

Diabetes Sector Group: Who we are

The Diabetes Sector Group at MedTech Europe brings together diabetes technology companies to champion people with diabetes, their advocates and healthcare professionals for the best choices to prevent, manage and ultimately cure diabetes



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Key priorities



- **Raise awareness** around diabetes prevention and care
- Advance the **digital transformation** of diabetes treatment and care
- Enhance treatment and care for people living with **Type 1 and Type 2 diabetes**
- Champion **value-based healthcare** to improve quality of life and cut long-term costs
- Be a **trusted partner** in the diabetes environment

Access to care for T2 diabetes: A key project of the Diabetes Sector Group

The ‘access to care’ for T2 diabetes project, which is outlined in this presentation, is a key initiative of the MedTech Europe Diabetes Sector Group in 2023. It is initiated by the Business Leaders of the group and reflects the group’s priority of advancing digitally enabled care in diabetes. The diabetes ambassadors’ group drives implementation of the project.

Business Leaders		
Company	BL Name	Responsibility
	Ansgar Resch	Divisional Vice President Diabetes Care, EMEA
	Torstein Myhre	Head of Region Europe and Canada
	Alex Moussa	SVP & General Manager EMEA
	Slobodan Radumilo	Vice President / General Manager Medical Diabetes Care Europe & EMEA
	Robert Swanborough	General Manager, EMEA
	Stuart Morton	Vice President, EMEA
	Federico Gavioli	Vice President Diabetes, EMEA
	Andreas Altemark	Head of Global Market Access

Ambassadors	
Ambassadors Name	Responsibility
Fleur Levrat	Global Market Access Manager, EMEA
<i>TBD</i>	<i>TBD</i>
Adrian Gut	Director Government Affairs, EMEA Dexcom
Katerina Zakrzewska	Head of Market Access & Pricing Diabetes Care Europe
Melanie Littlewood	Senior Director, Value and Access, International
Joyce Van Hoeck	EMEA Market Access Lead
Simona De Portu	Head of Market Access and GA Diabetes EMEA region
Heather Mikulski	Global Policy and Engagement Lead

Recent engagement on T2 diabetes by the Diabetes Sector Group

The Diabetes Sector Group embraced **T2 diabetes as a priority** in 2022, which continues into 2023

The group has aligned on a **high-level narrative** on the challenge of T2 diabetes and the role of medical technology in effective management.

A core narrative was developed and incorporated into advocacy material: (1) a **short paper**, and (2) an **infographic** in multiple European languages.

Note: All material is available for use by National Associations

The screenshot shows the first page of a document from MedTech Europe. The title is "Type 2 Diabetes: A Growing Challenge in Europe" dated September 2022. It includes an introduction stating that T2 diabetes is a growing challenge in Europe, with 61 million people in Europe living with diabetes. It also discusses the impact on quality of life and the demand on European health systems. The page number "Page 1 of 5" is visible at the bottom.

Paper on Type 2 diabetes (link)

The infographic is titled "Addressing the challenge of Type 2 Diabetes" and features the MedTech Europe logo. It presents statistics such as "Diabetes is a growing pandemic in Europe" and "More than 80M people living with diabetes and the numbers are rising". It includes a flowchart showing the progression from "Pre-diabetes" to "T2 Diabetes" (further divided into "Do medication" and "Insulin dependent") and the role of "Medical technology" in supporting the journey. The infographic concludes with the statement "Better T2 management means..." followed by three bullet points: "Better health outcomes and higher quality of life for people with diabetes", "Fewer health emergencies, including cardiovascular complications", and "Better decisionmaking support for health professionals". It also mentions "Reduced strain on individuals, care teams, health systems and society". The page number "Page 2 of 5" is visible at the bottom.

