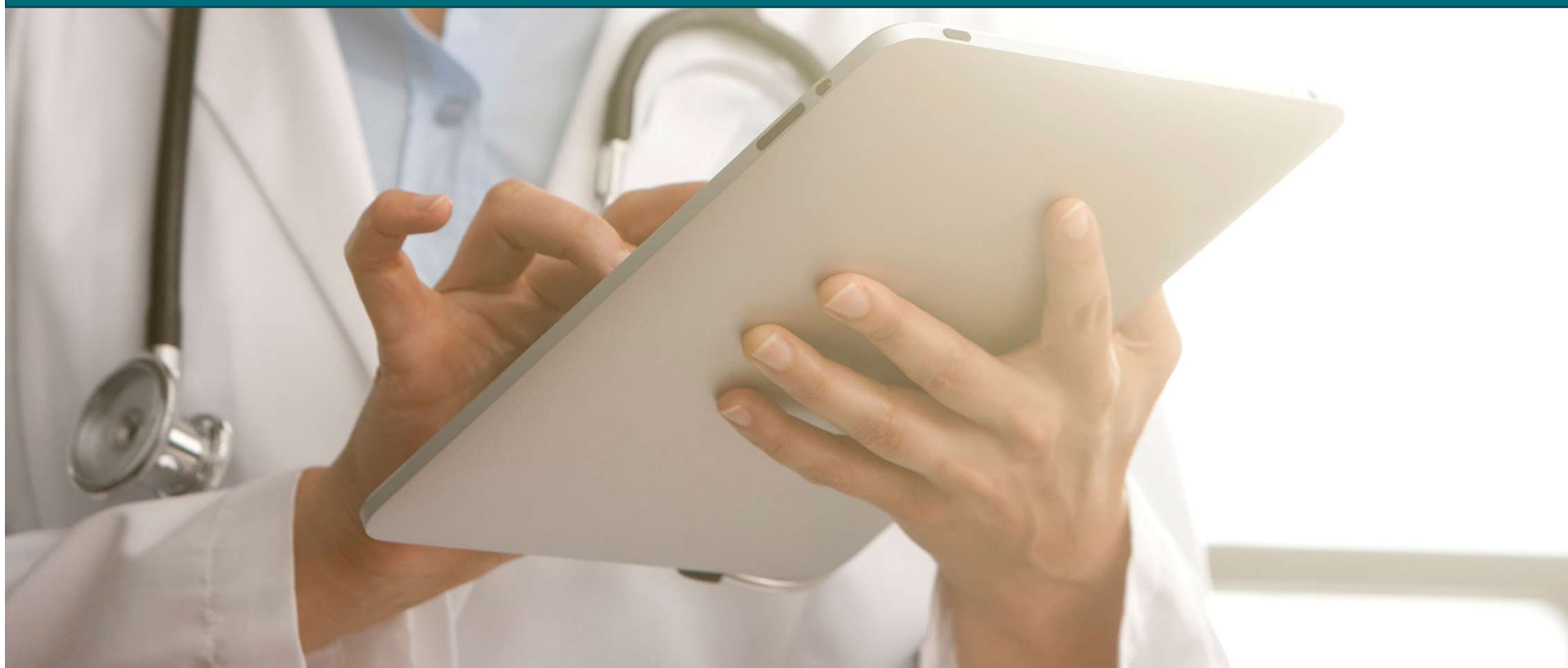




Diabetes management and product survey

Diabetes Professional Care Conference

November 2017

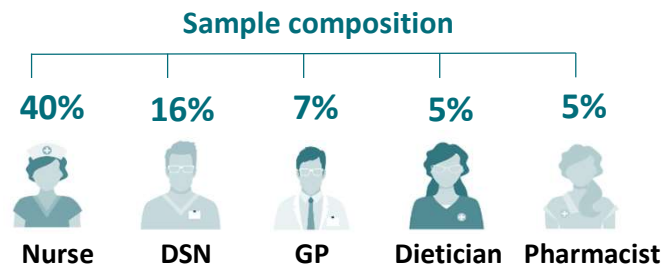


Research approach



15-16 November 2017
Olympia, London

277 diabetes healthcare professionals surveyed
live to share views on diabetes devices today

