Addressing the challenge of Type 2 diabetes

Diabetes is a growing pandemic in Europe...

More than 61M people are living with diabetes, and the numbers are rising

Type 2 (T2) diabetes accounts for more than 90% of cases

Over 1 in 3 adults are undiagnosed and not receiving proper care

...leading to serious consequences if not effectively managed

A higher risk of severe complications, such as cardiovascular events, blindness, kidney failure, and lower limb amputations

...and more hospitalisations, which account for over half the total healthcare costs of T2 diabetes putting further strain on health systems

The management needs of T2 diabetes evolve as the condition progresses...

Prediabetes

Aim: prevent T2 diabetes from developing

Treatment: lifestyle changes and sometimes medication

T2 diabetes

Undiagnosed

On medication (~80%)

Aim: slow the progression and prevent complications

Treatment: medication (oral or injectable), and glucose monitoring

Medical apps coach, educate and display health data trends

Glucose monitoring systems regularly track, predict and alert to changes in glucose levels

Better T2 management means...

✔ Better health outcomes and higher quality of life for people living with diabetes
✔ Fewer health emergencies and severe complications, including cardiovascular events
✔ Better decision-making support for care teams and health professionals
✔ Reduced strain on individuals, care teams, health systems and society

1Source: IDF Forecast (2021)
2Source: Diabetes on Planet IN (2021)
3Source: WHO (2021)
4Source: Bode, J. et al. (2016). The impact of Type 2 diabetes in Europe (Diabetes Care, 39, 1924-1931, 2016)
5Source: Bode, J. et al. (2016). The impact of Type 2 diabetes in Europe (Diabetes Care, 39, 1924-1931, 2016)
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