


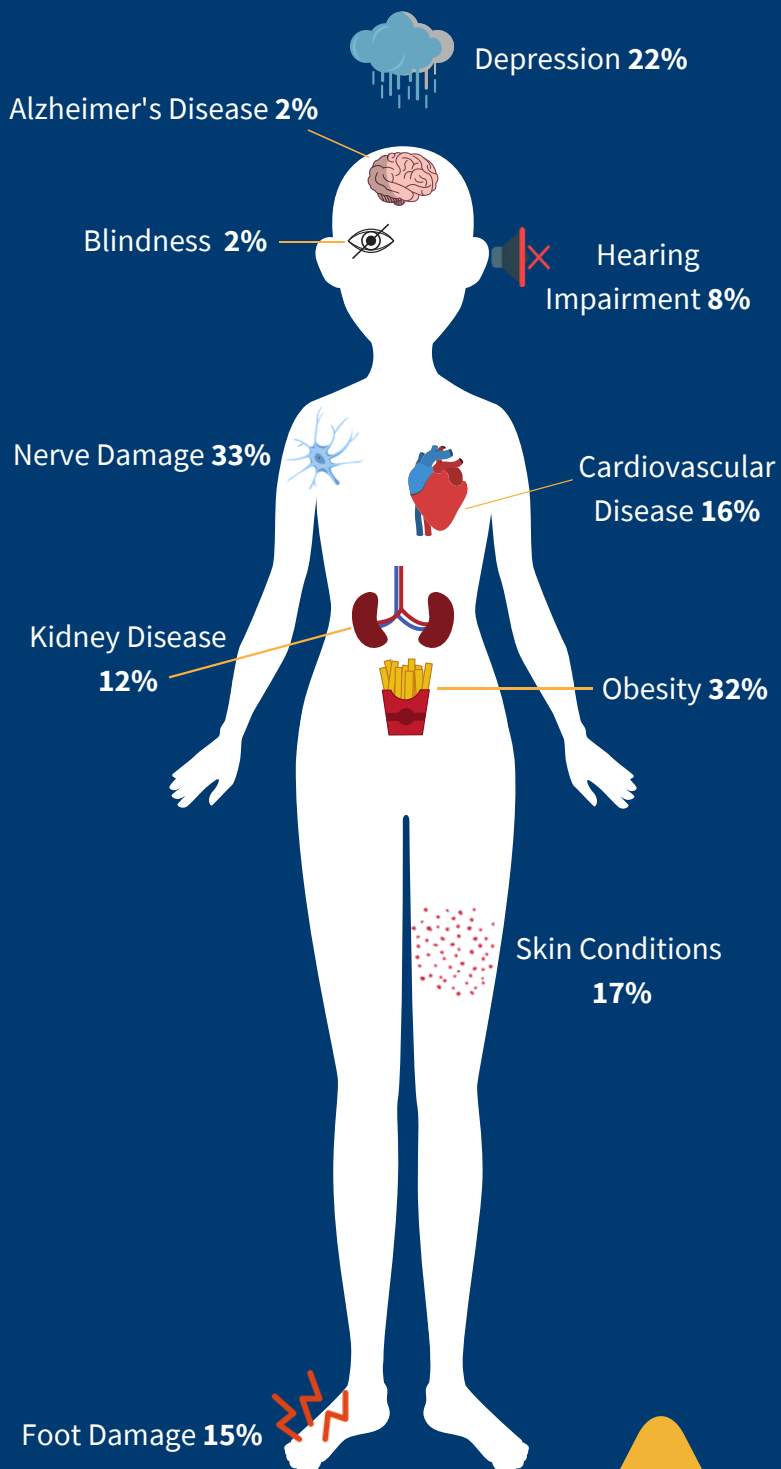
National Diabetes Awareness Month

300 Patient Sufferers Provide an Open Dialogue on
Discovery & Progression of Diabetes

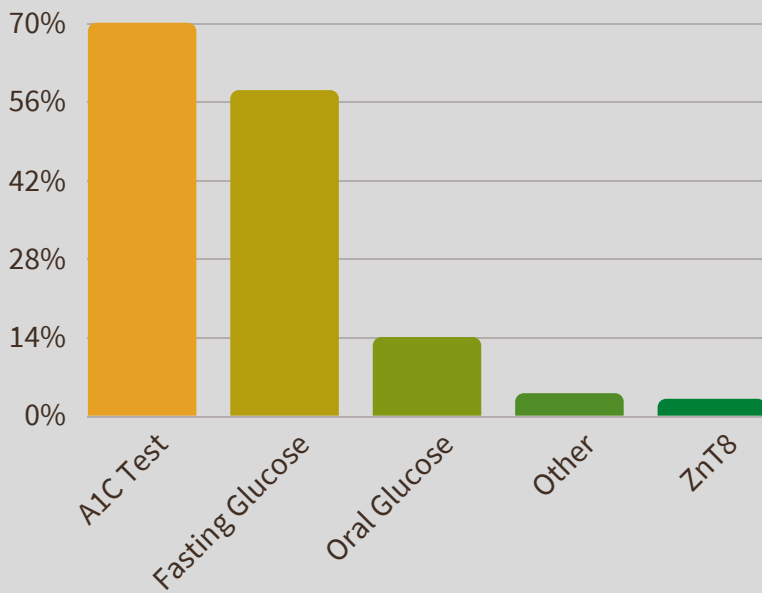

63%

of patients have family
history of diabetes.