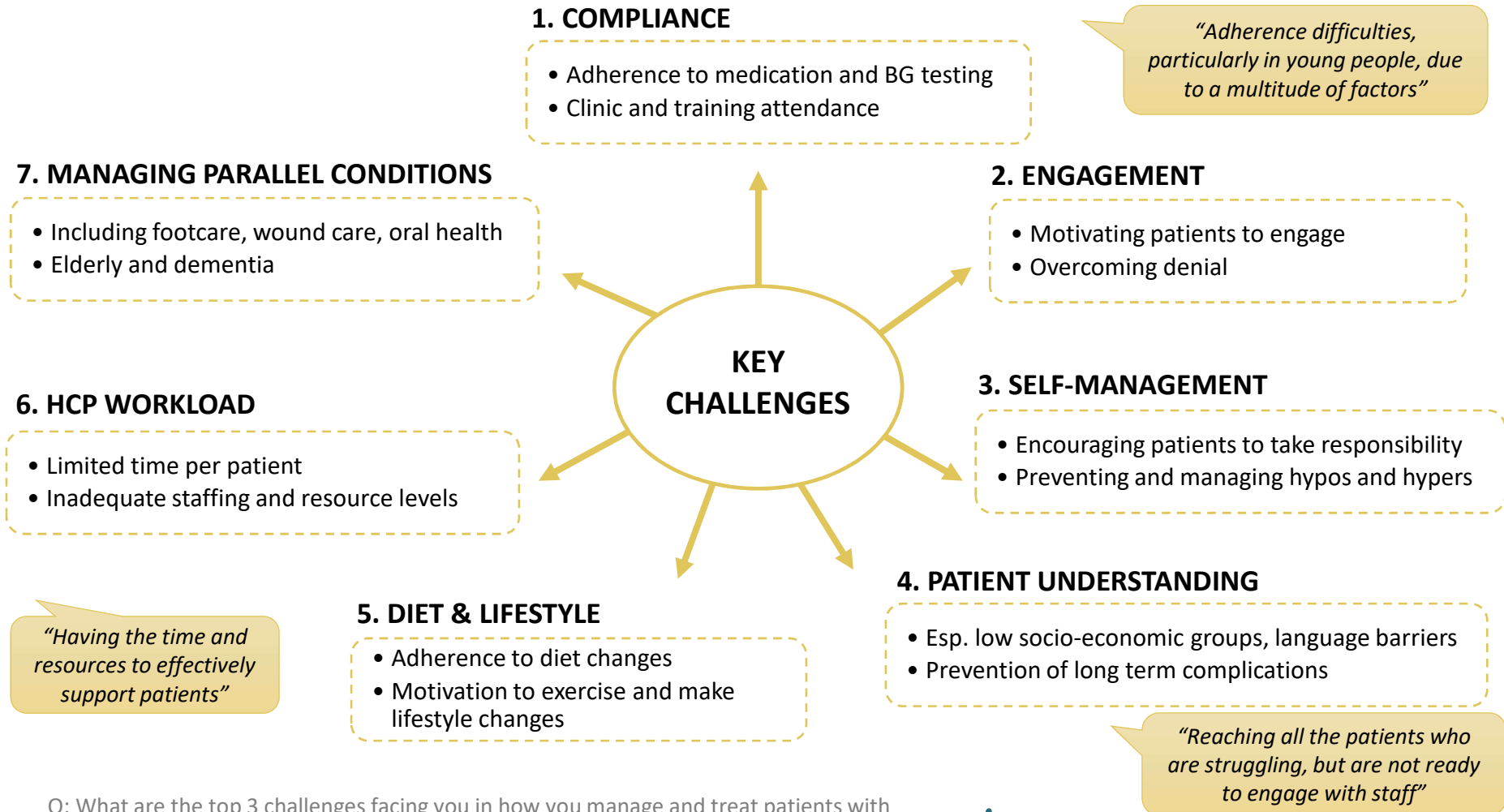


Other professions (minority): Endocrinologist, Diabetologist, Midwife, ...



