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BD "Dynamic Duos" Education Campaign Aims to Help People Simplify Life with Diabetes

Program Champions Role of Diabetes Educators in Empowering Patients with Tips and Resources

FRANKLIN LAKES, N.J., April 22, 2015 /PRNewswire/ -- Diabetes is a complex disease that can often be overwhelming, creating barriers that may prevent people with diabetes from enjoying the same opportunities as the rest of the population. To help address this issue, BD Medical, a segment of BD (Becton, Dickinson and Company) (NYSE: BDX), a leading global medical technology company, is raising awareness of the dynamic role of diabetes educators, whose knowledge and expertise can simplify life for people with diabetes.



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"As a diabetes educator, I take a very personalized and creative approach to helping people with diabetes deal with the daily challenges of managing their disease, such as ensuring they eat healthy, get regular physical activity and take any needed diabetes medications appropriately, along with integrating solutions that meet their lifestyles," said Tami Ross, RD, LD, CDE, MLDE, who is a nationally renowned diabetes educator, author and past president of the American Association of Diabetes Educators. "Often times, small, simple adjustments can have the greatest impact. For example, technology like the BD AutoShield Duo™ Pen Needle has safety features that may make injections easier for people with diabetes."

As part of the Dynamic Duos campaign, people with diabetes and their caregivers are encouraged to team up with a diabetes educator, such as a nurse, dietitian, pharmacist or other health care professional, to benefit from tips and resources to achieve their treatment goals. Diabetes educators provide expert guidance and develop individualized treatment plans by applying in-depth knowledge, skills, counseling and education.

"People with diabetes often have a number of different people involved in their care," said Kenneth Miller, Worldwide President, BD Medical-Diabetes Care. "The role of the diabetes educator is critical to successfully managing their disease and can have a profound impact on their lives."

People with diabetes are invited to join the conversation on Facebook. The Diabetes Innovations US Facebook page (www.facebook.com/DiabetesInnovationsUS) is a supportive and welcoming community covering everything from eating well to insulin delivery. The page includes ways to simplify life with diabetes, including tips from diabetes educators.

The "Dynamic Duos" campaign coincides with the retail launch of the BD AutoShield Duo Pen Needle, the only pen needle with patented front- and back-end shields that provide safety benefits and help reduce accidental needle sticks. BD AutoShield Duo Pen Needles are more convenient because they reduce the steps to insulin injection. The concealed needle appeals to those who experience needle-related anxiety. The BD AutoShield Duo Pen Needle fits all leading insulin pens and most GLP-1 pens. People with diabetes can visit www.bd.com/autoshieldduo for more information and to learn about trying the BD AutoShield Duo Pen Needle with up to \$25 off their co-pay.

BD has been committed to improving the lives of people with diabetes for more than 90 years. The company is continuously exploring advances in technology to simplify the management of diabetes and help improve therapy and outcomes for people with diabetes worldwide.

About BD

BD is a leading medical technology company that partners with customers and stakeholders to address many of the world's most pressing and evolving health needs. Our innovative solutions are focused on improving medication management and patient safety; supporting infection prevention practices; equipping surgical and interventional procedures; improving drug delivery; aiding anesthesiology and respiratory care; advancing cellular research and applications; enhancing the diagnosis of infectious diseases and cancers; and supporting the management of diabetes. We are more than 45,000 associates in 50 countries who strive to fulfill our purpose of "Helping all people live healthy lives" by advancing the quality, accessibility, safety and affordability of healthcare around the world. In 2015, BD welcomed CareFusion and its products into the BD family of solutions. For more information on BD, please visit www.bd.com.

†dQ&A Safety Pen Needle Patient Survey Q2 2013. +Dispose in a sharps collector.

‡Compatible with leading insulin pens in the US - As of December 2014, ISO compliant.

*Copays and preferred status vary by plan. **U.S. Patent No. 8,632,503

Video: How it Works – <http://bd.com/autoshieldduo>

BD AutoShield Duo™ Pen Needle

Patented** dual automatic shields ensure
the needle is never exposed...



to help avoid accidental needlesticks
during injection and disposal.[§]

**U.S. Patent No. 8,632,503. [§]Dispose in a sharps collector.

BD AutoShield Duo™ Pen Needle

Before Use

Outer Shield
covers needle



After Use

Both needle ends
automatically protected



Video - http://origin-qps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/200237-BD-AutoShield-Duo-Pen-Needle.mp4

Photo - <https://photos.prnewswire.com/prnh/20150421/200236>

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<diabetes-300070002.html>

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