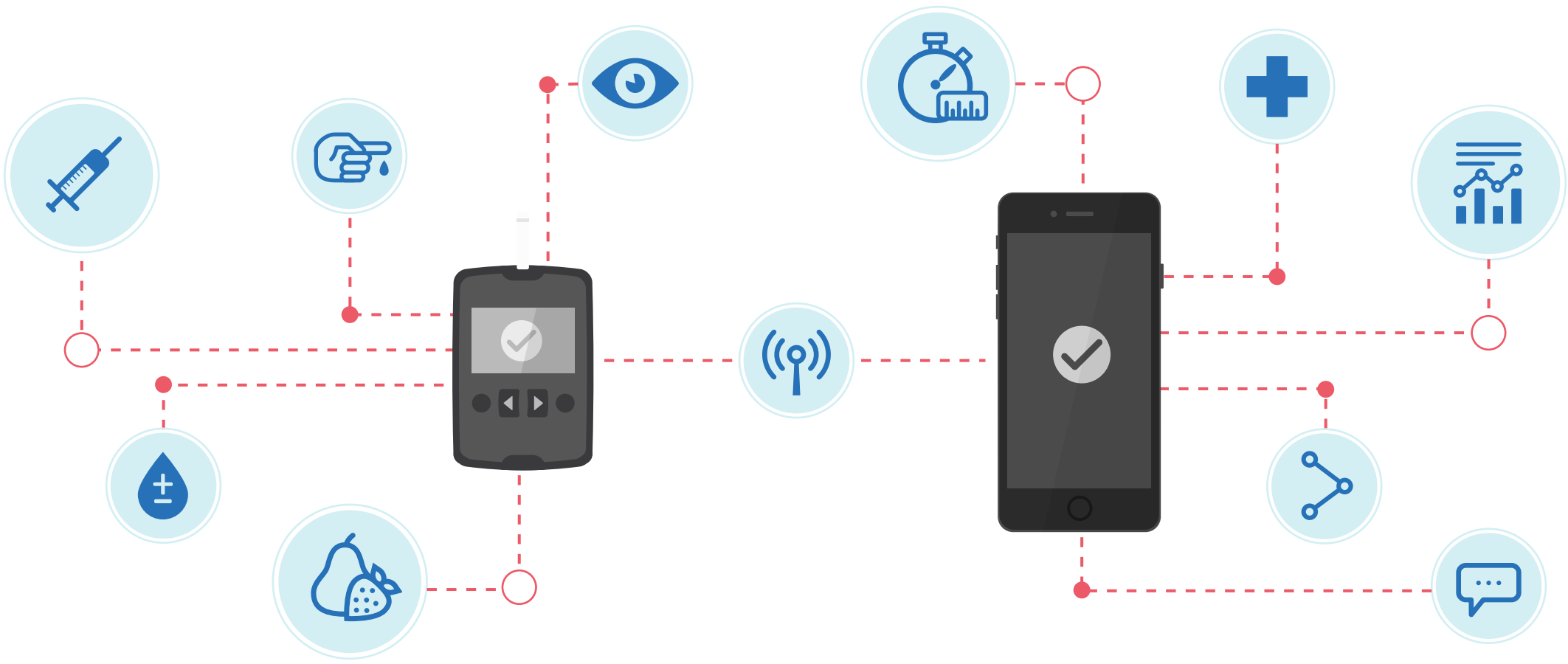


CAN AN APP INFLUENCE BLOOD GLUCOSE METER RECOMMENDATIONS?

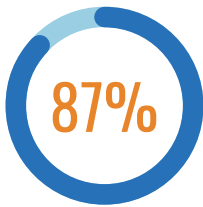
We asked Canadian GPs about their use and perceptions of blood glucose meter (BGM) related apps, and the impact that smartphone apps will have on future meter recommendations.

Modern BGM devices can often pair with a companion app on a smartphone, which allows patients to record their blood glucose levels over time. This gives the patient, and potentially their doctor, access to historical data, insightful charts, and other information that can aid in diabetes management.

