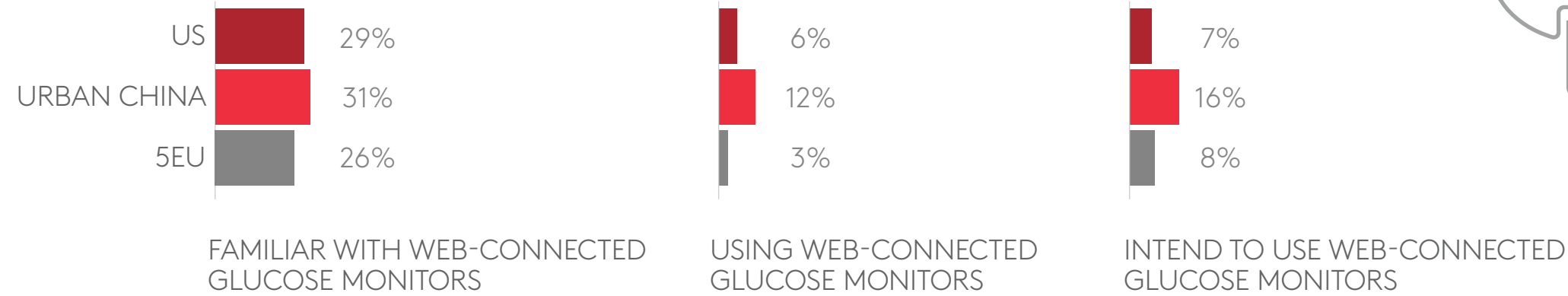
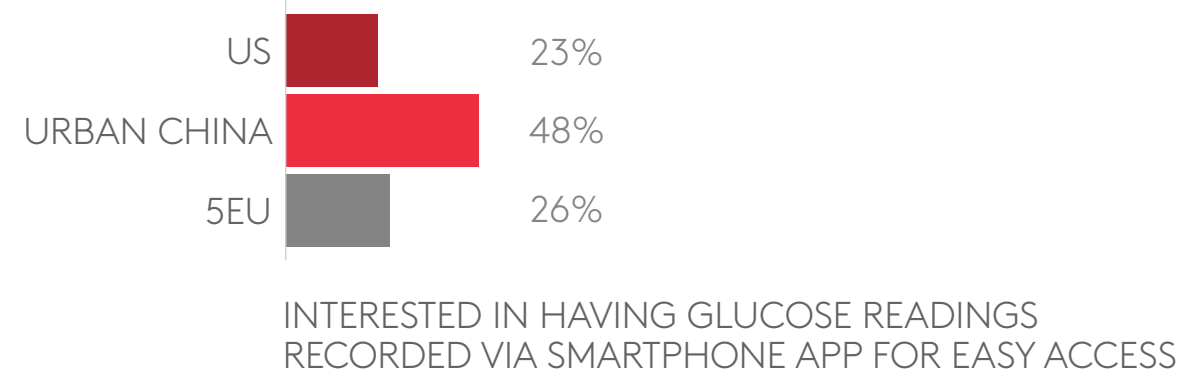


KEEPING AN EYE ON THE NUMBERS

AWARENESS AND USE OF THESE MONITORS ARE LOW.

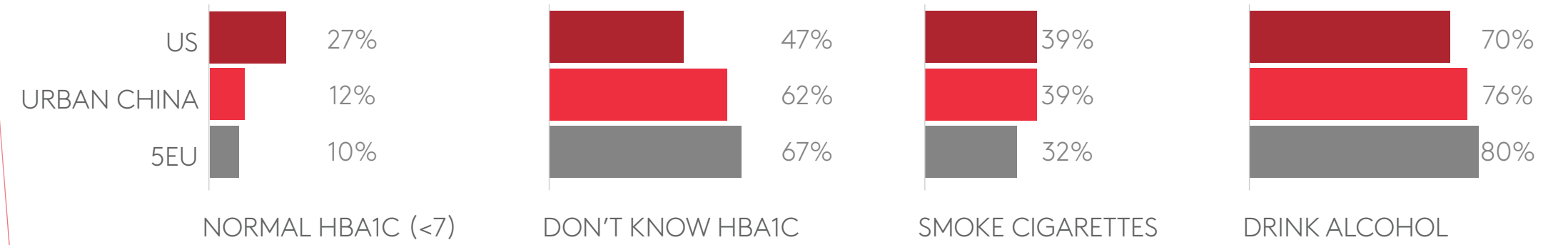


HOWEVER, THERE IS SOME INTEREST IN RECORDING GLUCOSE READINGS VIA SMARTPHONE, ESPECIALLY AMONG PATIENTS IN URBAN CHINA.

