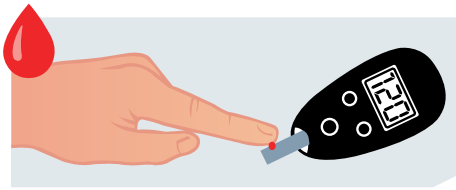
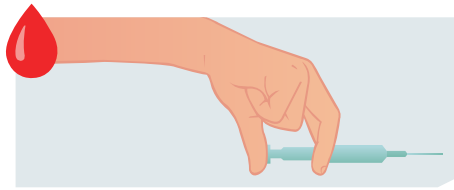


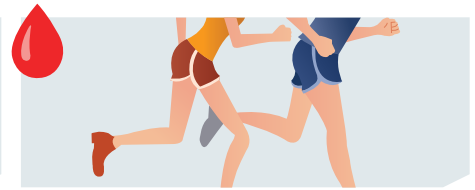
THE DATA OF DIABETES



Testing blood sugar levels with a glucose monitor several times a day.



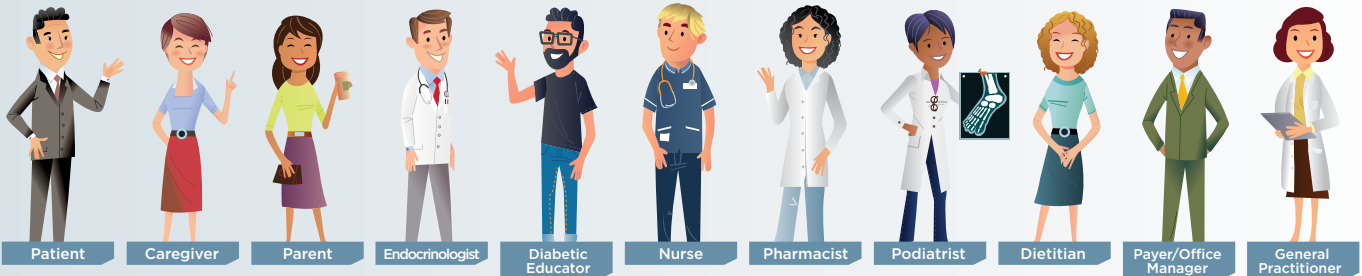
Insulin injection or medication before meals depending on diabetes type.



Maintaining a healthy lifestyle of proper diet and exercise.

THESE ARE A FEW KEYS TO LIVING A LONG LIFE WITH A NOTORIOUS AND POTENTIALLY DEBILITATING DISEASE

ACCESS A FULL SPECTRUM OF PHYSICIANS, CAREGIVERS AND ADMINISTRATORS



• Diagnosed globally (US, UK, DE, FR, IT, ES):

61.0 MILLION PEOPLE

• Undiagnosed globally (US, UK, DE, FR, IT, ES):

28.0 MILLION PEOPLE



DIABETES IS AN EQUAL OPPORTUNITY AFFLICTION

(UK ONLY)

6%
of men in the UK have diabetes



5%
of women in the UK have diabetes

THERE IS NO GOOD TYPE OF DIABETES

TYPE I DIABETES VS TYPE II DIABETES



10%

- Accounts for at least 10% of all cases of diabetes
- Insulin dependent
- Usually occurs in children or young adults



90%

- Accounts for at least 90% of all cases of diabetes
- Controlled by insulin, oral medication, diet management & exercise
- Usually occurs after the age of 40

SOURCES:



Research Now® Diabetes Panel

a global resource for creating in-depth insights into consumer ailments

Research Now provides access to over 6.5 million deeply-profiled healthcare consumers, including 100+ ailments and 200+ OTC and prescription drugs usage profiles. Our healthcare panels also include hard-to-reach Doctors, Nurses, Pharmacists, Hospital Executives and Administrators. We deliver on all facets of data collection, including “sample only”, programming, translations and coding.

	Targeted Audience	Total Available Targetable Universe	Approx. Max. Number of Deliverables at 70% Incidence in 5-7 Business Days
UNITED KINGDOM	Type I Diabetes	2,073	181
	Type II Diabetes	7,925	1,195
	High Blood Pressure	22,997	2,987
	Obesity	19,628	1,703
GERMANY	Type I Diabetes	494	46
	Type II Diabetes	1,614	240
	High Blood Pressure	5,094	653
	Obesity	3,164	300
FRANCE	Type I Diabetes	759	68
	Type II Diabetes	1,423	197
	High Blood Pressure	4,519	546
	Obesity	3,650	314
SPAIN	Type I Diabetes	737	91
	Type II Diabetes	843	167
	High Blood Pressure	3,285	561
	Obesity	3,950	500
ITALY	Type I Diabetes	654	98
	Type II Diabetes	838	201
	High Blood Pressure	4,379	909
	Obesity	3,876	596
UNITED STATES	Type I Diabetes	10,221	1,208
	Type II Diabetes	58,961	11,112
	High Blood Pressure	189,869	31,100
	Obesity	154,992	18,762
CANADA	Type I Diabetes	1,142	90
	Type II Diabetes	5,401	692
	High Blood Pressure	13,702	1,535
	Obesity	11,129	889

These are proprietary panel counts. Larger N sizes are achievable with custom solutions provided by Research Now upon request.



/ResearchNowUK

www.researchnow.com



@ResearchNowUK

London: +44 (0) 207 084 3000



company/
ResearchNow

HealthcareUK@researchnow.com