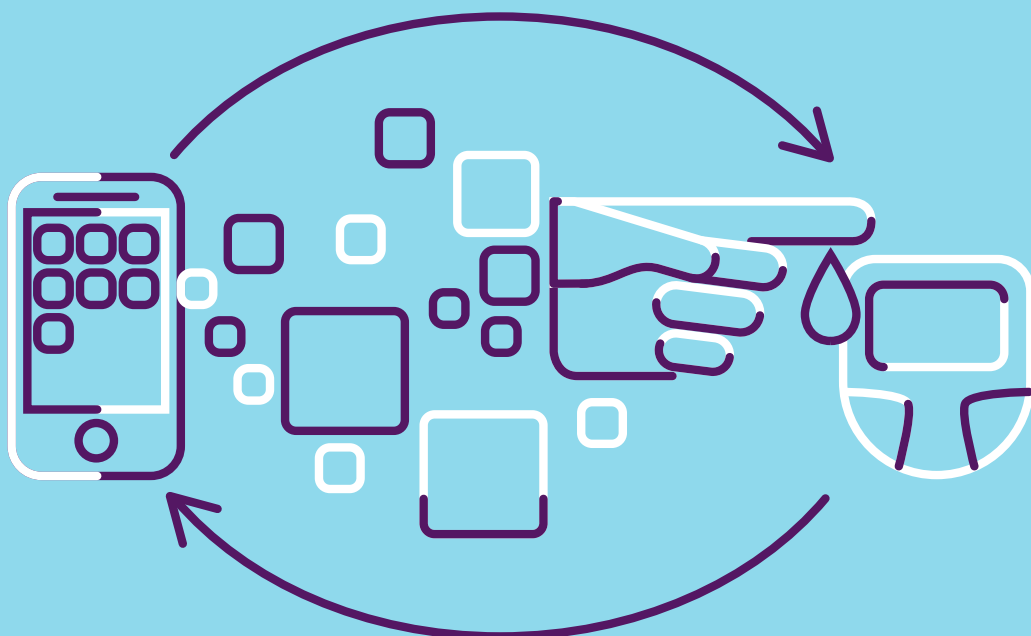
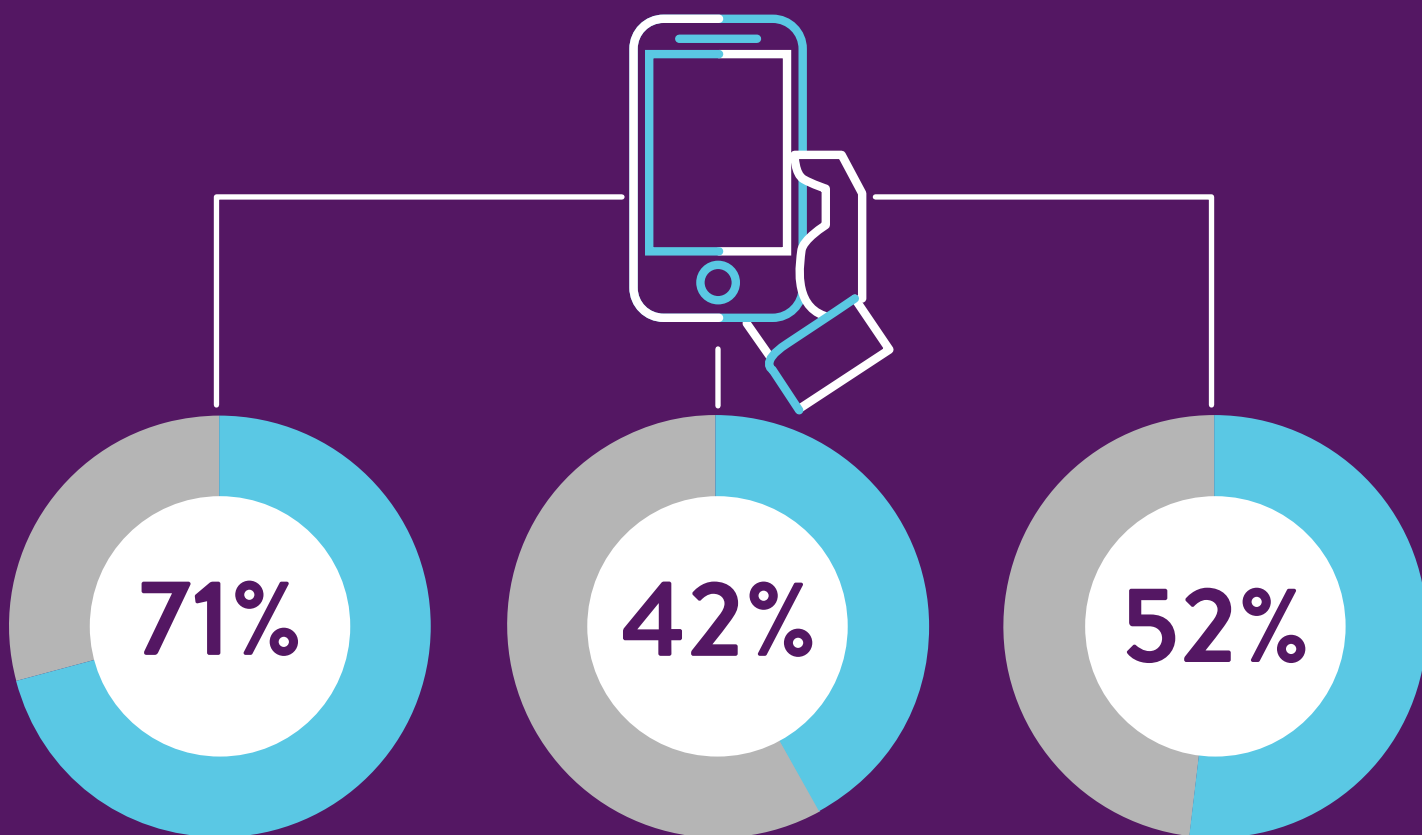


