

BD "Dynamic Duos" Education Campaign Aims to Help People Simplify Life with Diabetes

Program Champions Role of Diabetes Educators in Empowering Patients with Tips and Resources

FRANKLIN LAKES, N.J., April 22, 2015 – Diabetes is a complex disease that can often be overwhelming, creating barriers that may prevent people with diabetes from enjoying the same opportunities as the rest of the population. To help address this issue, BD Medical, a segment of BD (Becton, Dickinson and Company) (NYSE: BDX), a leading global medical technology company, is raising awareness of the dynamic role of diabetes educators, whose knowledge and expertise can simplify life for people with diabetes.

“As a diabetes educator, I take a very personalized and creative approach to helping people with diabetes deal with the daily challenges of managing their disease, such as ensuring they eat healthy, get regular physical activity and take any needed diabetes medications appropriately, along with integrating solutions that meet their lifestyles,” said Tami Ross, RD, LD, CDE, MLDE, who is a nationally renowned diabetes educator, author and past president of the American Association of Diabetes Educators. “Often times, small, simple adjustments can have the greatest impact. For example, technology like the BD AutoShield Duo™ Pen Needle has safety features that may make injections easier for people with diabetes.”

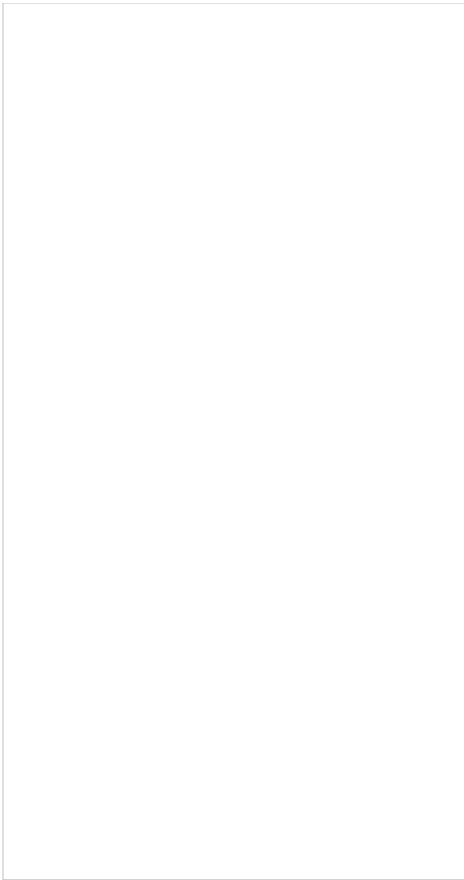
As part of the Dynamic Duos campaign, people with diabetes and their caregivers are encouraged to team up with a diabetes educator, such as a nurse, dietitian, pharmacist or other health care professional, to benefit from tips and resources to achieve their treatment goals. Diabetes educators provide expert guidance and develop individualized treatment plans by applying in-depth knowledge, skills, counseling and education.

“People with diabetes often have a number of different people involved in their care,” said Kenneth Miller, Worldwide President, BD Medical-Diabetes Care. “The role of the diabetes educator is critical to successfully managing their disease and can have a profound impact on their lives.”

People with diabetes are invited to join the conversation on Facebook. The Diabetes Innovations US Facebook page (www.facebook.com/DiabetesInnovationsUS) is a supportive and welcoming community covering everything from eating well to insulin delivery. The page includes ways to simplify life with diabetes, including tips from diabetes educators.

The “Dynamic Duos” campaign coincides with the retail launch of the BD AutoShield Duo Pen Needle, the only pen needle with patented front- and back-end shields that provide safety benefits and help reduce accidental needle sticks. BD AutoShield Duo Pen Needles are more convenient because they reduce the steps to insulin injection. The concealed needle appeals to those who experience needle-related anxiety. The BD AutoShield Duo Pen Needle fits all leading insulin pens and most GLP-1 pens. People with diabetes can visit www.bd.com/autoshieldduo for more information and to learn about trying the BD AutoShield Duo Pen Needle with up to \$25 off their co-pay.

BD has been committed to improving the lives of people with diabetes for more than 90 years. The company is continuously exploring advances in technology to simplify the management of diabetes and help improve therapy and outcomes for people with diabetes worldwide.



Video: How it Works – <http://bd.com/autoshieldduo>

About BD

BD is one of the largest global medical technology companies in the world and is advancing the world of health by improving medical discovery, diagnostics and the delivery of care. The company supports the heroes on the frontlines of health care by developing innovative technology, services and solutions that help advance both clinical therapy for patients and clinical process for health care providers. BD and its 65,000 employees have a passion and commitment to help enhance the safety and efficiency of clinicians' care delivery process, enable laboratory scientists to accurately detect disease and advance researchers' capabilities to develop the next generation of diagnostics and therapeutics. BD has a presence in virtually every country and partners with organizations around the world to address some of the most challenging global health issues. By working in close collaboration with customers, BD can help enhance outcomes, lower costs, increase efficiencies, improve safety and expand access to health care. For more information on BD, please visit bd.com

For more information on BD, please visit bd.com.

Troy Kirkpatrick

858 617 2361

[Email Troy](#)

†dQ&A Safety Pen Needle Patient Survey Q2 2013. §Dispose in a sharps collector. ‡Compatible with leading insulin pens in the US - As of December 2014, ISO compliant. *Copays and preferred status vary by plan. **U.S. Patent No. 8,632,503

<https://news.bd.com/2015-04-22-BD-Dynamic-Duos-Education-Campaign-Aims-to-Help-People-Simplify-Life-with-Diabetes>