Associated Complications with Diabetes



Methods used to determine Diabetes diagnosis



Prior warning signs that led to Diabetes diagnosis

43%

of patients had no warning signs;
physician discovered through testing

Increased Thirst 43%
Frequent Urination 38%
Dry Mouth 27%
Blurred Vision 18%
Increased Hunger 16%
Headaches 12%
Unexplained Weight Loss 9%

People with diabetes have an increased risk of getting the flu,
and suffering severe complications from it. With that being said...

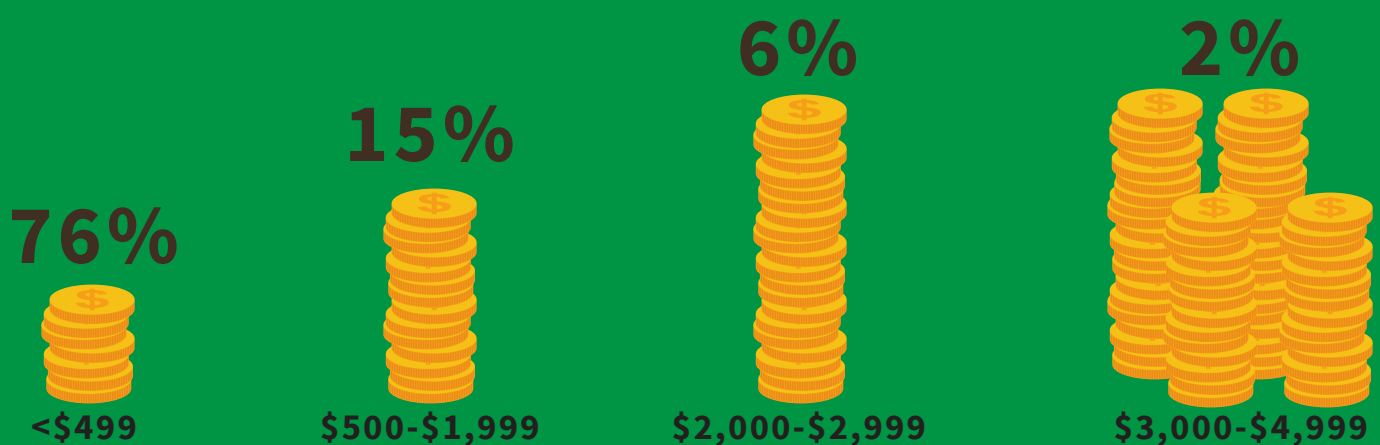
73%

of patients intend on getting the flu shot
(vs. <50% of the non-diabetic population)

26%

will not get the flu shot,
or are undecided.

How much do you spend out-of-pocket annually between medication & supplies?



34%

of patients surveyed do not qualify
for cost-savings programs

1/3

of patients are unaware
that cost-savings programs exist

17%

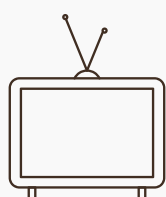
are aware these programs exist,
but don't know where or how
to apply for them

Top methods ranked:

How patients receive information and stay up-to-date about new products, treatment options, and news surrounding diabetes:



