

Integrated approach to diabetes management

As one of the few healthcare companies that are uniquely focused on diabetes, Ascensia Diabetes Care has a mission to empower those with diabetes through innovative solutions that simplify and improve their lives. They are already home to the world renowned CONTOUR™ portfolio of blood glucose monitoring systems, which combines state-of-the-art technology with user-friendly functionality. The company is now making advances in integrated diabetes management and has recently announced a host of partnerships with Glooko, Insulet and Dexcom to add to its alliance with Medtronic. In June, the company teamed up with Voluntis, a pioneer of therapeutic companion software. Connecting Ascensia's CONTOUR NEXT ONE and CONTOUR PLUS ONE Bluetooth-enabled blood glucose monitoring systems with the medical intelligence in Voluntis' insulin management platform should make it easier for Type 2 diabetes patients to manage their blood sugars, and improve their quality of life. "We believe that integrated diabetes management is the future and if we are to develop truly integrated solutions for patients, it will require partnerships and collaborations with other solutions providers in diabetes," says Michael Kloss, CEO of Ascensia.

Ascensia has its origins in Bayer AG's Diabetes Care business, which was acquired by Panasonic Healthcare

Holdings in 2016. The company has since operated as an independent business, under the Ascensia Diabetes Care name, with a unique focus on providing high-quality products and solutions to serve the needs of people with diabetes. The company sells into more than 125 countries worldwide, has around 1,700 employees, and operations in 33 countries.

CONTOUR NEXT ONE and CONTOUR PLUS ONE are the first connected solutions that Ascensia has introduced; they are now available in 25 countries while more launches are planned. The systems feature an easy-to-use wireless-enabled blood glucose smart meter that is connected to a smart mobile device via Bluetooth connectivity. The meter then connects to the Contour Diabetes application, a mobile application that collects, stores and analyses patient blood glucose measurements received from the meter. The system also includes a smart light on the meter that provides instant feedback on blood glucose results, delivers reminders and alerts to help

support better management of diabetes, and features a comprehensive electronic logbook that records events such as meals, activities and medication. Users can create an optional cloud account for management and storage of data and can email PDF summary reports to their healthcare professionals for discussion.

Michael emphasises that Ascensia wants to provide integrated diabetes management solutions, in other words, solutions that go beyond conventional blood glucose monitoring. The company aims to achieve this not only through its own research and development initiatives, but also by forming partnerships with companies such as Voluntis. "In the future we want to provide more complete solutions for patients that manage their overall condition and deliver value to healthcare system by improving outcomes," Michael adds. "Another priority is our strategic alliances with insulin pump providers Medtronic and Insulet. Through these partnerships we have demonstrated that we are the partner of choice for insulin pump manufacturers and these alliances will help us to grow our business in this segment."

The partnership with Voluntis, in Michael's view, is another step towards their goal of providing integrated diabetes management, this time through medication management for people with Type 2 diabetes. "This is our first partnership in the area of medication management, which enables us to expand into this critical component of integrated diabetes management. This partnership also supports our existing business by





connecting our CONTOUR NEXT ONE and CONTOUR PLUS ONE systems to the Insulia® Diabetes Management Companion. It will bring our high levels of blood glucose monitoring accuracy to Type 2 diabetes patients who use the Insulia® Diabetes Management Companion, and help them to better manage their insulin treatment.”

Insulia is a prescription only diabetes management app designed for people treated with basal insulin. It is accessible via web, iOS or Android, and offers the users dosage recommendations, educational coaching and diabetes-related data. The app can work with a variety of treatment plans and dosage guidelines, and is based on the user’s clinician-prescribed personalised treatment plan, including their insulin

prescription and blood glucose targets. Then, Insulia uses a dose-adjusting algorithm to help the user manage their diabetes and work towards their goals, and the data is automatically shared with the health care team (who can also monitor the patient’s progress toward their goal).

Under the terms of the agreement between Ascensia and Voluntis, the CONTOUR®NEXT ONE and CONTOUR®PLUS ONE meters will connect directly via Bluetooth to the Insulia® Diabetes Management Companion. The partnership also provides users of the CONTOUR®NEXT ONE and CONTOUR®PLUS ONE systems who have Type 2 diabetes with a seamless connection to a prescription-only medical device that provides insulin dose

recommendations and educational coaching messages, based on their own blood glucose values. The aim of connecting these two solutions is to empower self-management for people with Type 2 diabetes and help optimize insulin management in the real-world to improve outcomes, says Michael: “The integration of our highly accurate and state-of-the-art meters with Voluntis’ basal insulin manager has significant potential to help people take better control of their lives, and their diabetes.”

As such, the partnership with Voluntis fits in with Ascensia’s strategy to be at the forefront of diabetes care solutions and provide solutions beyond blood glucose monitoring, delivering value to the healthcare system by improving outcomes. “Overall, our aspiration is to be a company that plays an important and influential role in worldwide efforts to treat and manage diabetes,” Michael states. “This will help us to deliver on our company mission to empower people living with diabetes through our solutions.”



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