MOBILE HEALTH AND DIABETES CARE

INTERCONNECTED DIABETES MANAGEMENT AIMS TO USE TECHNOLOGY, CONNECTED DEVICES, AND APPS TO SUPPORT DIABETES MANAGEMENT



CONNECTED BLOOD GLUCOSE METERS AND DIABETES MANAGEMENT APPS ENABLE THE SEAMLESS TRACKING OF BLOOD GLUCOSE RESULTS AND CAN HELP PROVIDE CONTEXT FOR PATIENTS



of people with diabetes own a smartphone¹

of people with diabetes are using their smartphones for health or prescription drug information¹

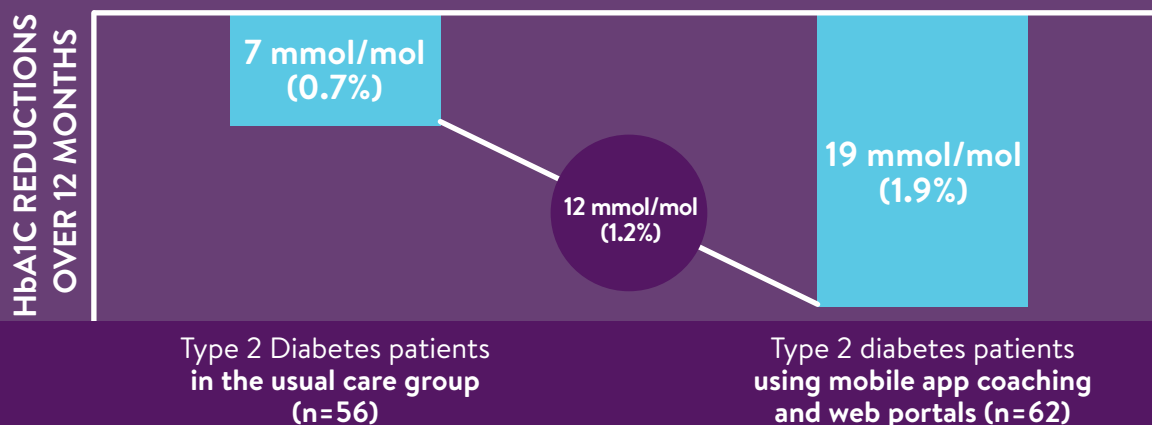
of people with diabetes using a health or wellness app say they have changed their behaviour as a result¹

IN 2015, THERE WERE OVER **1,200**

iOS AND ANDROID DIABETES APPS AVAILABLE²



DIABETES MANAGEMENT USING MOBILE APP COACHING AND WEB PORTALS CAN LEAD TO HbA1C REDUCTIONS³:



¹Multichannel ConsumerHealth Marketing 2015. *Cybercitizen Health® Europe* 2014, Bayer EU9

²S. Petrow. The app revolution for diabetics. *Washington Post* (June 2015)

³Quinn C. et al., *Diabetes Care*. 2011. 34; 1934-1942