How can we help patients find the right path?
BGM* aims to empower patients to take an active role

BUT BGM alone does not lower glucose levels

- There are patients who can’t interpret their results and don’t know what their numbers mean
- More than half of patients with Type 2 diabetes who use insulin do not take action on high or low blood glucose readings

Teaching patients how to monitor meaningfully could help them:

- Modify their behavior
- Enhance their ability to self-adjust therapy
- Decide when to seek medical assistance

Lack of understanding

Lack of engagement

Lack of adherence

* Blood glucose monitoring.
Let's empower patients to play a more active role through meaningful monitoring.
In our everyday lives color drives actions when we understand the meaning. From stopping at a red traffic light to going on a green, color adds meaning that influences our decisions. So adding color to blood glucose numbers could help patients find the right path.
9/10 patients (93%) agreed that it could help them make better decisions about their diabetes because the Color Range Indicator was so easy to understand. §

ColorSure™ technology can help make monitoring more meaningful †

Adding color to the conversation with ColorSure™ technology could help your patients understand what to do next

Counsel your patients to meaningfully monitor their glucose levels to optimize their diabetes care ¹

† Compared to a meter without the Color Range Indicator.
‡ Based on a study conducted in 2015 in the UK of 40 patients with Type 2 Diabetes using a simulated model of the OneTouch Verio Flex® meter.
Choose the OneTouch Verio Flex® meter to help them find the right path

The OneTouch Verio Flex® meter

For patients who want more meaning out of their results, in the moment and on the go

- ColorSure™ technology instantly shows when blood glucose results are in or out of range
- Compact, slim design so it’s easy to take with them
- Optional wireless connectivity with the OneTouch Reveal® mobile app

OneTouch® test strips have the lowest co pay 5x more often than the next leading competitor and are always covered by Medicare Part B.

#1 in Formulary Coverage®
The OneTouch Verio®IQ meter

For patients who want to easily identify patterns in their blood glucose results
- On-screen messages with ColorSure™ technology notify your patients of repeated highs and lows
- Easy one-step meal tagging patterns to help detect hypoglycemia
- Color display and illuminated test strip port for testing in the dark

The OneTouch Verio® meter

For patients who want reassuring feedback when their results are in range
- ColorSure™ technology instantly shows when patients’ blood glucose results are in or out of range
- Automatic messages with every result to provide feedback on how patients are doing

The OneTouch Verio® test strips

Accuracy your patients can rely on with OneTouch Verio® test strips
- 5 years of proven clinical accuracy even at extremely low and high blood glucose levels
- Only 0.4 μL of blood for accurate results

‡ The low and high range limits set in the OneTouch Verio Flex® and OneTouch Verio® meters apply to all glucose test results. This includes tests taken before or after mealtimes, medications, and around any other activities that may affect blood glucose. Be sure to talk to your patients about the low and high limits that are right for them.
Together, OneTouch Reveal® and the OneTouch Verio Flex® meter change the way your patients see their blood sugar.

New features designed to enhance patient engagement

- Draws a timeline of important blood glucose events and activities, highlighting when patients have been repeatedly out of range
- Transforms data into quick visual snapshots with ColorSure™ technology
- Helps them share results with you, via email or text

ColorSure™ TECHNOLOGY

Apple and the Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. All rights reserved. Google and the Google Logo are registered trademarks of Google Inc. Android is a trademark of Google, Inc.
Based on results of a survey after 3 months of home use, as part of a 24-week study conducted in the UK in 2016 with 128 patients (79 Type 1 and 49 Type 2), 83% of 66 respondents agreed.

During a 3-month period in a 24-week study conducted in the UK in 2016 with 128 patients (79 Type 1 and 49 Type 2), 82% of 62 respondents agreed the OneTouch Reveal® mobile app detected patterns and 80% of 51 respondents agreed they were able to correct the underlying cause of these patterns to get their blood sugar back in range.

