



Concise Consult

CONTOUR[®]NEXT EZ Blood Glucose Monitoring System

Innovative technology for advanced accuracy in measuring blood glucose

► For the health care professional

- How self-monitoring of blood glucose can help your patients with diabetes
- About CONTOUR NEXT EZ: advanced accuracy shown in clinical trials

► For the patient

- Importance of self-monitoring of blood glucose
- Customizable take-home sheet

SELF-MONITORING OF BLOOD GLUCOSE

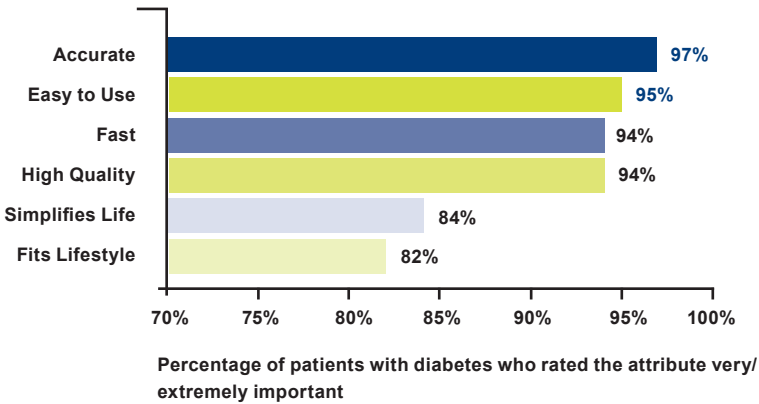
Self-monitoring of blood glucose (SMBG) is an important tool that can help guide strategies for glycemic management.¹

- SMBG can help distinguish among fasting, preprandial, and postprandial hyperglycemia; detect glycemic excursions; identify hypoglycemia and assist in resolving it; and provide immediate feedback to patients about the effects on glycemic control of their nutritional choices, physical activity, and medication(s).²
- A global consensus conference found that SMBG is the best way for persons with diabetes, as well as health care professionals (including diabetes educators), to assess the ongoing efficacy of all aspects of the diabetes management regimen.³

Accuracy and ease of use are the most important features of a blood glucose monitoring system: patients and health care professionals

- Because patients and health care professionals rely on the results of SMBG to guide treatment strategies, meter readings must be accurate and reliable.
- The accuracy of SMBG depends both on the meter and the user.⁴ Therefore, health care professionals should ensure that each patient is using an accurate meter and should evaluate each patient's monitoring technique, both initially and at regular intervals thereafter.
- When asked to rate the importance of a number of attributes of blood glucose monitoring systems, a majority of patients with diabetes indicated that accuracy and ease of use were very/extremely important.⁵

MOST IMPORTANT FEATURES FOR PATIENTS IN A BLOOD GLUCOSE METER



Source: Data on file.⁵

- Among health care professionals, ease of use (87%) and accuracy (83%) were among the most important factors to consider when recommending and/or prescribing a glucose meter.⁵
- 95.7% of patients surveyed felt that accuracy is important in helping them to better manage their diabetes.⁵

CONTOUR[®]NEXT EZ BLOOD GLUCOSE MONITORING SYSTEM: EASY TO USE AND TEACH, WITH ENHANCED ACCURACY

- CONTOUR NEXT EZ is a new blood glucose monitoring system that provides enhanced accuracy⁵ by combining
 - An advanced algorithm that corrects signals from various sources of error, including temperature, hematocrit, and user technique
 - Multipulse technology that evaluates each sample 7 times
 - A proprietary mediator that increases stability
- CONTOUR NEXT EZ accuracy is maintained even in the low blood glucose range (<75 mg/dL).⁵
- When lab results for CONTOUR NEXT EZ were compared with results obtained by patient users, only minor differences were observed.^{5,6}

PERCENTAGE OF ACCURATE RESULTS IN THE LAB

Glucose Concentration	±5 mg/dL	±10 mg/dL	±15 mg/dL	±20 mg/dL
<75 mg/dL	95.1% (97/102)	100.0% (102/102)	100.0% (102/102)	100.0% (102/102)
Glucose Concentration	±5%	±10%	±15%	±20%
≥75 mg/dL	83.7% (417/498)	99.0% (493/498)	100.0% (498/498)	100.0% (498/498)

