

ACCELERATING DIABETES CARE **FOR_LIFE**



American
Diabetes
Association®

Overcoming
**Therapeutic
Inertia**

ARLINGTON, VA • NOVEMBER 28, 2018

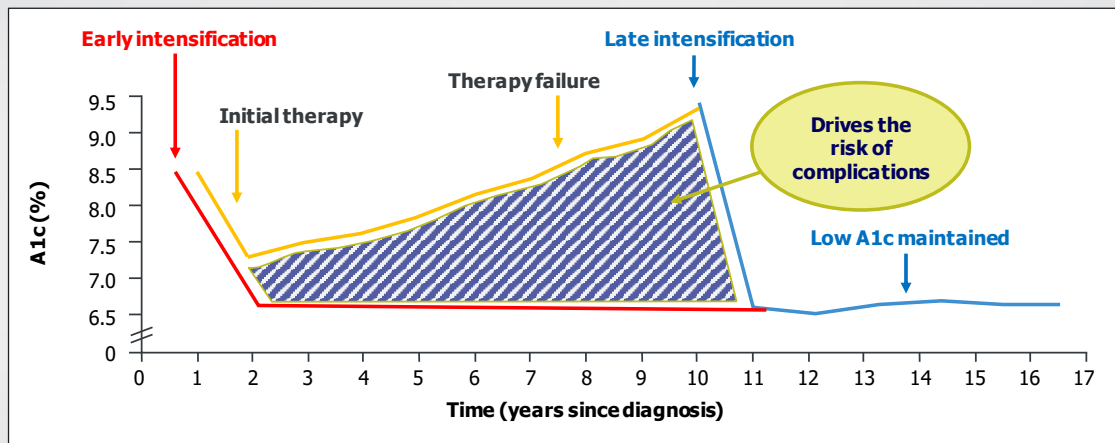


**Therapeutic Inertia –
the Industry Perspective**

Rachele Berria, MD PhD
Global Vice President
Medical Head, Diabetes



How Delays in Treatment Intensification Can Impact Long-Term Complications

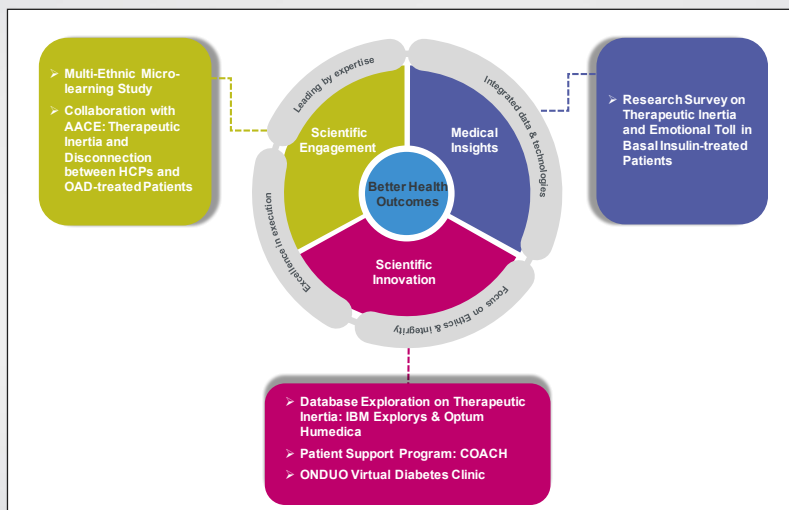


Hypothetical representation of the natural history of the patients with diabetes who were recruited in the VADT. The upper yellow line represents the time course of A1c estimated on the basis of the average glucose profile described in the UKPDS. The blue line represents the time course of A1c in the VADT. The lower red line represents the ideal time course of glycemic control. A1c: glycosylated hemoglobin; UKPDS: UK Prospective Diabetes Study; VADT: Veterans Affairs Diabetes Trial. Adapted from Del Prato et al. *Int J Clin Pract* 2010;64:295-304. With permission from Springer.



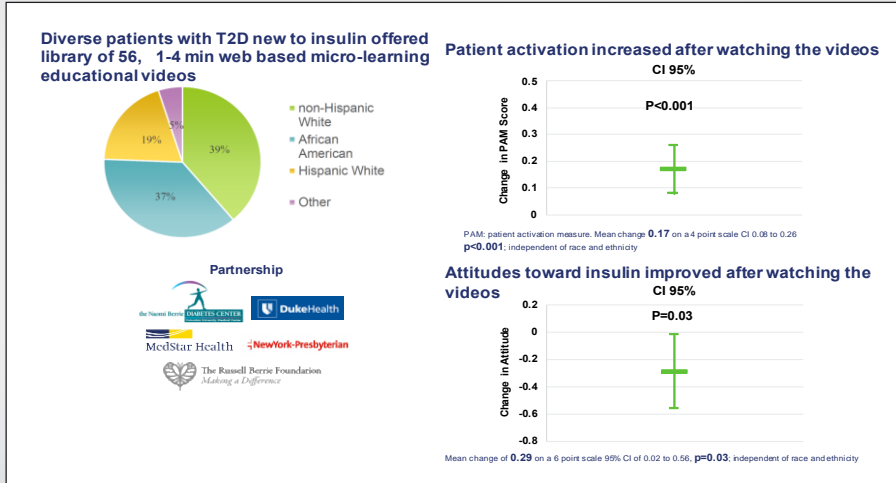
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Our Mandate for the Medical Function: Being a Strategic Catalyst



