Clickfine® pen needles

User Evaluation USA

U.S. market assessment for the pen needle with universal click technology in insulin therapy

Objective

The primary objective of this market research was to assess how Diabetes Nurse Educators (DNE's) and people with diabetes (PWD) will respond to a click-on (vs. screw on) pen needle:

- Explore the appeal of the pen needle with universal click technology product line to the U.S. market
- Understand consumers' and healthcare professionals' impressions and expected behaviour with respect to the pen needle with universal click technology
- Determine the interest level of pen users to switch to the pen needle with universal click technology

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

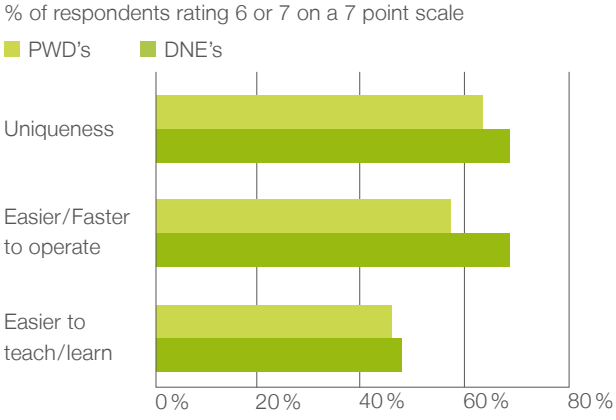
Methods

One-on-one interviews were conducted with a total of 68 diabetes patients, self-injecting their own insulin and 31 DNE's, treating people with diabetes for at least 2 years and hold certification as a certified diabetes educator. The patients and DNE's were recruited from New York City, Princeton, Chicago, San Francisco and Atlanta. Pen systems from Lilly and Sanofi as well as pen needles from Ypsomed (CanAm Care's pen needles with universal click technology) and BD (Microfine®) were used for demonstration and handling purposes.

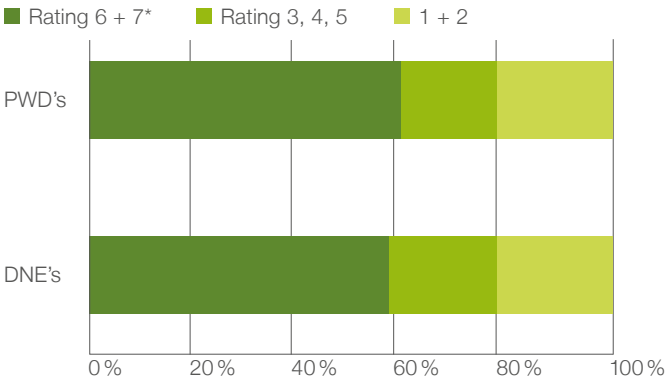
Results

The vast majority of patients and DNE's have an immediate positive response to the pen needle with universal click technology. Respondents commonly emit a sound of delight when they hear the pen needle with universal click technology engaged to a pen. When asked to voice the feeling patients commonly comment on the sense of "security" the click gives them that the needle is properly fixed. 34 % of patients report reusing needles for cost and/or convenience reasons, commonly to avoid having to exchange and dispose of needles in public places during the day.

Evaluation of pen needle with universal click technology compared to screw-on needle



Desire to switch to the pen needle with universal click technology (if covered by insurance)



* 7 point scale where 7 is very much so and 1 not at all

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Advantages for the patient

The pen needle with universal click technology is viewed, particularly by DNE's, as providing many marketable advantages for patients with physical limitations. DNE's estimate 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 the pen needle with universal click technology. Features that earn this assessment include:

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

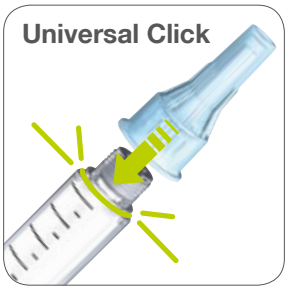
Conclusion

For most respondents the pen needle with universal click technology generated an immediate, positive and visceral response – an "ah ha" factor. DNE's and patients are similar in their perception of the pen needle with universal click technology. They both see it as particularly unique and easy or 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 Perrigo 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.



® Microfine® is a registered trademark of Becton-Dickinson and Company
® Clickfine® is a registered trademark of Tecpharma Licensing AG, an affiliate of Ypsomed AG.

Study results are based on Penfine® pen needles. The Clickfine® pen needles show the same design features regarding the needle hub. Therefore, in terms of the shown study results Penfine® and Clickfine® pen needles are comparable.

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