Infographic on Type 2 diabetes Versions in EN, ES, FR, DE, IT, NL, and SI

New Diabetes Sector Group project: Access to care for T2 diabetes

Benchmarking 'access to care' conditions for people living with Type 2 Diabetes in selected EU countries

- A priority within the 2023 work plan of the MedTech Europe Diabetes Sector Group is to **improve the access conditions for digitally enabled diabetes care** for people living with Type 2 Diabetes (T2D).
- Under this priority, the group aims – **in collaboration with national associations and key partners** – to **develop a framework that sheds light on the main system-level drivers and barriers impacting access to digitally enabled care for people living with T2D.**
- Our goal is to raise awareness and open discussions with key decision-makers, including policymakers, payers and the wider stakeholder community at the EU, national and regional level in Europe.
- This 'access framework' will be developed via a **listening exercise** with key stakeholders, further complemented by **data gathering** through desk research. The resulting tool will **compare and benchmark** the access environment of selected EU member states, draw conclusions, and identify a path forward together.





‘Access to care’ project: Overarching objective

Improve access to ‘digitally enabled diabetes care’* in Europe for people living with T2D by **shining a light on the main system-level blockers and drivers** in order to **open discussions with decisionmakers** at the European, national and regional level and incentivize action.

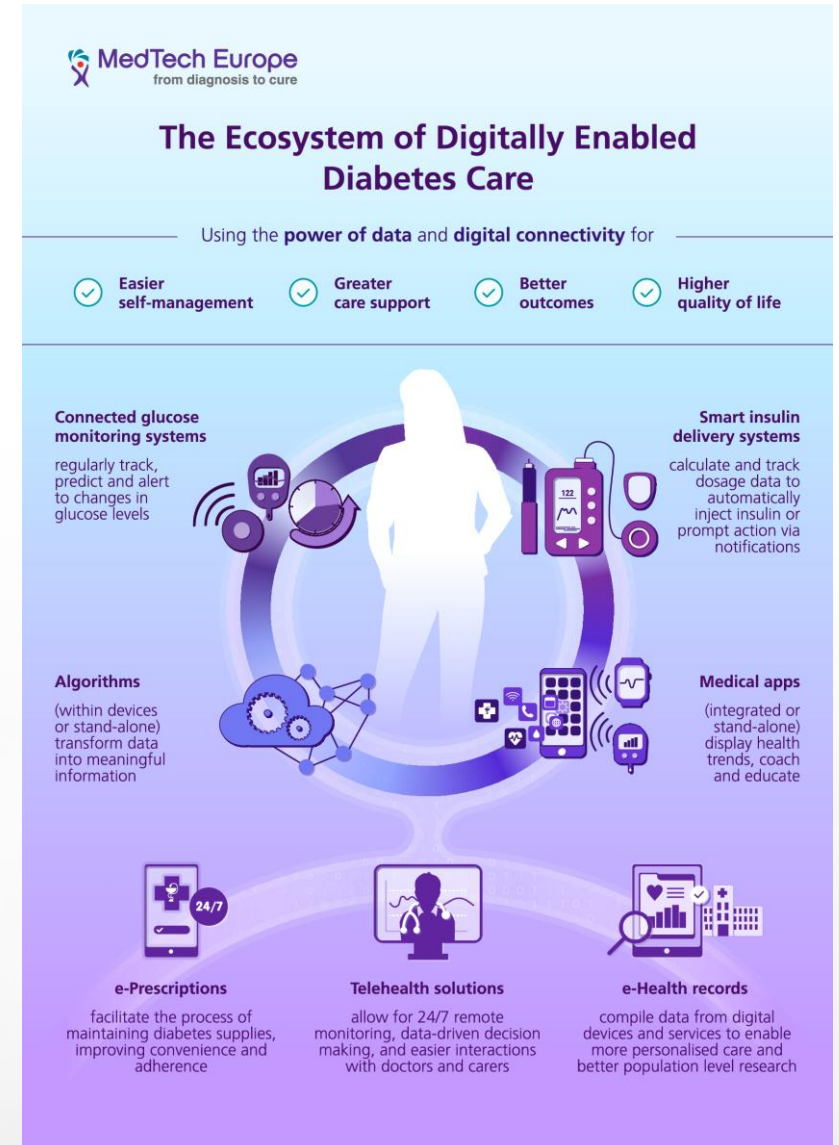
*Scope as outlined in [‘The Ecosystem of Digitally Enabled Diabetes Care’](#) (see next slide)

