

Help your patients stand up to holiday stresses and temptations

Whether the temptation comes from Christmas cookies, caramel corn, or Hanukkah gelt, your patients with diabetes are about to be tested. A little chat with you can help them resist the “season’s eatings,” and avoid holiday weight gain:

- Talk to them about making a plan to minimize their consumption of holiday goodies
- Remind them of the importance of regular blood glucose monitoring, both before and after meals
- Advise them to stick to their regular meal routine and avoid snacking on sweet treats between meals
- Emphasize the importance of exercise, and see if patients can commit to at least one 30-minute session of exercise each day
- Talk to them about the benefits of using FreeStyle meters and enrolling in the FreeStyle Promise Program

More tips inside to pass on to your patients.



1360 South Loop Road
Alameda, CA 94502

Help your diabetes patients over the holidays by sharing the helpful tips inside.



FreeStyle

**Share the benefits of FreeStyle with your patients.
Complete the enclosed fax form and send for
your FREE glucose meters.**



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To you, it's the holidays.

**To diabetes patients,
it can be a vacation
from compliance.**



FreeStyle



Helpful holiday tips for effective diabetes management

- ☐ Test your blood sugar more often if your routine changes significantly (e.g., office parties, events).
- ☐ Eat well and try to avoid holiday weight gain—remember, every nibble at the buffet table matters.
- ☐ Exercise at least a little bit every day (brisk walking while running errands counts).
- ☐ Take medications as prescribed—don't let hectic schedules trip you up.
- ☐ Do not smoke.
- ☐ Avoid excess alcohol—set a limit at parties and stick to it.
- ☐ Check and care for your feet daily.
- ☐ Give yourself the holiday gift of good health—this is not a time to relax good habits.



Meters that do the counting

FreeStyle Lite Meter

Small and fast for testing on-the-go



FreeStyle Freedom Lite Meter

Simplicity and accuracy in an easy-to-hold, easy-to-read meter

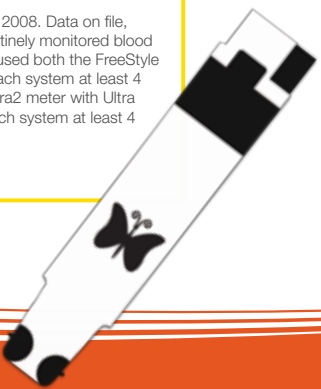


Both meters work with FreeStyle Lite test strips.

- Easy to use
- Proven accuracy
- Fewer wasted test strips¹

1. Versus OneTouch Ultra2 and Contour. Study conducted in October–November 2008. Data on file, Abbott Diabetes Care Inc. Home use study among lay user diabetic subjects who routinely monitored blood glucose at home but had no prior experience with any of the study meters. Subjects used both the FreeStyle Freedom Lite meter with ZipWik tab strips and their current system and tested with each system at least 4 times/day for 7 days; subjects during separate week used the LifeScan OneTouch Ultra2 meter with Ultra test strips or the Bayer Contour system, plus their current system, and tested with each system at least 4 times/day. Claims based on subject-recorded strip usage.

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And support your patients can count on

The FreeStyle Promise Program

A free membership program that provides your patients with knowledge and support to help them better manage their diabetes:

- Ongoing co-pay savings on test strips²
- A free Certified Diabetes Educator helpline³
- Free meter and battery replacements⁴
- 24/7 tech support



Co-pay assistance is not valid for prescriptions reimbursed under Medicare, Medicaid, or similar federal or state programs or in Massachusetts. Eligible patients are responsible for the first \$15 of each co-pay under their insurance coverage; patients on high co-pay plans may have additional responsibility. Uninsured patients are also eligible in most situations. Void where prohibited. Abbott can modify or rescind this offer without notice.

2. Residents of Massachusetts and Medicare or Medicaid beneficiaries (including beneficiaries of Medicare Advantage, Part D, or managed Medicaid plans) are not eligible for co-pay assistance. Eligible patients are responsible for a co-pay equal to the amount of the co-pay for the "preferred" glucose test strips under their insurance plan. A prescription is required in order to redeem co-pay savings. Eligible patients may redeem savings every 25 days. Cash paying patients are also eligible for savings in most cases. Void where prohibited. Abbott may modify or rescind this offer without notice.

3. The information provided by the team of Diabetes Educators is for general background purposes and is not intended as a substitute for medical diagnosis or treatment by a trained professional. You should always consult your physician about any healthcare questions you may have, especially before trying a new medication, diet, fitness program, or approach to healthcare issues.

4. Product provided as a free sample shall not be resold or submitted to any third-party payer for reimbursement. Meter replacement requires enrollment in FreeStyle Promise program and use of patient's Abbott-brand meter for at least three years. Choice of replacement meter made by Abbott. Void where prohibited. Abbott may modify or rescind this offer without notice.

Share the benefits of FreeStyle with your patients. Complete the enclosed fax form and send for your **FREE** glucose meters.