

It's all about **Diabetes**

Experience. Wellness. Everywhere.SM



**BlueCross BlueShield
of Texas**

Diabetes is a condition in which the body does not make or correctly use insulin. Insulin is a hormone needed to change sugar, starches and other food into energy necessary for daily life. The cause of diabetes continues to be unknown, although both genetics and environmental factors such as obesity and lack of exercise appear to play roles.

There are 23.6 million children and adults in the United States, or 7.8% of the population, who have diabetes. While an estimated 17.9 million have been diagnosed with diabetes, unfortunately, 5.7 million people (or nearly one-quarter) are unaware that they have the condition.*

Living with diabetes can be a challenge. High blood sugar can damage your heart, eyes, feet and kidneys over time. Maintaining close-to-normal levels of blood sugar has been shown to reduce the risk of diabetes-related problems. Therefore, it is important for people with diabetes to monitor their blood sugar levels.

Choosing a Blood Glucose Monitor

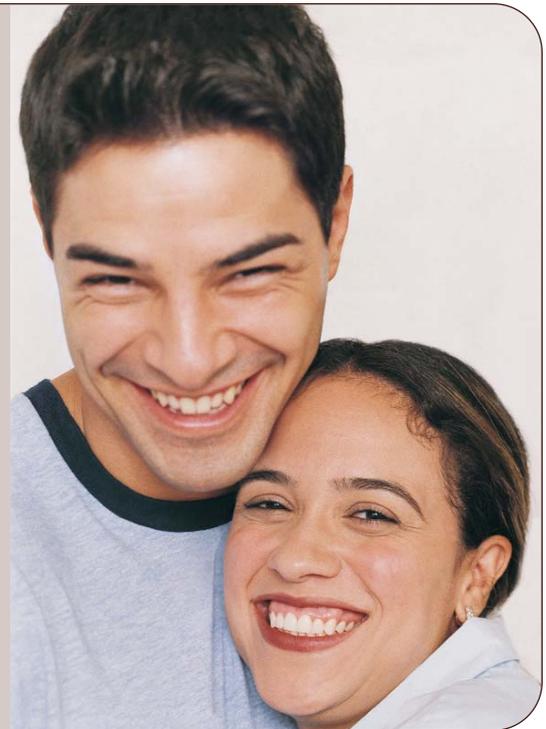
These days, almost any meter will provide fairly consistent, true results. When choosing a meter, it often comes down to the details you're looking for. Here are a few things to consider when making your choice:

- How does the meter score for accuracy? Does it come with a control solution or test strip to check for accuracy?
- Does the meter fit in your backpack, supplies kit or purse? Size might be a concern.
- How skillful are you at handling those test strips? Are they so small that you can't get a good grip on them? You might want to try a meter that uses cartridges instead of individual strips.
- How big a drop of blood does the meter require? Smaller is better.
- Do you want to be able to download check results to a home computer, or be able to e-mail them periodically to your doctor's office?
- Interested in alternative site testing? There are meters that can test on the upper arm or even the thigh.



Blood Glucose Checking

- Blood glucose checks are one of the best ways to help you manage your diabetes.
- Regular checks and good record-keeping give you a good picture of where you are in your diabetes care.
- One reason to do checks is to find out how often your blood glucose levels are in your target range. Your target range is a personalized blood glucose range that you set with your doctor.
- Once you know how often and when to check, then you stick to the schedule and check at those times each day.
- You'll need to keep a blood glucose daily log book.
- The most important thing is to remember to write down your results every time you check. Then, take your log book with you when you go see your doctor, educator or other member of your diabetes care team. They will be able to help you answer questions about your diabetes from the information in the log book.



Blue Cross Blue Shield of Texas (BCBSTX) is offering you a choice of a preferred blood glucose monitoring system at no charge for a limited time to help you manage your condition.

Currently, ACCU-CHEK® and Bayer brand CONTOUR® and BREEZE® 2 products are available at the preferred copay level under BCBSTX benefit plans. Other meters and test strips** are typically identified at the non-preferred copay level.

To order a meter, please review the following options and ask your doctor which meter best fits your needs. Then, call the phone number listed by the meter descriptions, and identify yourself as a BCBSTX member.

ACCU-CHEK® Brand Products Roche Diagnostics Corporation	Bayer Brand Products Easy Accuracy. Answered by Bayer
ACCU-CHEK Active System ACCU-CHEK Aviva System	Ascensia CONTOUR Meter System Ascensia BREEZE 2 Meter System
To select an ACCU-CHEK brand product, call 1-877-255-8069	To select a Bayer brand product, call 1-877-229-3777
This offer is available until 12/31/09	This offer is available until 12/31/09

**Coverage and copayment levels for test strips may vary depending on the plan.

Disclaimer: This information is not intended to be a substitute for professional medical advice. If you are under the care of a doctor and receive advice different from the information contained in this flier, follow the doctor's advice. See your doctor if you are experiencing any diabetes symptoms or health problems.

Glucose Meter Choices

Roche Diagnostics Corporation – ACCU-CHEK® Brand Products

ACCU-CHEK Aviva System

- Right technology
- Least-painful lancet device
- Test from your fingertip, palm, forearm, upper arm, thigh or calf
- Results in approximately 5 seconds
- Small sample – just 0.6microliter
- Perfect fit – contoured, ergonomic design with easy-to-hold rubber grips
- Save results – 500-value memory and 7-, 14- and 30-day averages



ACCU-CHEK Active System

- Flexible dosing in or out of the meter
- Insert a test strip and get results in two simple steps
- Test from your fingertip, palm, forearm, upper arm, thigh or calf
- Results in approximately 5 seconds
- Small and lightweight – about the size of a cell phone
- Save up to 200 values in meter with time and date; create 7- and 14-day averages



Download test results to your PC with ACCU-CHEK Compass Software or upload test results to the Diabetes Assistant® Program at accu-chek.com

Bayer® Brand Products – Easy Accuracy. Answered by Bayer

Ascensia Contour Meter System

- No Coding™ technology provides easy accuracy that you can trust
- 5-second test time
- Tiny sample size (0.6microliter)
- Quick and easy meal markers with test reminder alarm



Ascensia Breeze 2 Meter System

- Unique 10-test disc for no individual strip handling
- No Coding™ technology provides easy accuracy that you can trust
- Results in 5 seconds
- Small sample size (1.0microliter)
- Ease-of-Use Commendation from the Arthritis Foundation®



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