



DIABETES SECTOR GROUP

Working together across Europe for better diabetes care

Structure of this presentation



Why we are here

Diabetes is a global epidemic set to expand
The way it is managed and treated requires new thinking



Who we are

MedTech Europe's Diabetes Sector group
Our vision and purpose



We all face the same challenges

We have come a long way in treating diabetes, and have a long way to go
Moving from fragmented healthcare systems towards a sustainable future



The solution will come from us all

Collaboration among all stakeholders is the key to tackle diabetes
We are here to listen to you



Diabetes is global epidemic – it requires new thinking



Diabetes a **long term, chronic** and currently **incurable** disease, its prevalence is on the **rise**. More action must be taken at **every level** to avoid this global threat.

- **1 in 12 people** live with diabetes, 387 million people worldwide
- In Europe, **over 50 million people** live with diabetes every day
- The number of lives affected by the disease increases greatly if you include **friends, family, loved ones and carers**.
- If current trends are not reversed, the **WHO predicts a doubling of prevalence** across the world by 2050
- To tackle a crisis of this scale, **new technologies, new partnerships** and **new approaches** to health service delivery will be required





Who are the European Diabetes Sector Group?

- As industry, we have a **commercial interest** in medtech.
 - This Group's mission, as you will see, **looks beyond this**
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- We represent the biggest **medical technology** producers in the world
 - We are newly formed, with **new vision and ambition**
 - We are **complementary to pharmaceuticals yet different**, think chemistry vs physics





Our vision and purpose

Our Group brings together Diabetes technology companies to **champion the objectives of patients and their associations** for the **best choices** to prevent, manage and ultimately cure diabetes

Our Group commits to:

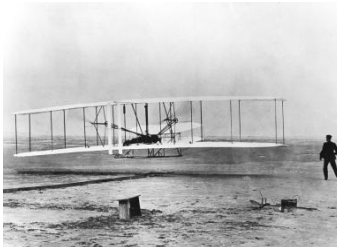
- Actively **raising awareness** around diabetes prevention and diabetes care;
- Demonstrating the **value** that **high-quality, safe** and **innovative devices** bring through improving the **quality of life** of people living with diabetes and containing **long-term costs** of the diabetes pandemic;
- **Partnering** with external stakeholders, both public and private, to ensure that the most effective technologies are available across Europe;
- Being a **trusted partner** in the diabetes environment





We have come a long way... (1/2)

1900s

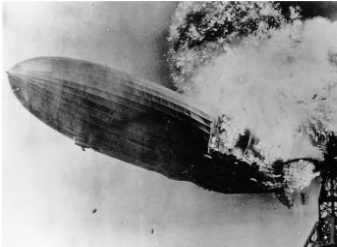


Wilbur and Orville Wright and the first powered flight, 1903

Einhorn's Fermentation Saccharometer, used to estimate the amount of sugar in urine and diagnose diabetes, about 1900.



1930s



The Hindenburg burns on May 6, 1937

B-D Insulin Syringe, Dr. Busher's Automatic Injector, after 1932.



1940s



First nylon stockings on the market, 1940

Clinitest Urine-Sugar Analysis Set, about 1942.



1960s



The Beatles' first world tour, 1964

First insulin pump, early 1960s; B-D Disposable Insulin Needle Unit, about 1965.





We have come a long way... (2/2)

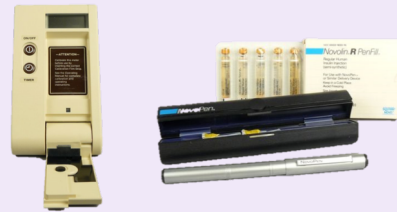
1970s



Apple's computer *Apple II* goes on sale, 1977

AutoSyringe AS6C;
Glucose-Controlled Insulin
Infusion System (Biostator);
Ames Reflectance Meter.

1980s



**Reagan and Gorbachev sign
the INF Treaty, 1987**

Accu-Chek bG Model 750, blood
glucose monitor, 1985;
NovoPen, insulin delivery device,
about 1986.

1990s



Berlin Wall falls, 1989

Blood glucose meters and insulin
pumps become smaller.

2000s



**US 44th President Barack
Obama is elected, 2008**

Blood glucose meters and insulin
pumps become even smaller,
easy-to-use, portative and
connected.





...and have a long way to go

To achieve change, patients, HCPs, policy makers and industry must communicate and collaborate better



- Today, healthcare systems are **fragmented**.
- One of our concerns is, medtech are fundamentally **different to medication**, and this is not well understood

- Healthcare is increasingly global and interconnected
- The **future** and **sustainability** of healthcare, is in our capacity to ensure diabetes care is treated **holistically**



The first step for us is to listen, including you from the beginning



Our aim is to foster collaboration and cooperation with other **stakeholders** in the diabetes care setting to find ways to tackle this issue **together**, more **efficiently**



- What are your views of **health systems** as they stand?
- How do you view the way **diabetes** is tackled?
- What do you think the **future** of diabetes care should/will be?
- Which **problems** do you usually encounter in your work fighting diabetes and helping patients?
- Who is the most likely to **help** you?
- **How could we, as an industry sector group, help you?**