Source: Data on file.⁵

PERCENTAGE OF ACCURATE RESULTS IN THE HANDS OF PATIENTS

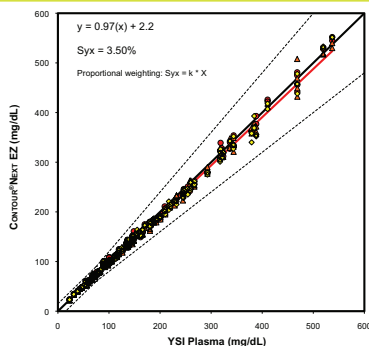
Glucose Concentration	±5 mg/dL	±10 mg/dL	±15 mg/dL	±20 mg/dL
<75 mg/dL	85.7% (6/7)	100.0% (7/7)	100.0% (7/7)	100.0% (7/7)
Glucose Concentration	±5%	±10%	±15%	±20%
≥75 mg/dL	76.9% (83/108)	96.3% (104/108)	99.1% (107/108)	100.0% (108/108)

Source: Bailey T, et al.⁶

- These results illustrate that the CONTOUR NEXT EZ blood glucose monitoring system helps to minimize user error.^{5,6}
- CONTOUR NEXT EZ exceeds current International Organization for Standardization (ISO) 15197:2003 accuracy standards.^{5,7,a}
 - 600 glucose readings (from finger-stick); N=100 subjects
 - Glucose range: 23-537 mg/dL
 - Hematocrit range: 30.5%-54.5%
- 100% of CONTOUR NEXT EZ readings met the current ISO 15197:2003 accuracy standards.^{5,7}

^a The current ISO standards require 95% of results to fall within ±15 mg/dL for blood glucose concentrations <75 mg/dL and within ±20% for blood glucose concentrations ≥75 mg/dL.⁷

REGRESSION PLOT (WEIGHTED LEAST SQUARES)



Source: Data on file.⁵

CONTOUR[®]NEXT EZ: NORTH AMERICAN COMPARATOR TRIAL⁵

- The North American Comparator Trial evaluated differences in accuracy across the overall tested blood glucose range and the low blood glucose range between the CONTOUR NEXT EZ blood glucose monitoring system and systems from other companies.⁵
- Data were reported as Mean Absolute Relative Difference (MARD) and ranked based on Tukey's Honestly Significant Difference test.
 - Rank number 1 has the lowest MARD, meaning that glucose readings for that system are closest to laboratory reference values compared with the other systems in the study.
- In terms of MARD, CONTOUR NEXT EZ was superior in accuracy of blood glucose readings compared with all other systems in the study.

Blood Glucose Range	Monitoring System	MARD	MARD Ranking ^a
Overall (23-386 mg/dL)	CONTOUR [®] NEXT EZ	4.73	1
	ACCU-CHEK [®] Aviva Plus	6.32	2
	FreeStyle Freedom Lite [®]	18.29	3
	ONE TOUCH [®] Ultra [®] 2	23.39	4
	TRUEtrack [®]	26.17	4
Low (<70 mg/dL)	CONTOUR [®] NEXT EZ	0.65	1
	ACCU-CHEK [®] Aviva Plus	2.53	2
	FreeStyle Freedom Lite [®]	18.27	3
	ONE TOUCH [®] Ultra [®] 2	22.39	4
	TRUEtrack [®]	33.23	5

^a Any systems with a common number belong to the same class (ie, they do not differ significantly from each other; $P > 0.05$)

Source: Data on file.⁵

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3. Bergenstal RM, Gavin JR; Global Consensus Conference on Glucose Monitoring Panel. The role of self-monitoring of blood glucose in the care of people with diabetes: report of a global consensus conference. *Am J Med*. 2005;118(Suppl 9A):1S-6S.
4. American Diabetes Association. Standards of medical care in diabetes—2012. *Diabetes Care*. 2012;35(Suppl 1):S11-S63.
5. Data on file. Bayer Diabetes HealthCare DiabetesCare (Trial conducted by Bayer).
6. Bailey T, Tideman A, Greene C, et al. User performance evaluation of the CONTOUR[®]NEXT EZ (CONTOUR[®]XT) blood glucose monitoring system. Poster presented at: 72nd Scientific Sessions of the American Diabetes Association (ADA); 8-12 June 2012; Philadelphia, PA.
7. International Organization for Standardization. In vitro diagnostic test systems—requirements for blood-glucose monitoring systems for self-testing in managing diabetes mellitus. Geneva, Switzerland:International Organization for Standardization; 2003.

