

Roche Diabetes Care – A Commitment beyond Products

For more than 35 years, Roche Diabetes Care has recognized its responsibility to facilitate the development of global standards of care to reduce the impact of diabetes on health and national economies worldwide.

Accu-Chek, the global brand of Roche Diabetes Care, is providing innovative solutions or efficient and effective diabetes management by offering people with diabetes and health care professionals all they need reaching from blood glucose monitoring through information management to insulin delivery. Roche Diabetes Care's commitment to people with diabetes goes beyond delivering state-of-the-art products and services; it is dedicated to empower people with diabetes to lead spontaneous, active and fulfilled lives.

In the following, we describe a few of the initiatives that have helped those with diabetes across the world. These efforts to raise awareness about a serious, yet manageable condition bring together healthcare professionals, people with diabetes and Roche Diabetes Care for whom the promise of a cure is a shared vision.

The following activities highlight Roche Diabetes Care's commitment to:

- helping children with diabetes express their feelings about their diabetes
- supporting developing countries
- supporting newly-diagnosed children and their families
- bringing healthcare and education to people in need

Accu-Chek Global Art Contest for children with diabetes

Approximately 440,000 children under the age of 14 have type 1 diabetes worldwide and almost 70,000 are newly diagnosed each year. Growth rate of type 1 diabetes is at 3% per year in children and adolescents and at an alarming 5% per year among pre-school children. Also the prevalence of type 2 diabetes is growing rapidly in children and adolescents. In North America and Australia rates range from 1.3 to 5.1%.

The Accu-Chek Global Art Contest for children and teens with diabetes is designed to help families and

healthcare professionals better understand the emotional impact which diabetes has on a child. Non-verbal forms of communication, such as art, provide insight into the feelings of the young about their condition.

The Accu-Chek Global Art Contest, which has been running successfully since 2002, is preparing to launch its sixth year. Three winners are selected each year by a professional judging panel. One winner from each age group wins a grand prize (such as a trip to Disney land or a €5000 donation for a family holiday of their choice) and six runners up win a €1000 donation to learn a new skill, hobby, language or activity.

The Art Contest is promoted by healthcare professionals in 25 countries around the world who recommend their patients enter. The contest has a specific theme selected to elicit particular emotions from the young artists. In the first year the theme was “Living with Diabetes Lets Me Follow My Dreams”, and in 2004 it was “The Spirit of Challenge”. The theme for 2008 was “My life with diabetes would be easier if...” and in 2009 it is “Managing my diabetes lets me follow my dream”.

Sheila Knight, an Art Therapist at the Child and Family Therapy Service, UK stated: “The entries to this Global Art Contest have been inspirational. The competition has provided a great deal of information about a world in which children with diabetes live.”

Cooperation with WDF to sustainably help people with diabetes in developing countries

Roche Diabetes Care and the World Diabetes Foundation (WDF) join forces to improve the diabetes care situation in developing countries. As official partner of the WDF, Roche provides support to the 175 projects the organization currently funds all over the world. Together with the WDF, Roche’s intention is to work on a sustainable approach to develop reliable structures for accessible, holistic and high-quality care for people with diabetes. Hence, Roche and the WDF are in close collaboration with governments and involving local and national health officials to implement the basic necessities to mitigate the severe everyday challenges, diabetes poses on the people in developing countries. Roche provides specific patient education, training programs for comprehensive diabetes self-management as well as blood glucose monitoring supplies to the WDF projects. Thus, it lays the solid foundation for mitigating the impact of this fast growing disease on health and healthcare systems.

Roche Diabetes Care helps improving structured diabetes education

All around the world diabetes education is an important component of diabetes management. But especially in emerging countries there is a huge need to have evidence-based, structured diabetes education to help

patients understanding and managing their situation. The “Accu-Chek Education Program” (based on the program of the German Prof. Dr. Michael Berger) includes patient and healthcare professional modules tailored to individual needs. It is flexible and powerful as primary learning and teaching course. Roche Diagnostics helps to provide this program for variant patient groups (type I, type II) and regions with different needs and languages to enhance diabetes education.

Juvenile Diabetes Research Foundation International (JDRF) benefits from \$2.5m Accu-Chek product donation and education support

Juvenile Diabetes Research Foundation International (JDRF), the leading charitable funder and advocate of juvenile (type 1) diabetes research worldwide, was founded in 1970 by the parents of children with juvenile diabetes. Juvenile diabetes strikes children suddenly, makes them insulin-dependent for life, and carries the constant threat of devastating complications.

Roche Diabetes Care has supported the JDRF since 2004 by JDRF Bags of Hope and the Teen Paks program. This program has provided a donation of nearly \$2.5m including educational materials and Accu-Chek products. In addition to Accu-Chek meters and lancet devices, the JDRF Bags of Hope and JDRF Teen Paks contain a collection of encouraging educational books, a video, and a teddy bear to comfort and support newly-diagnosed children with diabetes and their families. These materials come in a carrying bag or backpack, allowing children to take their Accu-Chek testing supplies with them to encourage regular monitoring of their blood glucose levels in a virtually pain-free way, setting them on the road to healthy management of their condition. The support of the Bags of Hope and Teen Paks program has allowed Accu-Chek to make a significant contribution to the JDRF’s efforts to serve people with diabetes and find their optimal individual therapy.

“We applaud the generosity of Roche Diabetes Care,” said Benita Shobe, Vice President of Development for JDRF. “Including the blood glucose meters and lancets in the Bags of Hope for newly-diagnosed children is important, especially during this time of great uncertainty and transition for the child and the family.”

Phelophepa - Train of Hope

In rural South Africa there is one doctor for every 4 to 5,000 patients; medical care is either unavailable or unaffordable for many people. In 1994, the Phelophepa Health Care Train (meaning good, clean health in local African languages se Sotho and seTswana), the first and only primary health care train in the world, began its rounds in South Africa. Beginning in 1994 with only three carriages, it is now 16-car train weighing

600 tons, complete with medical, dental and counseling clinics. One addition to the train in its 10th year was the diabetes clinic whose aim is to help people prevent the onset of diabetes as well as to recognize its symptoms. If people are found to have diabetes, they are sent to the nearest hospital or clinic for further care. Diabetes is a growing problem in South Africa – especially type 2.

The train has traveled more than 100,000 miles since it was first launched, and en route it has utilized and supported local clinics, hospitals, social workers and doctors (and sometimes village healers) to reach out to local communities. Phelophepa has also trained more than 6,000 South African volunteers in its five-day health programs since 1995. The train continues to travel to villages in South Africa for 36 weeks of the year and more than 45,000 patients are treated during this time with thousands more benefiting from education and outreach programs.

Lynette Coetzee, Manager of the Phelophepa train, commented: "Over the last 14 years Phelophepa's clinics and community outreach programs have made it a Train of Miracles for millions of people in rural South Africa. Roche is the only external sponsor that has been on board from the start, and we are proud to have them as a supporter. In addition to funding, they provide us with strong moral support and expertise that helps play a leading role in healthcare delivery in rural communities."

All trademarks used or mentioned are legally protected.