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Prospective Micro-Learning Cloud to Evaluate Patient Adherence

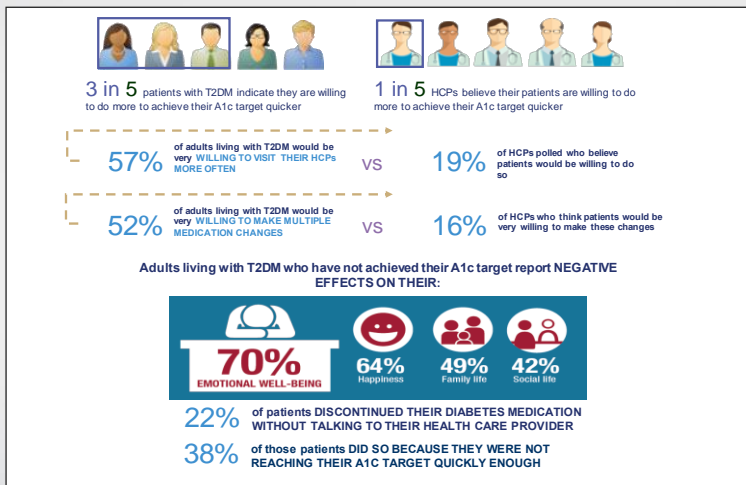


Innovative Tailored Microlearning Approach To Insulin Self-Management Education Shows High Engagement Among Diverse Adults. Bogun M, et al. Presented at: ADA 78th Scientific Sessions 2018; 22-26 June; Orlando, FL



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Therapeutic Inertia Research Survey: Patients Uncontrolled on OAD (in Collaboration with AACE)

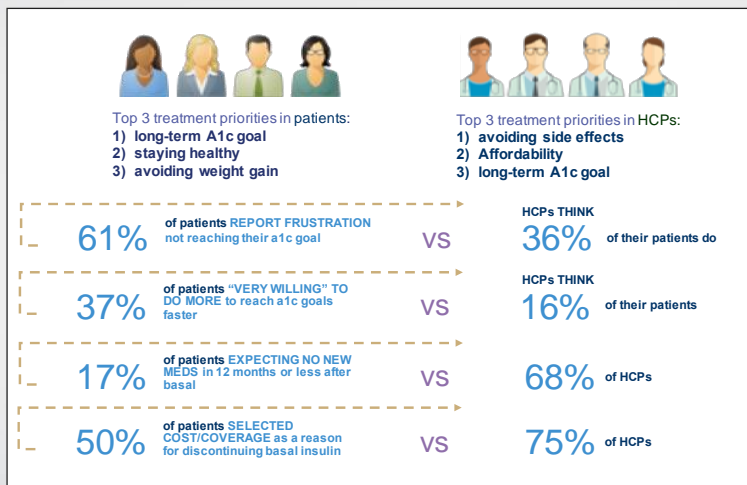


A1c: glycated hemoglobin; HCPs: health care providers; T2DM: type 2 diabetes mellitus. Surveys find adults with type 2 diabetes are more willing to take action to achieve A1c targets quicker than physicians and other medical professionals perceive (news release). Perspectives in diabetes care survey. Jacksonville, FL: American Association of Clinical Endocrinologists; July 20, 2016. <http://www.multivu.com/players/English/7830151-perspectives-in-diabetes-care>. Accessed October 20, 2017.



