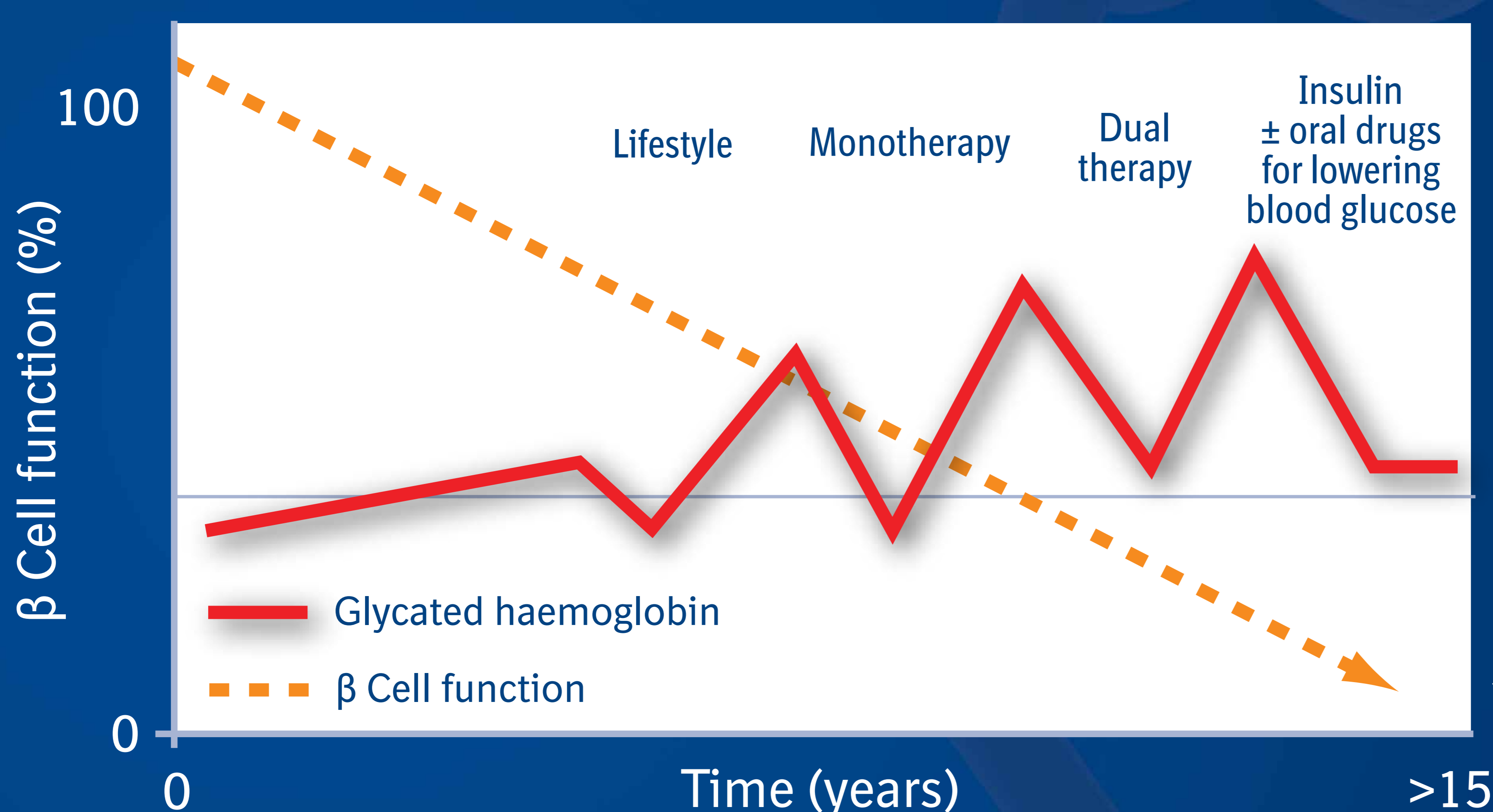


Barriers and challenges to glycaemic control

There is strong need for new, convenient antidiabetic treatments that have durable efficacy without increasing the risk for hypoglycaemia

- Intensive compared with standard glycaemic control significantly reduces coronary events without an increased risk of death¹
- Therapy is usually introduced too late to achieve control¹