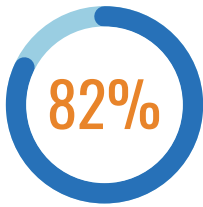


INSIGHT 1

GPs RECOGNIZE THE IMPORTANCE OF BGM APPS AS THEY RELATE TO DIABETES MANAGEMENT



of GPs agree that BGM apps will play an increased role in how **patients** manage their diabetes.

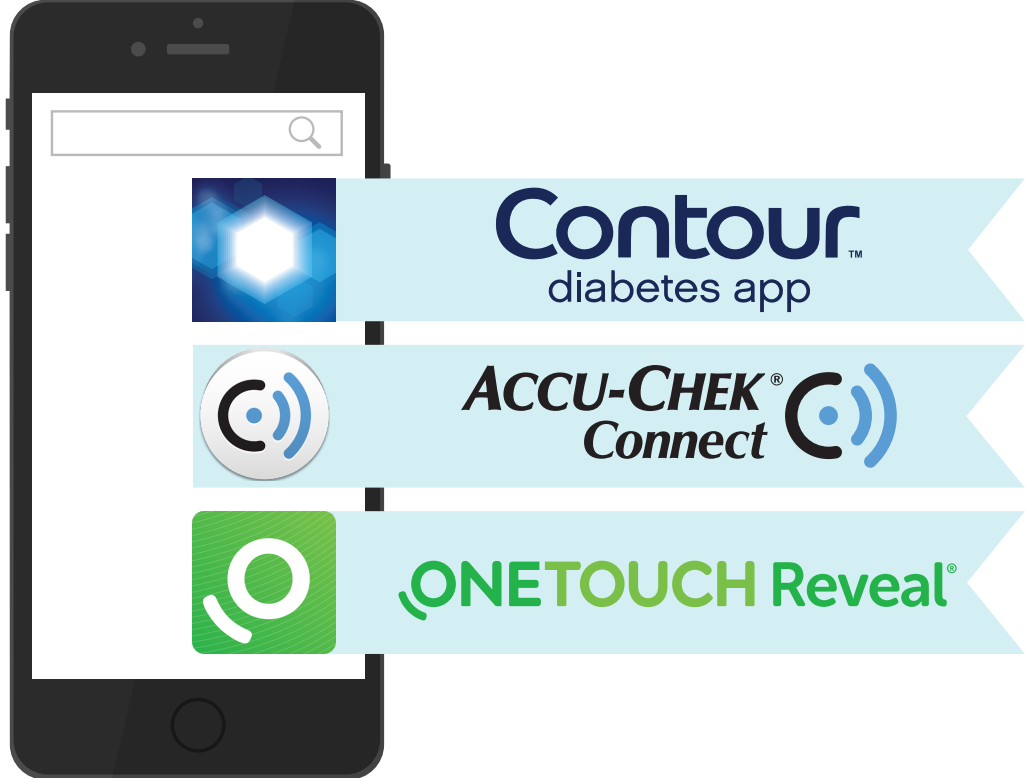


of GPs agree that BGM apps will play an increased role in how **they advise patients** on how to manage their diabetes.

INSIGHT 2

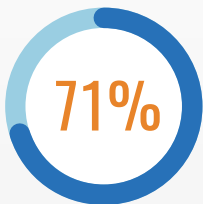
AMONG GPs, THERE IS NO LEADER WITH RESPECT TO WHICH BGM APP IS CURRENTLY USED THE MOST FREQUENTLY

Most GPs are aware of Contour Diabetes, OneTouch Reveal, and Accu-Chek Connect, and each have been used by 1 in 4 GPs.

