

IAC Spotlight on Ascensia Diabetes Care



During the last year, some of you may have noticed a new name in the field of diabetes. Although many of you will be familiar with Bayer as the makers of CONTOUR[®]NEXT, this team has now formed a new company. Introducing Ascensia Diabetes Care.

Ascensia Diabetes Care is a global specialist diabetes care company. Ascensia is “only diabetes”, meaning that 100% of our time is focused on helping people living with diabetes, whether that is an individual patient, the family member who looks after them or the healthcare professional who helps manage their care. This is clearly laid out in the company mission to empower people living with diabetes through innovative solutions that simplify and improve their lives.

Ascensia Diabetes Care was established in January 2016 through the sale of Bayer Diabetes Care to Panasonic Healthcare Holdings Co., Ltd. Ascensia is not new to diabetes and is based on over 70 years of delivering innovative blood glucose monitoring solutions. For many years, continuous research has allowed the organization to lead the way in blood glucose monitoring systems and introduce many firsts. In fact, this team (as the Ames division) introduced the Ames Reflectance Meter, the first portable blood glucose meter. They were also responsible for the development of Dextrostix[®], the first test strip for glucose in blood.

Ascensia and the American Association of Diabetes Educators (AADE) also have a long history together, starting in the early 1970s when Ames supported the inception of AADE. Ascensia and AADE continue to share the belief that education and the practice of good self-management are integral to successful diabetes management.

Ascensia recently announced that it has renewed its global alliance with Medtronic to continue to develop and market innovative diabetes management solutions for patients worldwide. As part of the agreement, Ascensia will continue to exclusively co-develop and supply CONTOUR[®]NEXT LINK blood glucose meters that wirelessly communicate with Medtronic’s integrated insulin pump and continuous glucose monitoring systems.

The latest highlight for the alliance was the launch of the CONTOUR[®]NEXT LINK 2.4 blood glucose monitoring system in August 2016, which was exclusively designed as part of the Medtronic MiniMed[®] 630G system. It is the only FDA approved blood glucose monitoring system for use with the MiniMed[®] 630G system, and the first and only blood glucose monitoring system with a PMA approval.



So what are the next steps for Ascensia? As well as continuing to provide high quality blood glucose monitoring systems, we want to help improve outcomes through the concept of interconnected diabetes management, using connected mobile devices and apps to support diabetes management and help enable continuous care.