Doctor Recommendation



TV Commercials



Word of Mouth



Online Community Groups



Print Magazines



Social Media

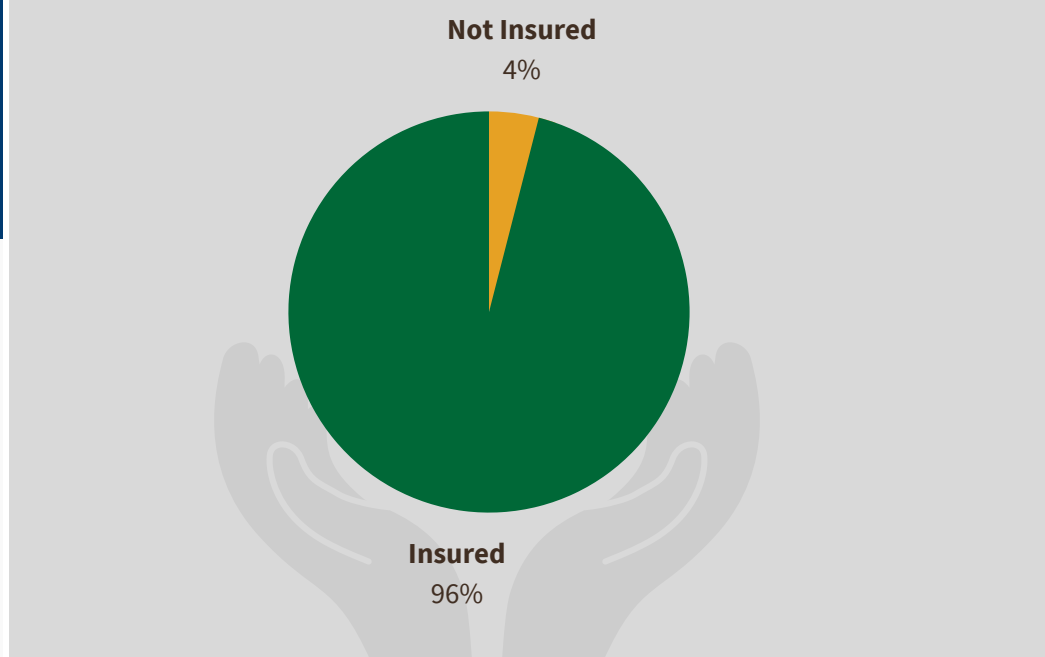


Mailers



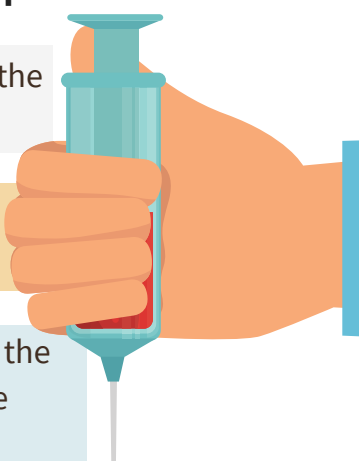
Digital Email Marketing

Percentage of patients surveyed that are covered by insurance



Top treatment programs ranked to help control Diabetes:

- 1 Drugs that decrease sugar production by the liver and improve insulin resistance
- 2 Drugs that increase insulin production by the pancreas
- 3 Drugs that increase insulin production by the pancreas or its blood levels and/or reduce sugar production from the liver



- 4 Do not take treatment drugs
- 5 Drugs that improve how the body uses insulin
- 6 Drugs that block the reabsorption of glucose by the kidney and increase glucose excretions in urine called SGLT2 inhibitors
- 7 Injectable synthetic hormones that lower blood sugar after meals for those who use insulin
- 8 Drugs that decrease sugar absorption by the intestines



If you could speak directly to pharma manufacturers and insurance and health organizations, what would you want them to know that would directly impact/improve your experience living with diabetes?

“

Reduce costs of treatment! So many times I've had to choose medication over food. Diabetic people die because we can't afford the drugs. I sometimes skip treatments because I can't afford them.

“

I wish I could spend less time worrying about having to take meds, that there was something that I could take once a month to help me control my blood sugar and lower my a1c. Longer duration between injections.

“

Why are all these medications so expensive? Do you think that is fair? Especially when you are on Medicare and can't use the manufacturer's coupons, and then we have to be subjected to the infamous donut hole! And we are the ones who need help the most -- we are on limited incomes and can't afford our medications. My husband has diabetes and he had to stop taking the Invokana because it is too expensive.

“

The information about drugs is way too much to absorb and very confusing in regards to what they help to do and how they do it.

“

Provide us help with the emotional overload. Need to provide weekly/bi-weekly support groups so that we can talk through the things that are happening in our lives. Provide more awareness classes as well.

“

Provide early detection tests

“

Eating correctly & exercising should be pushed more than multiple medications.

“

I'd like a medication that would prevent me from having nerve damage in my legs and feet.

“

I am sick of taking injections and blood tests. PLEASE MAKE MORE ORAL DRUGS.

“

Offer a drug that has side effects that you can actually live with. I've tried meds that caused excessive gas, constant yeast infections, or ongoing diarrhea & nausea. No one can live like that!

“

More transparency and communication – I want to know more about the latest advancements in diabetes treatments. Cut the clutter and talk directly to us about diabetes instead of trying to sell us a new drug.

“

A self-injection pump that gives you your insulin when it gets too high, and that warns you when it drops too low.

“

If they would lower co-pay amounts, I could actually take my medications and reduce my chances of further complications that would become more costly.

“

Make A1C tests free

“

I wish primary care doctors would be more active in helping. Every person is different so each plan has to be different and that takes time and collaboration between doctor and patient. Doctors are so rushed that they use cookie cutter plans across the board instead of individualizing it to meet a specific need.

“

Please find a way to get my A1C lower by any kind of injection, and find a way to make these injections combined into 1, so I would stop having to give myself 3 different kinds of injections every day -- some even several times a day.

“

Don't be too quick to put out drugs in the market. Conduct more research.

“

Develop easier methods to test glucose levels and purchase products to measure glucose



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