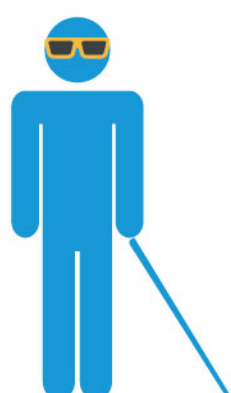


# WHAT YOU DON'T KNOW ABOUT DIABETES COULD BLIND YOU

## DID YOU KNOW?

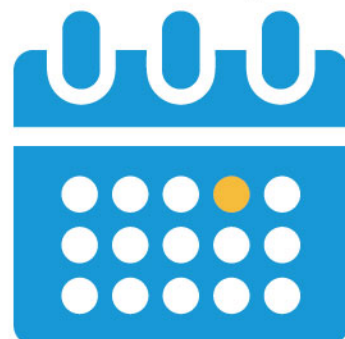
Diabetic macular edema (DME) is a complication of diabetic retinopathy, which is a **leading cause of blindness in American adults**.<sup>1</sup>



DME can be detected early through a **comprehensive dilated eye exam**.<sup>2</sup>



The National Eye Institute recommends that **everyone with diabetes get a comprehensive dilated eye exam at least once a year**.<sup>3</sup>

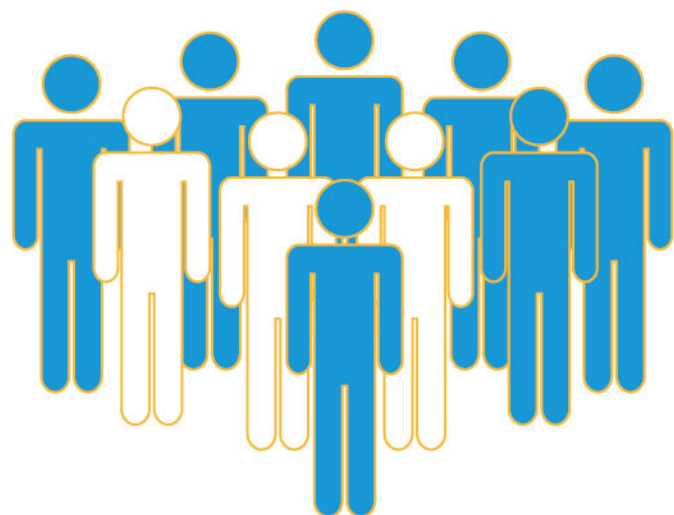


The **Everyday Health, Inc., Market Research Group** surveyed people with diabetes on behalf of Regeneron and learned that while people with diabetes are focused on everyday aspects of managing the disease to stay healthy, many people may have more to learn about helping to protect against vision loss.

## HERE'S WHAT WE FOUND:

**76%**

of people surveyed are concerned about **overall complications** from diabetes.



In fact, when thinking about diabetes complications, those surveyed said **eye disease is the #2 concern** just behind cardiovascular health.



YET LESS THAN HALF SAY THEY ARE VERY **KNOWLEDGEABLE** ABOUT EYE DISEASES THAT COULD RESULT IN VISION LOSS.

**44%**

Specifically, ↓

**ONLY 35%**

of respondents said they were familiar with

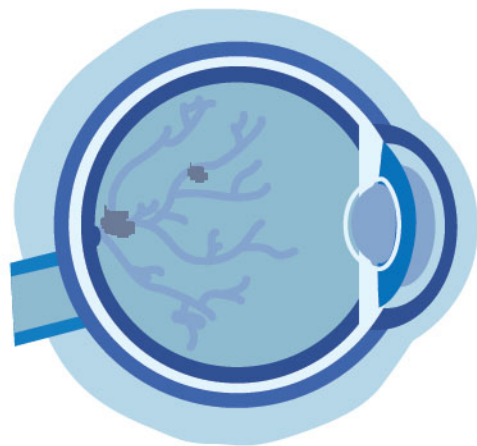
**DIABETIC RETINOPATHY**



**ONLY 18%**

of respondents said they were familiar with

**DME**



## DESPITE THE RISK,

**1/3**

of people with diabetes **do not** get a yearly dilated eye exam.



Of those,

**56%**

are not aware that an annual exam is recommended or that it could detect early disease.



Get the facts about diabetes-related eye disease.

Visit [www.DiabetesSightRisk.com](http://www.DiabetesSightRisk.com)

for more information and to learn about comprehensive dilated eye exams.

1. Centers for Disease Control and Prevention. Vision Health Initiative (VHI): Common Eye Disorders. [http://www.cdc.gov/visionhealth/basic\\_information/eye\\_disorders.htm](http://www.cdc.gov/visionhealth/basic_information/eye_disorders.htm). Accessed September 4, 2015.  
2. National Eye Institute. Facts About Diabetic Eye Disease. <https://nei.nih.gov/health/diabetic/retinopathy>. Accessed September 4, 2015.  
3. National Eye Institute. What is a comprehensive dilated eye exam? <https://nei.nih.gov/health/eyes/eyeexam>. Accessed September 4, 2015

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