FOR THE PATIENT

HOW OFTEN SHOULD YOU CHECK YOUR BLOOD SUGAR?

You should check your blood sugar level according to the schedule you have worked out with your health care professional. The frequency of testing usually depends on the type of diabetes you have as well as your individual treatment plan.

Your health care professional recommends that you check your blood sugar level at the following times:

	Before	After (1-2 hrs after meal)
Breakfast	<input type="checkbox"/>	<input type="checkbox"/>
Lunch	<input type="checkbox"/>	<input type="checkbox"/>
Dinner	<input type="checkbox"/>	<input type="checkbox"/>
Other _____		

YOUR TARGET BLOOD SUGAR RANGE

Your health care professional will set target blood sugar levels^a based on factors such as your type and severity of diabetes, how long you have had diabetes, your age, and your general health.

Before meals, your blood sugar should be _____

1-2 hours after you eat, your blood sugar should be _____

If your blood sugar is frequently higher than recommended, talk with your health care professional about possible changes to your diet, level of physical activity, or diabetes medications.

Low blood sugar (hypoglycemia) can also occur from time to time. Learn to identify the symptoms (which can include shakiness, dizziness, sweating, hunger, headache, pale skin color, seizure, and confusion) so you can treat it quickly. If you think your blood sugar is too low, check it. If the reading is 70 mg/dL or lower, you should treat with some form of sugar. Ask your health care professional to list foods that you can use to treat hypoglycemia. Then be sure you always have at least one type of sugar with you.

^a **American Diabetes Association recommended glycemic goals⁴**

Preprandial plasma glucose (before a meal): 70-130 mg/dL

Peak postprandial plasma glucose (1-2 hours after beginning a meal):

<180 mg/dL

(continued on back)

WHY IS IT IMPORTANT TO MONITOR YOUR BLOOD SUGAR?

Keeping your diabetes under control depends on a number of factors. Monitoring your blood sugar provides important and immediate information that can help you manage your diabetes and allow you to take an active role in maintaining your health, including:

- How your diet and exercise affect your blood sugar levels
- How your blood sugar levels are affected when you are ill or under stress
- The effect of your diabetes medication(s) on blood sugar levels
- If and when your blood sugar levels become dangerously high or low

Regular monitoring of your blood sugar – and knowing how to interpret the results and use the information to make adjustments in your medication, diet, and activity – can help you to experience fewer diabetes-related complications.

Ask your clinician for a **CONTOUR[®]NEXT EZ** blood glucose meter today!

Enroll in Bayer's **CONTOUR[®] CHOICE Program** to enjoy special membership benefits:

- Save on Bayer's test strips every month*
- Receive Bayer's **CONTOUR CHOICE** email newsletter, which contains diabetes management tips, tools, and special offers
- Gain full access to Bayer's online tools for blood glucose level tracking, meal planning, and other useful diabetes management resources
- Receive a free replacement meter if your meter is lost or damaged, or upgrade to a more advanced meter



Log on to www.contourchoiceprogram.com or call 1-866-642-9282.



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and returning the enclosed
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Encourage your patients to enroll in Bayer's CONTOUR® CHOICE Program to:



- Save on Bayer's test strips every month*
- Receive Bayer's CONTOUR CHOICE email newsletter, which contains diabetes management tips, tools, and special offers
- Gain full access to Bayer's online tools for blood glucose level tracking, meal planning, and other useful diabetes management resources
- Receive a free replacement meter if their meter is lost or damaged, or upgrade to a more advanced meter
- Get free replacement meter batteries for life, along with simple instructions on how to change them
- Order a free meter wallet in their choice of colors when they register their meter

Log on to www.contourchoiceprogram.com.



Contour
next
EZ
Blood Glucose
Monitoring System



Contour
next
Blood Glucose Test Strips

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