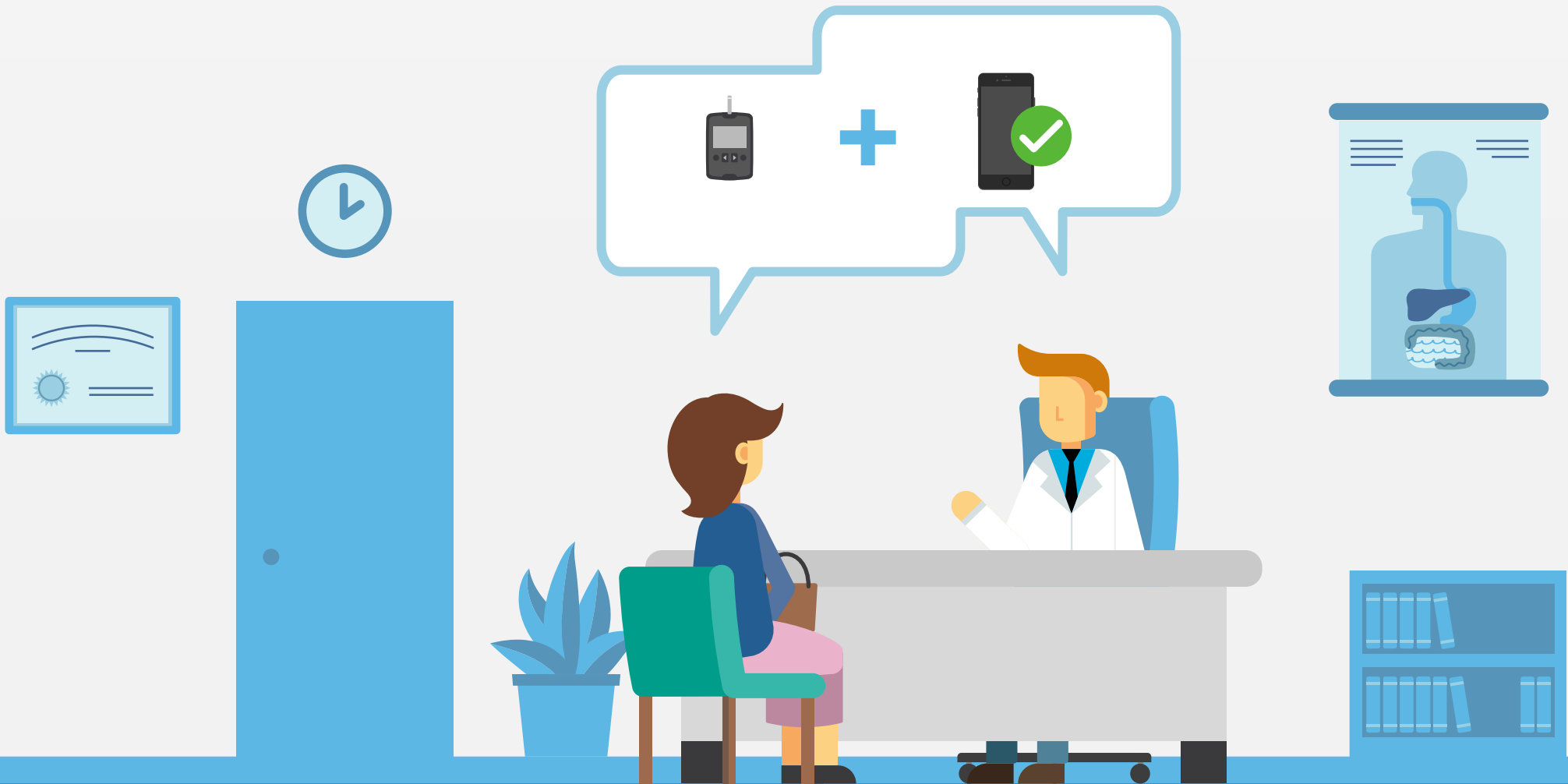


INSIGHT 3

BGM APPS WILL IMPACT FUTURE METER RECOMMENDATIONS



Agree that the presence of a diabetes app will positively impact their likelihood to recommend that BGM to a patient.



APP FEATURES RELATED TO TRACKING PATIENT ACTIVITY ARE RATED MOST LIKELY TO IMPACT A GPs LIKELIHOOD TO RECOMMEND A BGM

% OF GP MENTIONS



81%
Record & store blood glucose readings



71%
Track insulin therapy



64%
Easy to understand readings



62%
Track daily activity



59%
Track caloric intake



56%
Track carb intake