

Diabetes Care Overview

Focus on SpectRx and SimpleChoice

For Free Sample
See Below

by
Diabetes In Control Staff

What is Simple Choice? SimpleChoice is a company that listens. The name SimpleChoice reflects the company's desire to give people with diabetes choices. People have unique preferences about living with diabetes, based on personal needs and lifestyle choices. SimpleChoice listens to people who live with diabetes and the healthcare professionals who treat them. They've been listening to your concerns and preferences for features that benefit your patient's particular daily needs. SimpleChoice is developing innovative products that address those concerns and preferences.

SpectRx, the parent company to SimpleChoice, is involved in research and development of less invasive devices that can analyze and monitor certain medical conditions without taking blood. One such innovation began with the discovery that glucose levels found in interstitial fluid (ISF) were comparable to that found in blood. Since ISF can be collected at a shallow depth, there is less pain involved in extracting it. With their proprietary ISF based glucose monitoring technology, SpectRx hopes to help the 11 million Americans with diagnosed diabetes test their blood sugar without the pain of "sticking" themselves for a blood sample.

SpectRx also has the desire to help in the *treatment* of diabetes. SpectRx's ultimate goal is to combine continuous glucose monitoring and automatic insulin delivery together in one, easy-to-use device, or supply the critical components to pump devices currently in use, to create an "artificial pancreas". Until the dream of an artificial pancreas is realized, SimpleChoice wants to give people with diabetes a **choice** of innovative insulin delivery products. They have heard what people living with diabetes are saying about the desire for less pain, more comfort and increased convenience. They've heard that better insulin absorption and improved site tolerance are important to your patients. Living with diabetes is complicated enough! SimpleChoice wants to help, to listen and respond with products that meet a variety of needs.

The first in the Simple Choice line of insulin delivery products is now available. The new SimpleChoice[®] *reservoir* was designed to replace the MMT-103 cartridge for MiniMed[®] 504, 506, 507, 507c and 508 insulin pumps. SimpleChoice[®] *reservoir* is a high quality pump cartridge, with the same look and feel your patients are used to, providing advanced performance with the added *SmartStop*[™] feature.

I'm sure you've heard of this happening...your patient is filling a pump syringe when OOPS, they pull just a bit too far and the plunger comes all the way out of the barrel! Insulin splashes everywhere! What a mess and what a waste of insulin, time and money. This doesn't need to happen ever again. The new SimpleChoice[®] *reservoir* has a unique plunger system designed to help eliminate insulin spills. Now there's a choice for MiniMed[®] 500 series insulin pumps. For more information, please visit their Web site at: www.mysimplechoice.com or call toll free: 1-877-773-2879 to **request a free sample**.