

# Health & Well-Being

## Color Helps People With Diabetes Take The Guesswork Out Of Blood Sugar Test Results

(NAPSA)—Color has long been used to help communicate important information when it matters most. In fact, people process color before they're even consciously aware of it.

Now, it's being used in an innovative way to help people with diabetes. The new OneTouch Verio Flex blood glucose meter with ColorSure technology uses color to take the guesswork out of understanding test results. This can be good news for many of the nearly 30 million Americans with diabetes who regularly test their blood sugar to detect highs and lows and work with their healthcare professional to make therapy and lifestyle adjustments as needed to stay healthy.

### Color Brings Clarity

With each test, the meter uses blue, green or red to instantly show whether a test result is low, in range or high. This can be particularly important if the result is low and the person needs to recognize and respond to low blood sugar quickly. The low and high range limits set in the meter can be customized for each patient based on a healthcare professional's recommendations.

In a clinical study of 99 patients conducted in October, 2014, 93 percent agreed that the simple color range indicator of the meter helped them easily interpret their blood glucose readings. This is key because understanding what your



**People with diabetes should test their blood sugar regularly and use that information to help make lifestyle and therapy adjustments, as recommended by their doctor. Now, that can be easier to do.**

results mean is the first step in making better decisions about your diabetes management.

The same study also showed that 70 percent of patients agreed that the meter's color range indicator could encourage them to test their blood sugar as often as their healthcare professional recommends.

### More For Those Who Want It

While the OneTouch Verio Flex meter has broad appeal as a simple meter on its own, for patients looking for additional capabilities, it also features built-in Bluetooth Smart Technology so it can wirelessly connect with the companion OneTouch Reveal mobile app available free for both Android and iOS mobile devices.

In combination, the meter and app help patients manage their blood glucose on the go...in the moment and between office visits.

### Balancing Simplicity With Understanding

"Research shows that ease of use remains a very important reason for meter selection by a majority of patients, while, at the same time, one third say they can't make sense of their blood sugar results," says Dr. Jeremy Pettus, Endocrinologist and Assistant Professor of Medicine at the University of California, San Diego. "The new OneTouch Verio Flex meter is designed to help people with diabetes better understand and manage their blood glucose. It provides basic information when all they want to know is their number and if they're in range; while the mobile app provides key insights and information sharing if they're interested in more."

### Covered By Most Insurance

The new OneTouch Verio Flex system is available nationally wherever diabetes testing supplies are sold and uses OneTouch Verio test strips which have the lowest co-pay on the most health plans<sup>1</sup> and could save users \$40 a month.<sup>2</sup> In addition, the test strips are always covered by Medicare Part B.<sup>3</sup>

### Learn More

OneTouch brand products are recommended by more endocrinologists and primary care physicians than any other brand. For further information, visit [www.OneTouch.com](http://www.OneTouch.com).

1. Some health plans might cover more than one test strip at the lowest co-pay.

2. Co-pay savings is based on average co-pay differential between preferred and non-preferred tiers.

3. Not a guarantee of coverage and payment. Coverage and payment may be subject to co-insurance, deductible, and patient eligibility requirements.

Dr. Pettus is a paid consultant for LifeScan, Inc.

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