Key challenges in managing and treating patients with diabetes

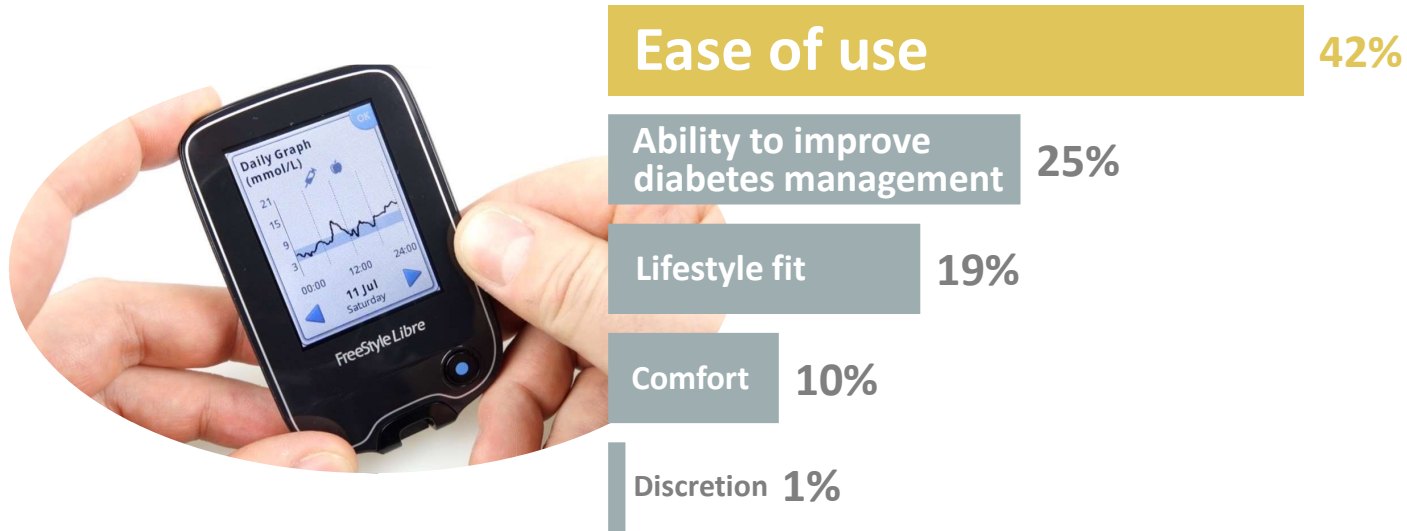
Compliance, motivation and encouraging patients to take responsibility for self-management are considered top challenges for healthcare professionals when managing and treating diabetics



Q: What are the top 3 challenges facing you in how you manage and treat patients with Type 1 and Type 2 diabetes? Total sample Base = 277