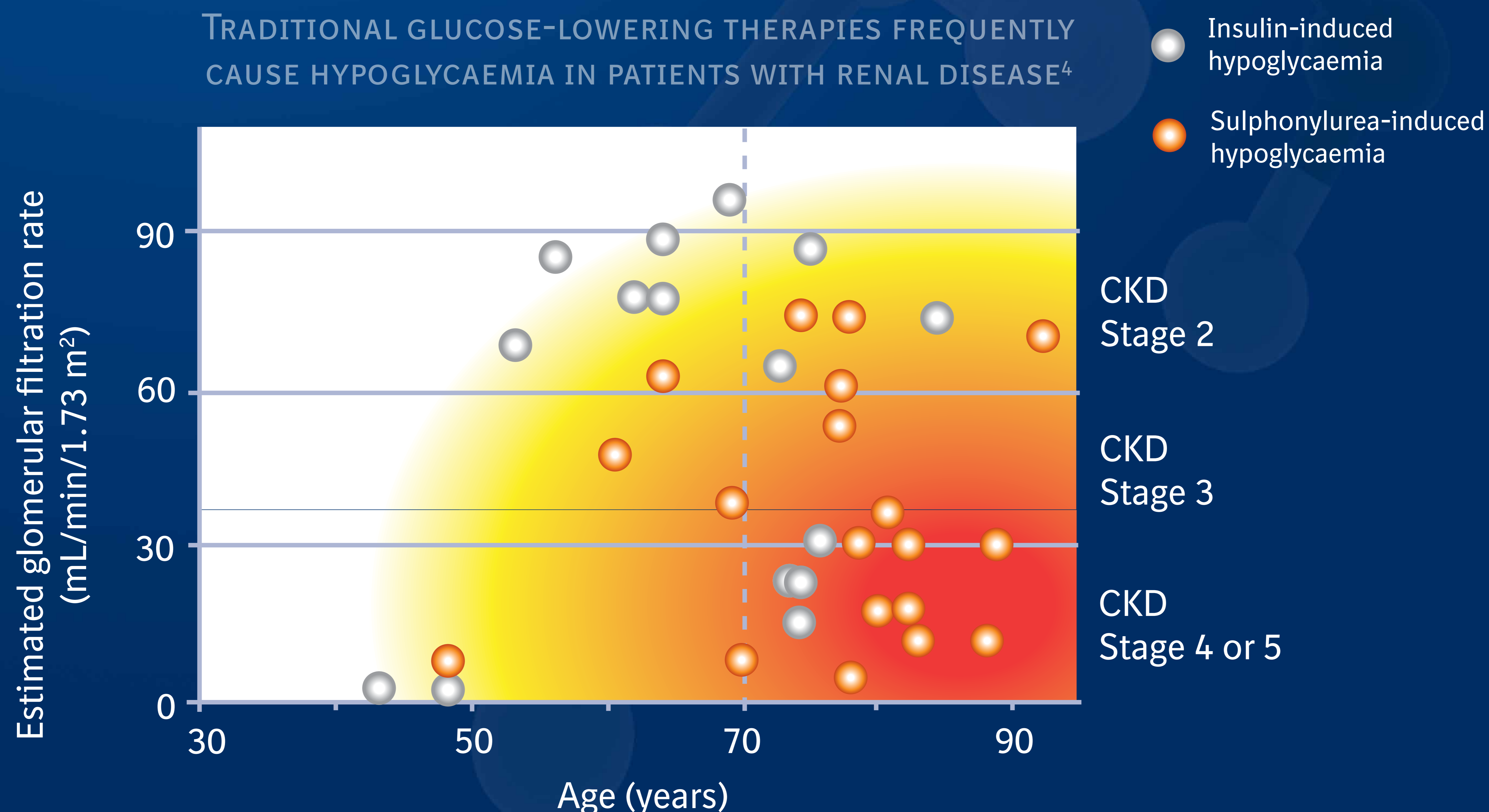
REPEATED HYPERGLYCAEMIA WITH TRADITIONAL APPROACH²



- The traditional approach to lowering blood glucose in type 2 diabetes results in recurrent failure because patients are allowed to become hyperglycaemic before the next step is considered²
- 50–60% of treated patients do not achieve target HbA1c levels³

Hypoglycaemia is a concern, especially in the elderly and renal-impaired patients, and often limits therapeutic efforts in order to achieve the glycaemic target⁴

TRADITIONAL GLUCOSE-LOWERING THERAPIES FREQUENTLY CAUSE HYPOGLYCAEMIA IN PATIENTS WITH RENAL DISEASE⁴



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