

BETTER DIABETES MANAGEMENT

Ground-Breaking New Device May Help Improve Blood Glucose Control

(NAPSAt)—There are nearly four million people in the U.S. who must take insulin to manage their diabetes. Furthermore, experts tell these patients to carefully integrate their insulin dosing with other daily activities that may affect their blood glucose levels, such as eating and exercise.

But how does a patient know how much insulin to inject if he or she doesn't have a current blood glucose test result?

"This can be a challenge," said Lance Porter, editor of *Diabetes Positive!*, a magazine devoted to helping people with this disease live active and healthy lives. "Now, an innovative new product—the world's first combined blood glucose meter and insulin doser—can make it easier for patients to make better-informed decisions about insulin dosing."

In fact, many insulin users acknowledge that they don't test their blood glucose levels as often as their healthcare professional recommends, and often, it's because they aren't carrying their blood glucose meter with them.

In a recent study, more than half of patients who admitted they hadn't always tested as frequently as recommended also said an integrated blood glucose testing and insulin dosing system would cause them to test more often. And other research has shown that when people with diabetes regularly test and control their blood glucose levels, they can reduce their risk of developing kidney, eye and nerve complications by up to 60 percent.

The InDuo™ System combines technology from LifeScan and Novo Nordisk by coupling the best features of a state-of-the-art insulin doser with a state-of-the-art blood glucose monitor. The new system provides accurate



A new system—the first of its kind—helps simplify life for many people with diabetes by combining blood glucose monitoring and insulin delivery into one discreet, compact device.

blood glucose test results in just five seconds and gives users the option of testing on the arm, which can be less painful than the fingertip because it has fewer nerve endings.*

On the insulin dosing side, the InDuo System allows the user to dial the correct amount of insulin and then inject it with a push of a button, helping reduce the dosing errors that can happen with traditional syringes. The doser's display window also helps put users at ease by conveniently showing the amount of the last dose and the time elapsed since it was taken.

For more information, call 1-877-520-9056 or visit www.InDuo.com.

* There are important differences between fingertip tests and arm tests. Consult your doctor and read the owner's manual before testing on your arm.