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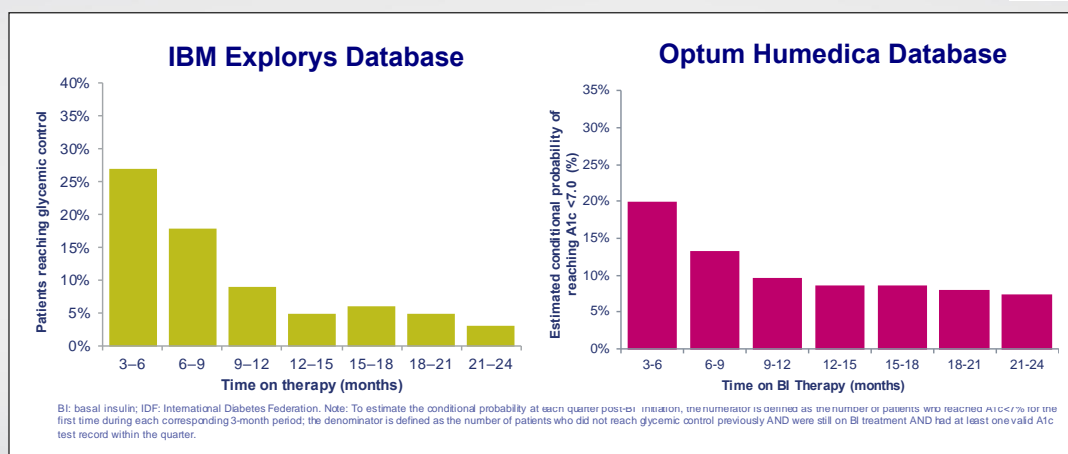
Therapeutic Inertia Research Survey: Patients Uncontrolled on BI



Patients With Type 2 Diabetes Are Willing to Do More to Overcome Therapeutic Inertia: Results From a Survey. Chamberlain J, et al. Presented at: ADA Research Symposium 2018, 16-18 November, Washington DC.



Identification of Triggers for Therapeutic Switch

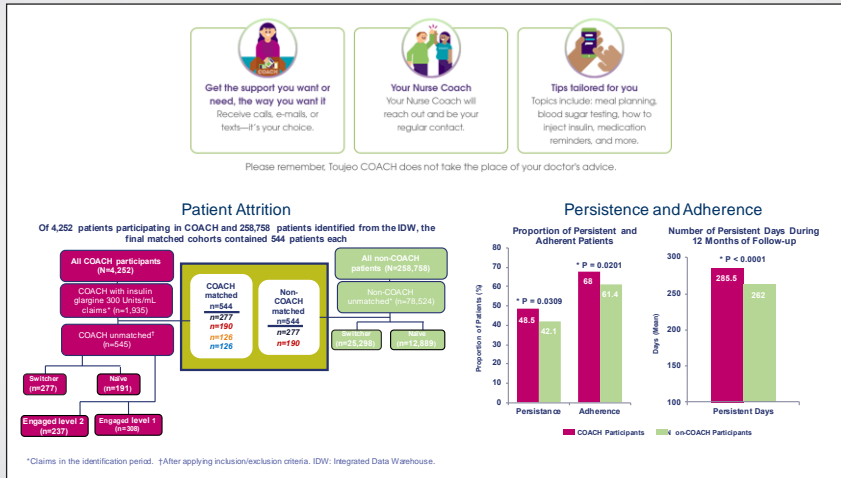


1. Blonde L, et al. *Diabetes Ther.* 2018 Mar 29. doi: 10.1007/s13300-018-0413-5. [Epub ahead of print]. 2. Blonde L, et al. Presented at: International Diabetes Federation (IDF) Congress, 4-8 December 2017; Abu Dhabi, UAE. P-0489.

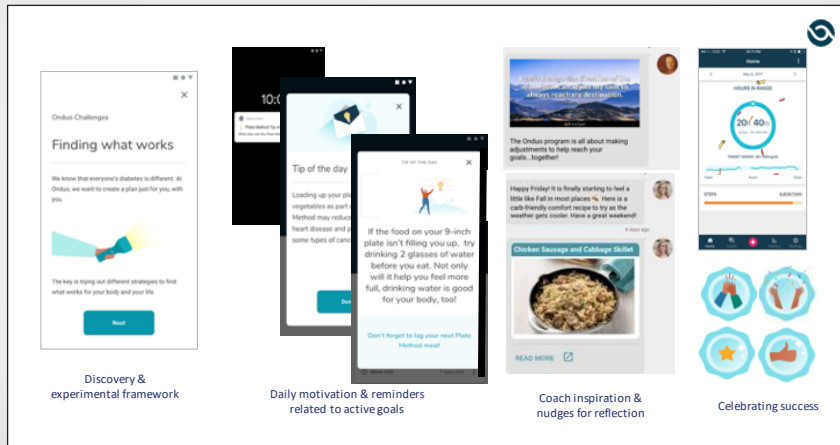
Sanofi US. Data on file; Optum Database 2006 thru Q3 2017.



Patient Support Program: COACH



ONDUO Virtual Diabetes Clinic: Encouraging Behavioral Change



Discovery & experimental framework

Daily motivation & reminders related to active goals

Coach inspiration & nudges for reflection

Celebrating success



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Request to other Stakeholders

- Synergy- the whole will be greater than the simple sum of its parts
- Awareness- applied science
- Understanding- highly regulated environment
- Partnerships- large databases, various methodologies and Global outreach



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**THANK
YOU**

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