

# U.S. Market Assessment for Pen Needles with Click-on Technology in Insulin Therapy

## Abstract

Market research was conducted to assess how health professionals (diabetes nurse educators (DNE's)) and people with diabetes (PWD) in the U.S. would respond to pen needles with click-on technology versus traditional screw-on pen needles. In one-on-one interviews both DNE's and people with diabetes saw pen needles with click-on technology as unique, easy and quick to operate compared to screw-on pen needles.

## Objective

The primary objective of this market research was to assess how DNE's and people with diabetes would respond to pen needles with click-on technology versus screw-on pen needles.

- Explore the appeal of pen needles with click-on technology in the U.S. market
- Understand consumers' and healthcare professionals' impressions and response to these pen needles.
- Determine the interest level of pen users to switch to pen needles with click-on technology

## Method

The evaluation was performed in May 2005 by an independent American institution (Biovid Marketing Research, Princeton, NJ).

One-on-one interviews were conducted with a total of 68 patients with diabetes who self-inject insulin, and 31 DNE's, all Certified Diabetes Educators, who have been treating people with diabetes for at least 2 years. The patients and DNE's were recruited New York City, Princeton, Chicago, San Francisco and Atlanta. Pen systems from Eli Lilly and Company and Sanofi-Aventis as well as pen needles with click-on technology from Ypsomed (Penfine®) and screw-on pen needles from BD (Microfine®) were used for demonstration and handling purposes.

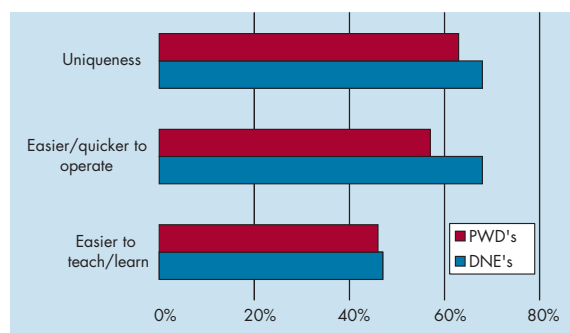
## Results

The vast majority of patients and DNE's had an immediate positive response to the pen needle with click-on technology. Respondents were audibly delighted when they heard it attach to a pen. When asked to voice their feelings, patients generally stated that the "click" sound gave them a sense of security that the pen needle was properly attached to the pen.

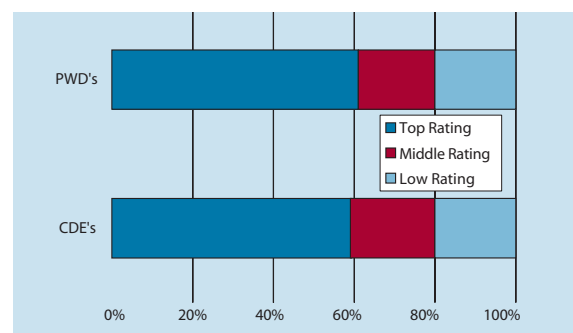
34% of patients reported re-using pen needles for cost and/or convenience reasons, and to avoid having to change and dispose of needles in public places during the day.

## Evaluation of pen needles with click-on technology compared to screw-on pen needles

% of respondents giving top ratings\*



## Desire to switch to pen needles with click-on technology (if covered by their health insurance)



\* 7 point scale where 7 is very much so and 1 not at all (7 & 6 = top ratings; 5, 4, & 3 = middle ratings; 2 & 1 = low ratings).

## Advantages for the Patient

Pen needles with click-on technology were viewed, particularly by DNE's, as providing many marketable advantages for patients with physical limitations. DNE's surveyed estimated that up to one third of people with diabetes suffer from some physical limitation such as arthritis, neuropathy, stroke, tremors, or visual impairment where self-injection would be facilitated by using pen needles with click-on technology. Features listed that earned this assessment included:

- Less strength required to assure the pen needle is on tight
- The clicking sound of the pen needle provides assurance that a good seal has been achieved
- The pen needle unscrews more easily than a conventional pen needle
- It is easier to attach the pen needle with click-on technology with one hand, a benefit for some stroke patients

## Conclusion

For most respondents, the pen needle with click-on technology generated an immediate, positive and visceral response – also known as an “ah ha” factor. DNE's and patients were similar in their perceptions. They both saw pen needles with click-on technology as particularly unique, easy and quick to operate compared to current pen needles.



## Pen Needle with Click-on Technology

Pen needles with click-on technology are manufactured in Switzerland by Ypsomed AG and sold internationally as Penfine® pen needles. They are also distributed in the U.S. by Can-Am Care where they are sold in pharmacies nationwide under the Clickfine® brand name and under retailers' store brand names.

For electronic copies of this and other studies, visit [myClickfine.com](http://myClickfine.com).

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