



Roper Global Diabetes Program

Why is the Roper Global Diabetes Program so well respected?

The Roper Global Diabetes Program provides the definitive global perspective on diabetes. Supported by the major players in the diabetes market, the Roper Diabetes Patient Market Studies – considered to be the “gold standard” of diabetes research – provide a unique source of comparable patient information worldwide, along with extensive trending.

Based on feedback from diagnosed patients, the Studies give key information on every facet of diabetes from patient attitudes and demographics, to product awareness and usage, to source of care and insurance/reimbursement.

Key studies include:

- Roper U.S. Diabetes Patient Market Study
- Roper U.S. Diabetes Latino Patient Market Study
- Roper Patient Market Studies in Western & Eastern Europe, Canada, Asia Pacific and Latin America
- Roper Pre-Diabetes Patient Market Study

Definitive

[Perspective]



U.S. Diabetes Patient Market Study

Since 1989, The *Roper U.S. Diabetes Patient Market Study* has set the “gold standard” for understanding diabetes patients' attitudes and behavior. The Study provides trended insights into all the major therapeutic segments important to your business as well as a unique array of critical intelligence to help you assess changes in therapy and monitoring practices, patient perceptions, demographics and product and brand usage. Study highlights include:

- Market size and growth rates
- Patient demographics, attitudes toward diabetes care, control and management, sources of information
- The full gamut of current therapy regimens, which allows you to benchmark awareness and usage of new products and brands
- Blood glucose monitoring patterns and meter brand awareness and usage
- Health status and concomitant conditions

U.S. Diabetes Latino Patient Market Study

The *Roper U.S. Latino Diabetes Patient Market Study* provides deep insight into the Latino diabetes market – one of the fastest-growing segments of the U.S. diabetes population. The Study delivers critical information on:

- Latino attitudes toward diabetes and its care, as well as knowledge of the disease and treatment options
- Key diabetes information needs among Latino groups
- Ways Latino patients navigate the healthcare system
- Differences among key ethnic regions and subgroups – including Mexicans, Dominicans, Puerto Ricans and Cubans
- Variations reflecting the degree of acculturation to American society

Global
[Reach]

Patient Market Studies in Western and Eastern Europe, Canada, Asia Pacific and Latin America

These geographically concentrated Studies provide detailed overviews of diagnosed diabetes patients in Western Europe (France, Germany, Italy, the Netherlands, Spain, United Kingdom), Eastern Europe (Poland, Russia, Turkey), Canada, Asia Pacific (China, India, Japan) and Latin America (Argentina, Brazil, Mexico). The Studies include:

- Prevalence and market size
- Current therapy regimens, including product/brand usage for medications, delivery devices and blood glucose meters
- Patient profiles featuring demographics, diabetes history, information and care sources, insurance coverage/ reimbursement as well as concomitant conditions, including obesity and other metabolic problems
- Comparability across countries and regions, including the U.S.

Pre-Diabetes Patient Market Study

This soon-to-be-launched Study will monitor changes in the health status and treatment of pre-diabetics in the U.S., United Kingdom, France and Germany. By examining pre-diabetic patients' media habits and demographics, as well as attitudes toward their health and care, the Study will determine how this condition progresses and provide powerful insights that help you:

- Identify the range of current treatment regimens
- Determine consumer compliance with recommended treatment, attitudes, concerns and misperceptions about diabetes and actions taken to address pre-diabetes, including diet and exercise regimens, medications and blood glucose monitoring
- Define key market segments according to attitudes, behaviors and information needs, so you can develop effective consumer and physician education programs
- Understand how patients progress over time from pre-diabetes to diagnosed diabetes



Study

[Sponsor]

What are the benefits of becoming a study sponsor?

Study sponsors benefit from unparalleled strategic information that enables them to “know their patient,” understand their competitive position and identify unmet needs for their products.

In addition to ensuring that particular Studies are conducted for a given year, sponsors also benefit from a cost-sharing approach, have the opportunity to influence Study questionnaires and ask their own proprietary questions. All Study sponsors receive a combination of the following deliverables:

- A Management Summary Report highlighting key findings
- Complete tabulations
- Study database in Quanvert or SPSS
- In-person presentations or consultations with Roper diabetes experts



To learn more about how GfK Market Measures' Roper Global Diabetes Program can help you optimize your opportunities in the growing diabetes market, contact **David Jacobson (U.S.)** at +1 212.240.5325 or djacobson@gfkmarketmeasures.com, or **Ian Pike (Europe)** at +44 (0) 1372.387.219 or ian.pike@gfk.com.