Factors driving device selection

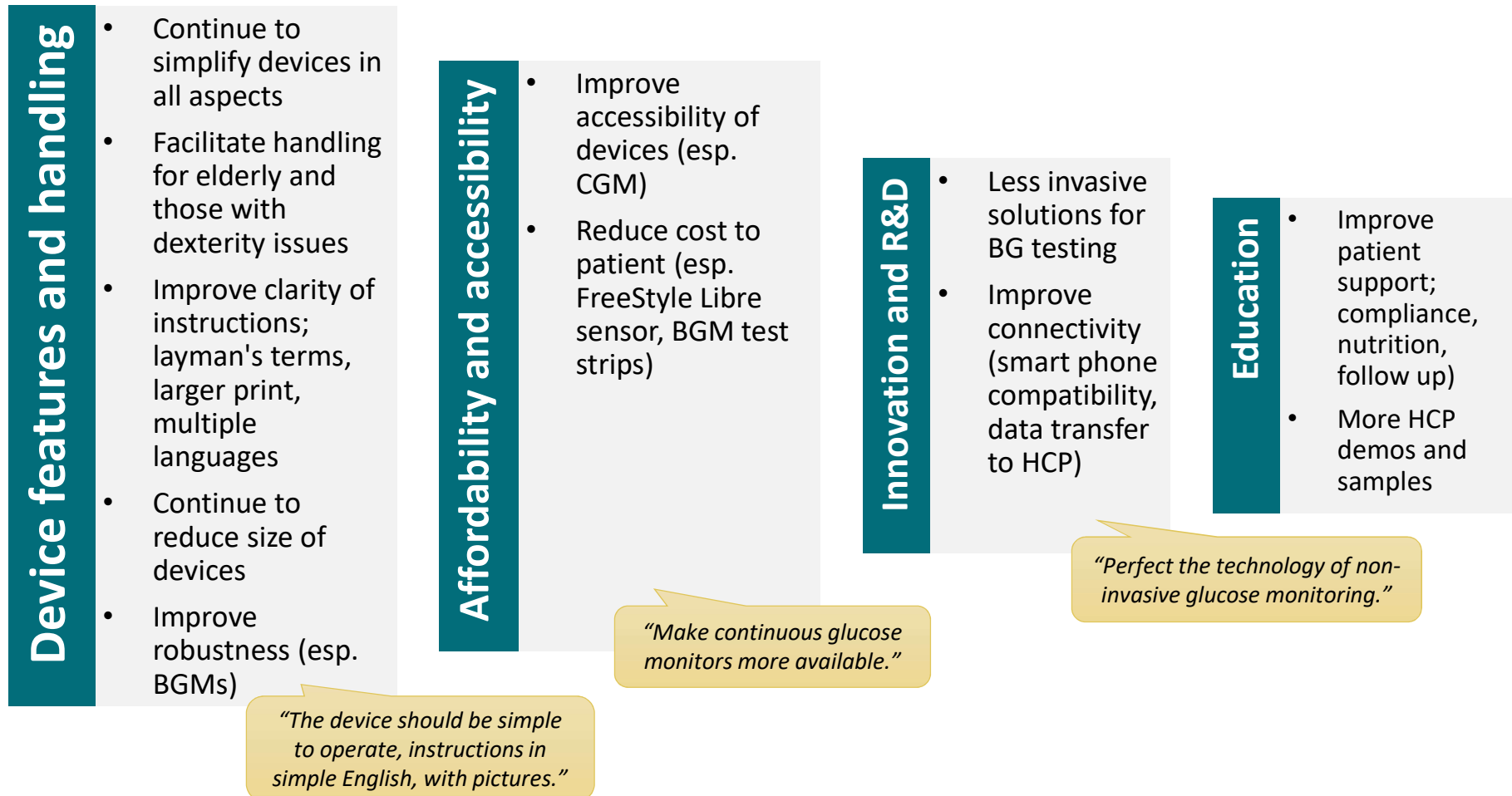
Healthcare professionals believe ease of use is the most important factor for patients when selecting a device to help manage their diabetes



Q: What is the single most important factor for patients when selecting a device to help manage their Diabetes? Total sample Base = 277

Voice of the Healthcare Professional

Continuing to improve ease of handling is a key message from Healthcare Professions to device manufacturers, as well as improving affordability and accessibility of devices and their consumables