'Access to care' project: Scope of digitally enabled diabetes care

By '**digitally enabled diabetes care**' in T2 diabetes, **we refer to the ecosystem of tools and services** that use the power of data and digital connectivity to support people living with diabetes and their care teams in improving self management and care support for better health outcomes and higher quality of life.

This 'ecosystem' includes connected glucose monitoring systems, smart insulin delivery systems, algorithms and medical apps, as well as e-prescriptions, telehealth solutions and e-health records.

The infographic to the right outlines this ecosystem, which was developed by the Diabetes Sector Group. For further information, see '[The Ecosystem of Digitally Enabled Diabetes Care](#)'



Hypotheses: key barriers and drivers impacting access to digitally enabled care for people living with T2D (to be tested)

Policy frameworks

1. **Not enough focus from politicians,** and thus budget, on treating people with T2D (to test if diabetes is on the political agenda and/or there are different perceptions of T1 and T2, or between different T2 segments)
2. **Lack of reimbursement** of digitally enabled care for T2D patients
3. **Lack of (efficient) funding allocated to diabetes management** (the budget landscape)
4. **Lack of adapted and value-based tender processes** that integrate appropriately digitally enabled solutions for T2D

Health systems structure and staff

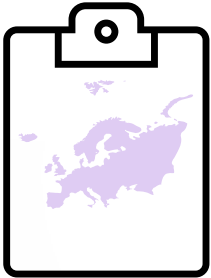
5. **Lack of sufficient healthcare staff,** healthcare professionals being overloaded, and not having enough time to properly monitor people with diabetes
6. **Lack of impact in funding for education / training** of healthcare professionals (differentiating between endocrinologists, GPs, and nurses that get involved depending on the stages of the patient pathway)
7. **Lack of appropriate organisation set up** within healthcare systems / structural issues (e.g., siloed care; clear structure and responsibility in MoH)

T2 Diabetes guidelines and studies

8. **Lack of (or inappropriate) clinical guidelines** for the management of T2D, including digitally enabled diabetes care
9. **Lack of T2 diabetes registries** that would guide management policies

'Access to care' project: Survey questions for NAs

Note: please find the [link to the survey here](#)



1. What are currently the biggest **health priorities** in your country (e.g, cancer care, NCDs, crisis preparedness, digital transformation, etc.) and how important is Type 2 diabetes (T2D) ?
2. **How do health decisionmakers currently view the role of medical technology in T2D management** in your country (e.g., connected measuring and delivery systems, telemedicine, apps/digital therapeutics)?
3. Which current **policy initiative** do you think will have **the biggest impact on T2D management**? And in which sense can it be limiting or enabling?
4. What are decision-makers' **biggest blocking mindsets** (skepticism, concerns, misconceptions) for increasing access to better T2D care in your country today? (e.g, *“tech is too expensive”, “T2 is not a priority,” “T2 is not deadly,” etc*)
5. What **information, material or activities** would be useful for discussions with policymakers on Type 2 diabetes in your country (e.g., memo, white paper, a document comparing different country solutions?)
6. What **country specific or European-wide arguments and data** would be beneficial for your advocacy?
7. Are you aware of any **data/source** in your country that we could use for this project?
8. We would also like to **involve European and national KOLs** (e.g. patient, medical, government or payers voices) throughout the project. Whom would you recommend as an expert on T2D in your country who could be involved?

Thank you!

MedTech Europe Diabetes Group

www.medtecheurope.org

Tanja Valentin
Senior Advisor Diabetes
Email: t.valentin@medtecheurope.org
GSM: +32 493 518 005