

# Insurance Coverage for Personal Use CGM



A landmark study published in the NEJM, supported by JDRF, showed that using a Continuous Glucose Monitoring (CGM) system, such as the Dexcom® SEVEN® PLUS for at least 6 days a week can lead to significant decreases in A1C and can provide a greater ability to reach the ADA recommended goal of 7% without increasing hypoglycemia.<sup>1</sup> CGM can help your patients achieve their glycemic goals.

As a result of the widespread recognition of the value CGM brings in improving diabetes control, the nation's largest insurance companies and many other regional payors are providing coverage for this life-changing technology.<sup>2</sup>

## More coverage for more CGM patients

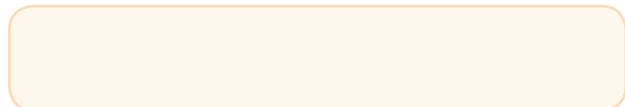
Below is a sample of the plans covering the Dexcom SEVEN Plus

National Payors	Diabetes Type		Personal Use CGM Criteria					
	Type 1	Type 2	CMN	BG Logs	Notes	Lab Report	A1C	DX Download
Aetna	○		○					
Cigna	○	●	○●					
Humana	○		○					
United Healthcare	○		○		○			
Western Regional Payors	Diabetes Type		Personal Use CGM Criteria					
	Type 1	Type 2	CMN	BG Logs	Notes	Lab Report	A1C	DX Download
Anthem Blue Cross	○	●	○●					
BCBS of Arizona	○		○		○			○
BCBS OK, NM, TX, IL	○		○					○
Blue Shield of CA	○		○	○	○		○	
HealthNet	○		○	○	○		○	
Premera Group*	○		○		○		○	
Providence	○		○	○	○		○	
Select Health	○		○	○	○		○	
The Regence Group**	○		○		○		○	

\* Premera Group Includes: BCBS of Alaska; BC of Washington; LifeWise of Oregon; LifeWise of Washington

\*\* The Regence Group Includes: BS of Idaho; BCBS of Oregon; BCBS of Utah; BS of Washington

Get patients started on a **SEVEN PLUS** today.  
**Contact Dexcom** and we'll help you do the rest.



# The Dexcom Difference

- **Not all CGMs are created equal.**

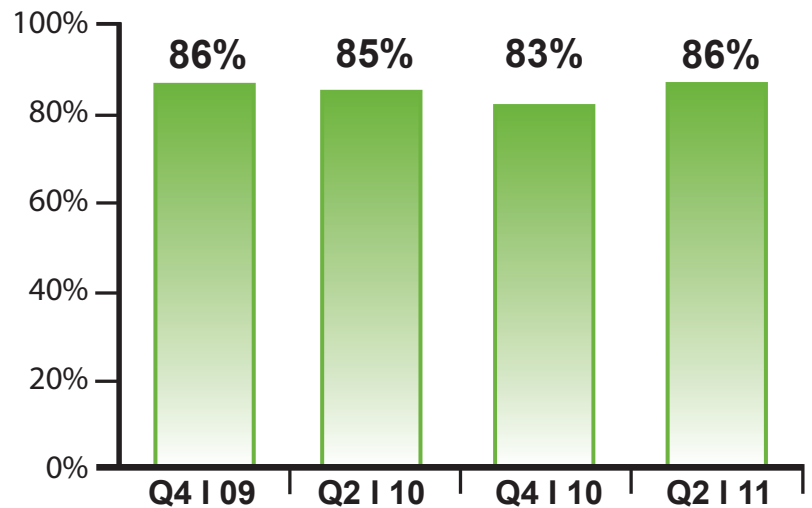
The Dexcom SEVEN PLUS has excellent accuracy<sup>3</sup> in the hypo range, giving you the information you need when it matters most.

- **A long-life sensor.** FDA-approved for up to 7 days<sup>3</sup> wear for added value and less hassle.

- **Simplified calibration<sup>3</sup>** – with fewer calibration restrictions for convenience no other CGM brand offers.

Experience the performance and body-friendly features the SEVEN PLUS has to offer and see for yourself why the Dexcom SEVEN PLUS consistently ranks highest in user satisfaction and loyalty.<sup>4</sup>

## Dexcom Customer Satisfaction



Dexcom Bi-Annual Customer Satisfaction: Q4/09 n=569; Q2/10 n=813; Q4/10 n=913; Q2/11 n=802

## Getting patients started on a SEVEN PLUS is easy.

Contact Dexcom or your local representative and we'll help you do the rest!

To learn more, visit our website at [www.dexcom.com](http://www.dexcom.com) or call **1.888.738.3646**

### REFERENCES:

1. Juvenile Diabetes Research Foundation Continuous Glucose Monitoring Study Group. Continuous glucose monitoring and intensive treatment of type 1 diabetes. N Engl J Med. 2008; 359(14): 1464-1476.
2. Individual payor policies and criteria apply. Dexcom can provide information on current coverage policies and criteria.
3. Dexcom SEVEN PLUS User Guide, 2008
4. dQ&A Market Research Inc. Q3/10, Q1/11 dQ&A panel survey; Dexcom customer satisfaction surveys, 2009-2011

### BRIEF SAFETY STATEMENT:

The SEVEN PLUS Continuous Glucose Monitoring System is a glucose monitoring device indicated for detecting trends and tracking patterns in adults (**age 18 and older**) with diabetes. The device is for prescription use only. **CONTRAINDICATIONS:** The SEVEN PLUS System must be removed prior to Magnetic Resonance Imaging (MRI). Use of acetaminophen-containing medications during Sensor wear may affect device performance. **WARNING:** This device is not designed to replace a blood glucose meter. Always confirm with a blood glucose meter. Sensors fracture on rare occasions. If a sensor breaks and no portion of it is visible above the skin, do not attempt to remove it. Seek professional medical help if you have symptoms of infection or inflammation. If you experience a broken sensor, please report this to our Technical Support department. The SEVEN and SEVEN PLUS Systems are **not approved for use** in children or adolescents, pregnant women or persons on dialysis. The safety and effectiveness of the SEVEN and SEVEN PLUS Systems have not been evaluated for sensor probe insertion sites other than the skin of the **abdomen**. Contact DexCom Toll Free at 877-339-2664 or [www.dexcom.com](http://www.dexcom.com) for detailed indications for use and safety information. Please note, the performance characteristics section of the SEVEN PLUS User's Guide has changed to reflect the recent study done. The overall results of the trial showed that SEVEN PLUS System will provide you more continuous glucose readings, and you should expect more of your Sensors to provide data for the entire 7-day use period. Note that the data described in the Performance Section also showed a difference from the SEVEN PLUS to the original SEVEN device in performance in the low glucose region (40-80 mg/dL). Our study showed that at 50 mg/dL blood glucose, the device reported glucose to be as high as 64 mg/dL and at 80 mg/dL blood glucose; the device reported glucose to be as high as 90 mg/dL. Because the performance of the SEVEN PLUS System varies from the original, it is important that you assess how the new generation device performs for you, especially in the low range. You should review the performance of this device with your healthcare provider to understand how well the SEVEN PLUS System performs



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