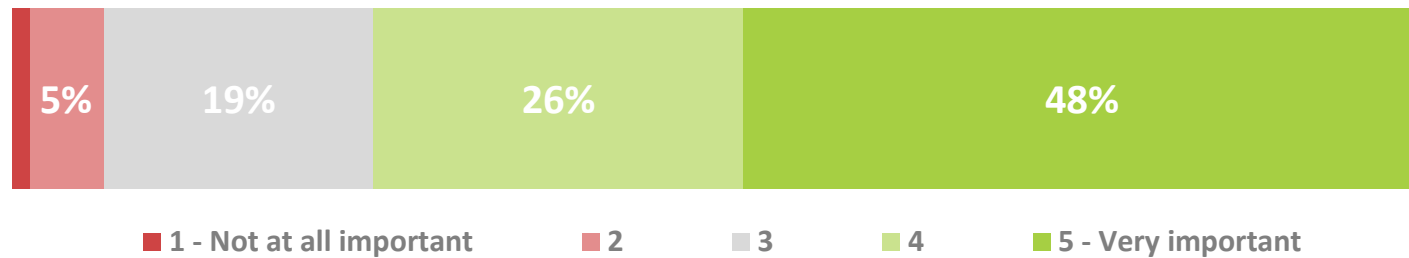


Q: If you could give a message to any Diabetes device manufacturer in order to help you improve the lives of your patients, which manufacturer would it be and what would you say? Total sample Base = 277

Three quarters of conference attendees feel it is important to be able to wirelessly download patient data from their device



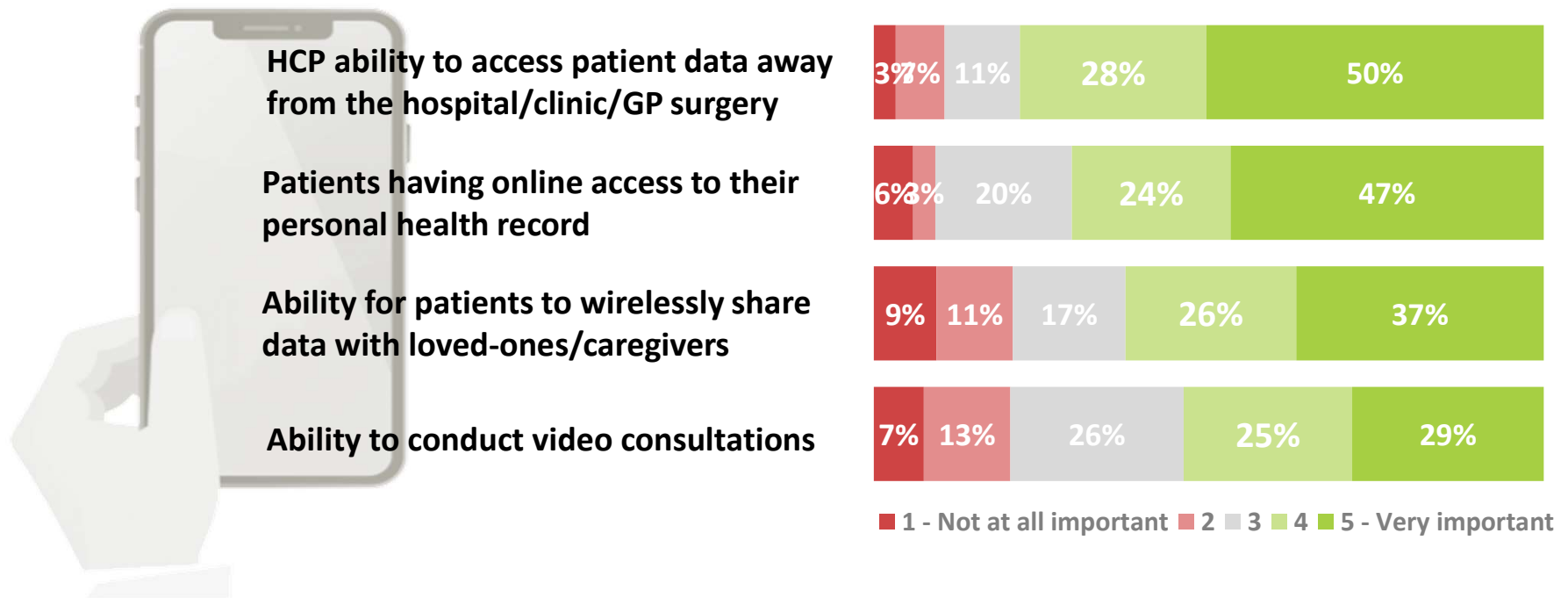
Ability to wirelessly download patient data from the device



