

## 60 000 diabetics have the chance for a healthier lifestyle.

**In November 2007, Roche Diagnostics and Nodensa begin a cooperation where 60 000 members are offered DiabetesCoach™, an internet-based self-care software based on the European Association Studies of Diabetes (EASD) guidelines for people with diabetes. The program gives the requirements for following the EASD's recommendations, balance blood sugar levels and improve lifestyle.**

For people with diabetes, self care is decisive to be able to improve health and lifestyle. Roche Diagnostics has been an active participant in improving public health for a long time, including areas such as diabetes, women's health and cardiology. Accu-Chek is Roche's trademark for aids for diabetes with practical tools that help the diabetic live a simpler and more secure day-to-day existence. It is also Sweden's largest club for people with diabetes that supports and spreads information to more than 60 000 members.

With Nodensa's DiabetesCoach™, members in the Swedish Accu-Chek consumer club are offered adapted recipes, weekly menus and a physical activities programme, as well as concrete tips and advice to learn to live with the diagnosis. In addition, software is included that helps the diabetic to comply with EASD's guidelines, follow the results and share the values with the care team. If DiabetesCoach™ guidelines are followed, the diabetic has the best chances for a successful balancing of blood sugar and improved lifestyle.

Roche and Nodensa wish to inspire people with diabetes to an improved lifestyle. Cooperation gives Nodensa the possibility to directly communicate with the majority of Sweden's active people with diabetes.

– We carefully searched after a collaborator and chose Roche Diagnostics based on common working methods and view of public health and self-care. In addition, Roche Diagnostics in Sweden has the possibility to implement a sales model in all of the countries where Roche Diagnostics is represented, says Mats Sköld, CEO at Nodensa.

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**Photos:**

[Executives](#) (Daniel Arenholm, Mats Sköld, Martin Ohlsson)

[DiabetesCoach™ - Product - In stand](#) (JPG)

[DiabetesCoach™ - Product - Open](#) (JPG)

**Logos:**

[DiabetesCoach™ - Logotype](#) (EPS)

[Nodensa - Logotype](#) (JPG)

**NODENSA AB – enhancing life™**

*Nodensa is a global healthcare solutions company - our fusion of innovative IT and medical technology allows us to enhance public health and the quality of peoples' lives. Nodensa has operated since 2006 from its headquarter in Stockholm, Sweden. For more information, visit Nodensa online at [www.nodensa.com](http://www.nodensa.com)*



**ACCU-CHEK®**  
Live life. The way you want.

**About Roche and Roche Diabetes Care**

*Headquartered in Basel, Switzerland, Roche is one of the world's leading research-focused healthcare groups in the fields of pharmaceuticals and diagnostics. As a supplier of innovative products and services for the early detection, prevention, diagnosis and treatment of disease, the Group contributes on a broad range of fronts to improving people's health and quality of life. Roche is a world leader in diagnostics, the leading supplier of medicines for cancer and transplantation and a market leader in virology. Roche employs roughly 70,000 people in 150 countries and has R&D agreements and strategic alliances with numerous partners, including majority ownership interests in Genentech and Chugai. Roche's Diagnostics Division offers a uniquely broad product portfolio and supplies a wide array of innovative testing products and services to researchers, physicians, patients, hospitals and laboratories world-wide.*

*Roche Diabetes Care is a pioneer in the development of blood glucose monitoring systems and a global leader for comprehensive diabetes management systems and services. For 30 years, the Accu-Chek brand has been committed to making life easier for people with diabetes and healthcare professionals with innovative products and services which make diabetes management more convenient, more efficient and cost effective. Today, the Accu-Chek brand is completing the circle of care in diabetes management by offering people with diabetes and healthcare professionals all they need spanning from blood glucose monitoring through information management to insulin delivery. The Accu-Chek brand encompasses blood glucose meters, infusion pumps, lancing and data management systems.*

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