Treatment decisions should be based on the numerical result and healthcare professional’s recommendations and not solely on where results fall within the range limits.

In a clinical study of patients using the OneTouch Reveal® mobile app with OneTouch Verio Flex® meter:

83% of patients agreed it helped them manage their blood glucose.

8 out of 10 were able to see patterns in their blood glucose, enabling them to take action and get back in range.
The OneTouch Reveal® web app also works for your patients in their home

The OneTouch Reveal® web app helps patients manage their diabetes between office visits.

- Suggests personalized tips designed to help your patients minimize low and high blood glucose readings.
- Creates reports your patients can download before appointments, to help you have more meaningful conversations together.

The OneTouch Reveal® web app reduces the burden on the healthcare professional office by allowing patients to transfer data from home.

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Based on a survey of HCPs comparing the use of OneTouch Reveal® reports with the use of paper logbooks.

Patients must consult with their healthcare professional for actions that are right for them.
By providing meaningful insights, the apps can help you have more meaningful conversations with patients.
The OneTouch Reveal® web app for healthcare professionals

Helps you see more details about your patients’ blood sugar than with just a logbook alone.

- Detailed reports help you provide patients with more information than using a paper logbook.
- Automatically detects more than 30 patterns related to blood glucose results, insulin dosing, and carbohydrate intake.
- Aggregates data from multiple devices connected to the patient’s account and provides detailed reports.

Pattern recognition and customizable reports that highlight glucose trends and excursions using individualized patient target glucose ranges.

Based on a survey of HCPs comparing the use of OneTouch Reveal® reports with the use of paper logbooks.
Population management lets you filter and sort patient information in meaningful ways.
The OneTouch Verio Flex® meter met, and in a clinical study, exceeded the requirements of ISO 15197:2013 for system accuracy.

95.5% of results in a clinical study were within ± 10 mg/dL (< 100 mg/dL) or ± 10% (≥ 100 mg/dL).

The international standard for blood glucose monitoring systems requires that 95% of measured glucose values fall within ± 15 mg/dL (at < 100 mg/dL) or ± 15% (at ≥ 100 mg/dL). In a clinical study 99.5% of the OneTouch Verio Flex® meter results were within ± 15 mg/dL (< 100 mg/dL) or ± 15% (≥ 100 mg/dL).

OneTouch Verio Flex® BGMS Accuracy Consensus Error Grid

ISO 15197:2013 Criteria requires that 99% of results must fall within Zones A & B of the Consensus Error Grid (CEG) for Type 1 diabetes.

100% of OneTouch Verio Flex® meter results fell within Zone A, defined as no effect on clinical action.
Quality and care to help your patients

OneTouch® test strips have the lowest co pay 5x more often than the next leading competitor and are always covered by Medicare Part B.

#1 in Formulary Coverage

We’re here to help...

Our Customer Care is available to all patients to offer personalized training and support, including:

- OneTouch Reveal® mobile and web apps
- OneTouch® control solutions and logbooks
- Product questions or concerns

Contact us

OneTouch® Customer Care
1 888 567-3003

Lines open 7 days a week
8:00 am–10:00 pm (EST)

customerservice@lifescan.com

MMT Quarterly Test Strip Report, November 2015

Coverage and payment subject to co-insurance, deductible and patient eligibility requirements. LifeScan does not guarantee coverage or payment.
All OneTouch® meters come with the OneTouch® Delica® lancing system

Designed for comfortable testing, it features our Advanced Glide® control system and controlled vibration for smooth and precise lancing.

• Testing with the OneTouch® Delica® lancing system is virtually pain free~

Remind your patients to use a new lancet every time they obtain a blood sample.

Are you ready to help patients find the right path?

By changing the conversation to color, we can help patients to meaningfully monitor their blood glucose levels.

Recommend the OneTouch® family of meters with ColorSure™ technology and help empower them to manage their diabetes.

OneTouch.com

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