Q: On a scale of 1 to 5, where 1 is 'Not at all important' and 5 is 'Very important', how important is the ability to wirelessly download patient data from their device (BGM, FGM, CGM, pump, etc)?
Base = 152 (second day of conference only)

Over three quarters of conference attendees feel it is important to be able to access patient data away from their clinical setting

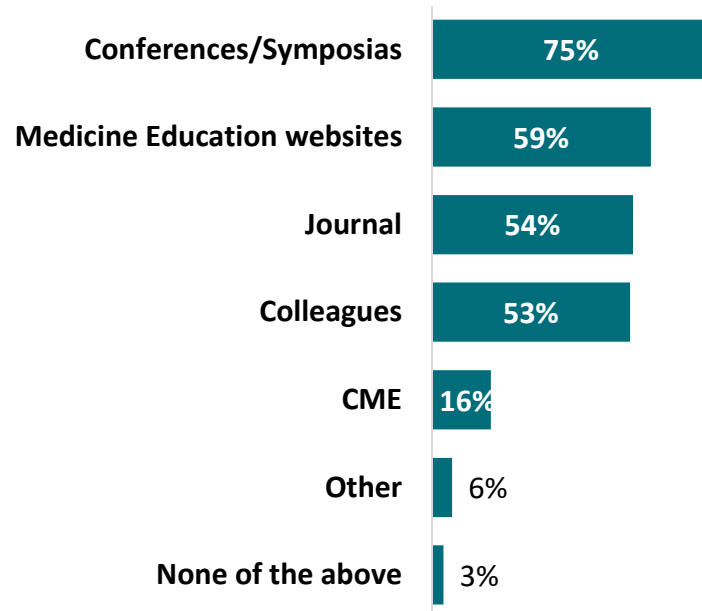
Importance of technological advancements



Q: On a scale of 1 to 5, where 1 is 'Not at all important' and 5 is 'Very important', how are the following technological advancements to you in your role? Base = 152 (second day of conference only)

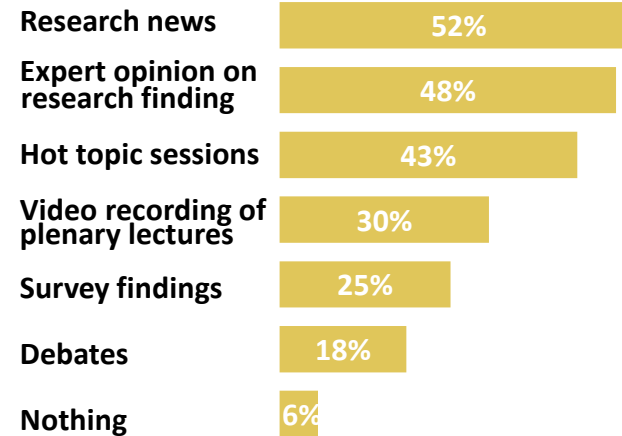


Key information sources



Q: What sources do you refer to in order to keep abreast of technical and clinical developments concerning Type 1 and Type 2 Diabetes? Base = 126

Conference collateral most likely to view online



Q: If you are unable to attend scientific conferences, what information from that conference would you most likely read online? Base = 126