

## Roche Diabetes Care India launches new Accu-Chek Guide

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**An integrated personalized diabetes management offering for easier testing**



Roche Diabetes Care (RDC) India has announced the launch of its new Accu-Chek® Guide blood glucose monitoring system, which offers unique features and an innovative design that makes it easy to use.

The new Accu-Chek Guide is easy to use with an intuitive user interface and improved testing experience. Accuracy provided by the meter exceeds the ISO 15197:2013/EN ISO 15197:2015 system accuracy criteria for blood glucose monitoring systems.

Easier testing and tighter accuracy

Unlike conventional test strip vials, the new Accu-Chek Guide SmartPack test strip vial is spill-resistant. It holds test strips tightly in place while also making it easy to remove just one strip at a time. The test strip quickly wicks just a small drop of blood (0.6 µL) from anywhere on the edge of the wide yellow dosing area, which helps make blood application less of a challenge - especially for those with vision or dexterity issues. The test strip port light and the bright backlit display are particularly helpful for people with poor eyesight or when testing under poor lighting conditions. Once the blood sample has been applied, results are available in less than four seconds. Finally, the strip ejector on the meter enables easy and sanitary removal of the used test strip without having to touch it.

The Accu-Chek Guide system delivers an advanced level of accuracy, 10/10, that is even tighter than the current global system accuracy criteria (ISO 15197:2013/EN ISO 15197:2015). Consistently accurate measurements are essential for reliable BG monitoring and deriving the correct therapy decisions.

#### Connectivity for patient information all in one place

The Accu-Chek Guide meter offers Bluetooth low energy connectivity to the mySugr app, providing automatic data logging and secure online data sharing. Results can be transmitted wirelessly from the Accu-Chek Guide meter to the mySugr app on the user's mobile device, and from there it can be shared with HCPs and caregivers, as needed. The integrated platform provides a clear picture of what's working for people with diabetes and what's not. This approach can help turn reliable data into actionable information that can support improved outcomes.

"Diabetes management is evolving and has gone beyond just monitoring to include connectivity and communication between people with diabetes and their healthcare professionals to ensure personalised diabetes management. At Roche Diabetes Care India we are prepared to usher in this transformation with cutting edge solutions in the form of integrated personalised diabetes management solutions that connect innovative hardware with digital technology.

Successful diabetes management relies on accurate and reliable information. Appropriate use of SMBG (self-monitoring of blood glucose) can enhance diabetes self-management. Non-adherence to routine SMBG remains a common issue in India and world over and people with diabetes report they would test more frequently if the procedure was easier and more discreet. The new Accu-Chek Guide system has been tailored to the specific needs of people with diabetes to make everyday blood glucose monitoring easier, thereby improving adherence." says Omar Sherief Mohammad, General Manager, Roche Diabetes Care India.