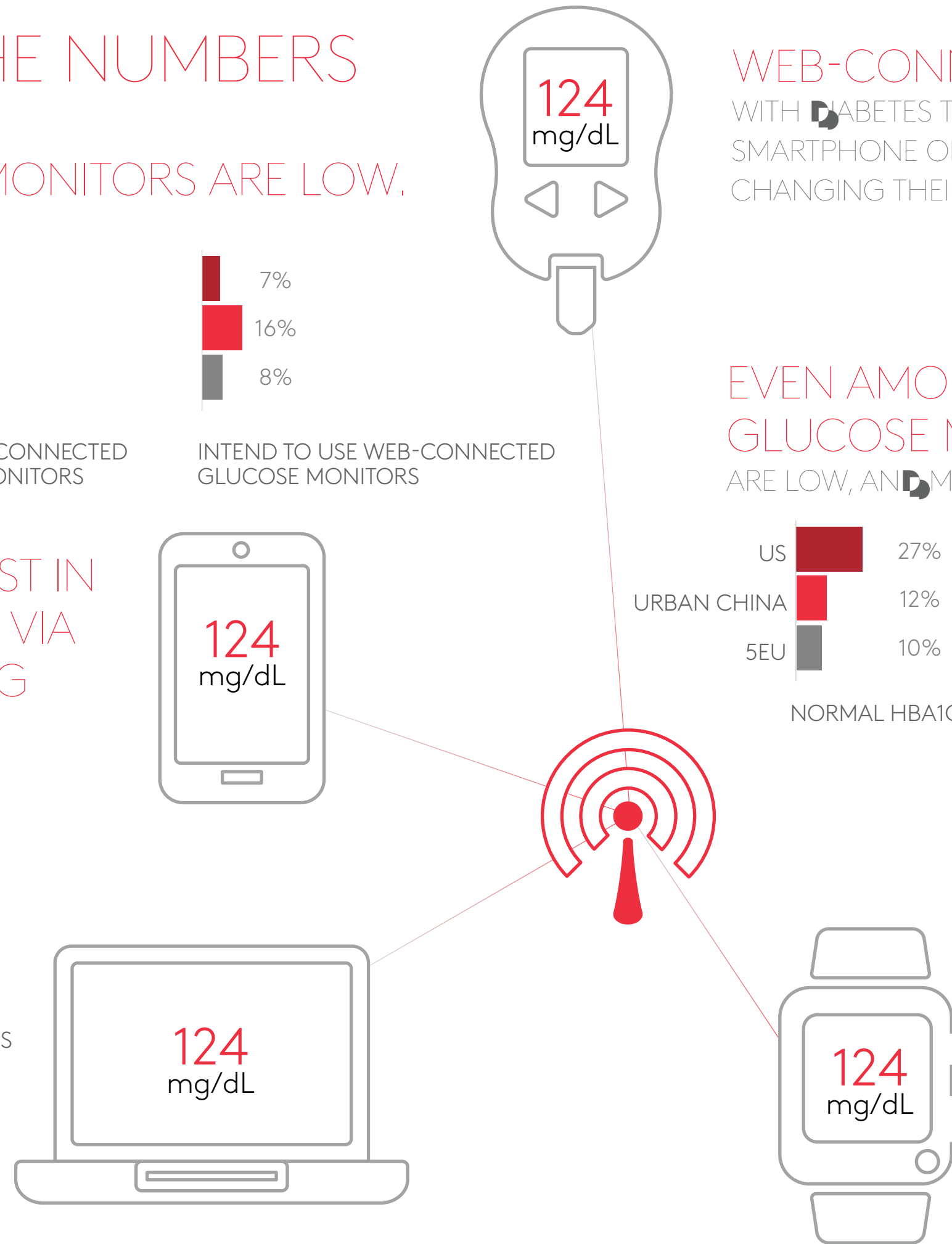


WEB-CONNECTED GLUCOSE MONITORS ALLOW PATIENTS WITH DIABETES TO DOWNLOAD THEIR GLUCOSE READINGS WIRELESSLY TO THEIR SMARTPHONE OR OTHER DEVICE AND TO SEE PATTERNS THAT MAY NECESSITATE CHANGING THEIR TREATMENT.

EVEN AMONG PEOPLE WHO USE WEB-CONNECTED GLUCOSE MONITORS, KNOWLEDGE AND CONTROL OF THEIR HBA1C RANGES ARE LOW, AND MANY HAVE UNHEALTHY HABITS.



LACK OF BLOOD GLUCOSE CONTROL CAN CAUSE DANGEROUS COMPLICATIONS FOR PEOPLE WITH DIABETES, AND TECHNOLOGY SUCH AS WEB-CONNECTED GLUCOSE MONITORS PRESENTS AN OPPORTUNITY FOR THE HEALTHCARE INDUSTRY TO REACH OUT TO PATIENTS WHO ARE HAVING A TOUGH TIME CONTROLLING THEIR CONDITION TO HELP THEM KEEP AN EYE ON ANY PROBLEMS BEFORE THEY BEGIN.



SOURCE:

Kantar Health. National Health and Wellness Survey, 2015 (U.S. and Urban China), 2016 (5EU). Princeton, NJ.