

## Press Release

### **New analysis from the IntroDia® survey reveals how people with type 2 diabetes are informed of their diagnosis**

- *Experts involved in the IntroDia® survey comment on why face-to-face conversations between doctors and people with type 2 diabetes at an early stage are vital to improve patient outcomes*

**Ingelheim, Germany and Indianapolis, USA, 14 November 2016** – New insights from the IntroDia® survey highlight that more than 1 in 10 (11 percent) of people with type 2 diabetes (T2D) did not receive their diagnosis in a face-to-face appointment with their healthcare professional. Of these, the majority either received a call from their doctor (44 percent) or were told the news by the doctor's receptionist (36 percent), whilst the remainder (20 percent) were told via another form of communication, for example an email or letter.<sup>1</sup> This new analysis coincides with this year's World Diabetes Day (WDD) theme, '*Eyes on Diabetes*', which focuses on improving early diagnosis of T2D.

The IntroDia® survey, developed by Boehringer Ingelheim and Eli Lilly and Company, in partnership with the International Diabetes Federation (IDF), is the largest multinational survey to date studying early conversations between physicians and people with T2D. This new subset of data was taken from 5,904 people with T2D in 26 countries who were asked specifically about their diagnosis experience. Research from the broader IntroDia® survey has previously shown that the vast majority of physicians believe conversations at diagnosis are crucial and the quality of communication is linked to future diabetes outcomes.<sup>2-7</sup>

Dr Matthew Capehorn, UK, Primary Care Physician and member of the IntroDia® survey Advisory Board, says, "These survey results clearly tell us that not all people with type 2 diabetes are being diagnosed face-to-face. Given the overwhelming evidence demonstrating how important early patient-doctor conversations are, this new information highlights that there is room for improvement at this crucial stage. I would like to see all patients being diagnosed with type 2 diabetes face-to-face with an appropriate specialist healthcare professional. It is an important life event where people need support, encouragement and advice to make sure they get on the right path from the start and manage their type 2 diabetes as best they can."

There were also wide variations across the different countries involved in the survey, with the most face-to-face interaction in Indonesia and South Africa (where all patients received a face-to-face T2D diagnosis with a healthcare professional), and the least in the United Arab Emirates, where only 1 percent of patients received a face-to-face T2D diagnosis with a healthcare professional. (Please see *Table 1* below for individual country statistics).<sup>1</sup>

“Whenever possible, the diagnosis of type 2 diabetes should be made in a formal face-to-face setting. There is so much at stake for a diabetes patient from that day onward. News that is likely to impact our life should always be handled in a face-to-face manner, with the utmost care and consideration. Imagine hearing about losing your job via an email or through a third party,” comments Dr Aus Alzaid, Saudi Arabia, Consultant Diabetologist and member of the Advisory Panel.

“These face-to-face conversations significantly impact how patients foresee their future and how they go on to manage their condition. The use of encouraging and collaborative communication-styles are key to making early conversations successful,” Dr Alzaid concludes.

*Table 1: Percentage of people who did **not** receive a face-to-face T2D diagnosis with a healthcare professional by country*

Country	Percentage of people who did not receive a face-to-face T2D diagnosis with a healthcare professional
UAE	99%
Saudi Arabia*	43%
Denmark	18%
Netherlands, USA	16%
UK	14%
China	13%
South Korea	12%
Austria*	11%
France	8%
Germany, Russia	5%
Canada	4%
Brazil, Israel, Spain	3%
Australia, Japan, Mexico	2%
Argentina, Bulgaria	1%
India*, Indonesia, Norway*, Philippines*, South Africa*	0%

*\*Please note these countries included fewer than 50 participants*

**Additional country statistics are available upon request**

### **About IntroDia®**

IntroDia® is the largest multi-national survey to date investigating early conversations between physicians and people with T2D. It includes insights from 6,753 physicians and 10,139 people with T2D from 26 countries. The survey focuses on two potentially pivotal time points in T2D management: diagnosis and the ‘add-on’ moment, when additional oral medication is introduced. The IntroDia® survey’s physician insights and patient findings will be used to develop solutions that help shape the early T2D conversations and ultimately improve quality of care.

IntroDia® is an initiative of Boehringer Ingelheim and Eli Lilly and Company in partnership with the International Diabetes Federation. It has been developed in collaboration with an international, multidisciplinary Advisory Board of T2D experts from the field of primary care, endocrinology, behavioural psychology, nursing and diabetes education including: Ms. Anne Belton, Canada; Dr.

William Polonsky, USA; Dr. Steven Edelman, USA; Dr. Matthew S. Capehorn, UK and Ms. Susan Down, UK, Prof. Aus Alzaid, Saudi Arabia. For more details, please visit [www.introdia.com](http://www.introdia.com)

### **Boehringer Ingelheim and Eli Lilly and Company**

In January 2011, Boehringer Ingelheim and Eli Lilly and Company announced an alliance in diabetes that centres on compounds representing several of the largest diabetes treatment classes. This alliance leverages the strengths of two of the world's leading pharmaceutical companies. By joining forces, the companies demonstrate commitment in the care of patients with diabetes and stand together to focus on patient needs. Find out more about the alliance at [www.boehringer-ingelheim.com](http://www.boehringer-ingelheim.com) or [www.lilly.com](http://www.lilly.com).

### **Boehringer Ingelheim**

Boehringer Ingelheim is one of the world's 20 leading pharmaceutical companies. Headquartered in Ingelheim, Germany, Boehringer Ingelheim operates globally through 145 affiliates and a total of some 47,500 employees. The focus of the family-owned company, founded in 1885, is on researching, developing, manufacturing and marketing new medications of high therapeutic value for human and veterinary medicine.

Social responsibility is an important element of the corporate culture at Boehringer Ingelheim. This includes worldwide involvement in social projects through, for example, the initiative "Making More Health" while also caring for employees. Respect, equal opportunity and reconciling career and family form the foundation of mutual cooperation. The company also focuses on environmental protection and sustainability in everything it does.

In 2015, Boehringer Ingelheim achieved net sales of about 14.8 billion euros. R&D expenditure corresponds to 20.3 per cent of net sales.

For more information please visit [www.boehringer-ingelheim.com](http://www.boehringer-ingelheim.com)

### **About Lilly Diabetes**

Lilly has been a global leader in diabetes care since 1923, when we introduced the world's first commercial insulin. Today we are building upon this heritage by working to meet the diverse needs of people with diabetes and those who care for them. Through research and collaboration, a wide range of therapies and a continued determination to provide real solutions—from medicines to support programs and more—we strive to make life better for all those affected by diabetes around the world. For more information, visit [www.lillydiabetes.com](http://www.lillydiabetes.com) or follow @LillyDiabetes.

### **About Eli Lilly and Company**

Lilly is a global healthcare leader that unites caring with discovery to make life better for people around the world. We were founded more than a century ago by a man committed to creating high-quality medicines that meet real needs, and today we remain true to that mission in all our work.

Across the globe, Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism. To learn more about Lilly, please visit us at [www.lilly.com](http://www.lilly.com) and [newsroom.lilly.com/social-channels](http://newsroom.lilly.com/social-channels).

### **About the International Diabetes Federation**

The International Diabetes Federation (IDF) is an umbrella organisation of over 230 national diabetes associations in 170 countries and territories. It represents the interests of the growing number of people with diabetes and those at risk. The Federation has been leading the global diabetes community since 1950. The Federation's activities aim to influence policy, increase public awareness and encourage health improvement, promote the exchange of high-quality information about diabetes, and provide education for people with diabetes and their healthcare providers. IDF is associated with the Department of Public Information of the United Nations and is in official relations with the World Health Organization (WHO) and the Pan American Health Organization (PAHO).

**References**

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8. World Health Organization. Diabetes Fact Sheet, March 2016. Available at: <http://www.who.int/mediacentre/factsheets/fs312/en/>. Accessed October 2016.

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