



# CeQur Simplicity™

The **4-day** mealtime insulin patch.

MEALTIME INSULIN **SIMPLIFIED™**



Dear mealtime insulin pen,  
I'm breaking up with you.

You just can't measure up to CeQur Simplicity™, the 4-day mealtime insulin patch. CeQur Simplicity is always on my side and improves my A1C and Time in Range. No more leaving the worksite to deal with you.

**-RICH**



# The Challenge: *Insulin only works when used consistently*

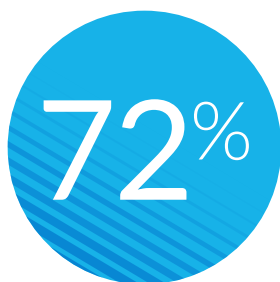


Of the 29.7 million Americans diagnosed with diabetes, ~4 million are on mealtime insulin<sup>1,2\*</sup>

- Intensification of insulin therapy with mealtime dosing has proved to help people with diabetes achieve glycemic targets<sup>3,4</sup>

## The Problem: *People on multiple daily injections (MDI) are missing insulin doses and not taking their insulin as prescribed*

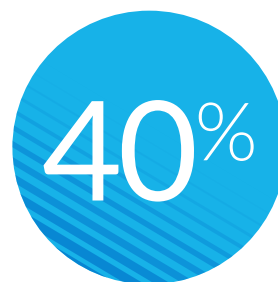
Burdens associated with taking multiple injections include interference with daily activities, embarrassment, and injection pain.<sup>5</sup>



**Do not** take insulin outside the home<sup>6</sup>



Reported **missing injections** they knew they should take<sup>5</sup>



**Forgot** their insulin<sup>7</sup>









*Missed insulin doses raise A1C, which increases the risk of diabetes complications and the cost of care.<sup>8,9†</sup>*

\*Seagrove Partners; The Diabetes Forum: 2022 Insulin Pump Market Primer analyst report.

†Based on a 2006 survey of type 1 diabetes youth using CSII with suboptimal A1C levels  $\geq 8$  (n=48) in the US. Linear regression showed that at 3 months, there was a 0.92% increase in A1C for every 4 meal boluses missed.

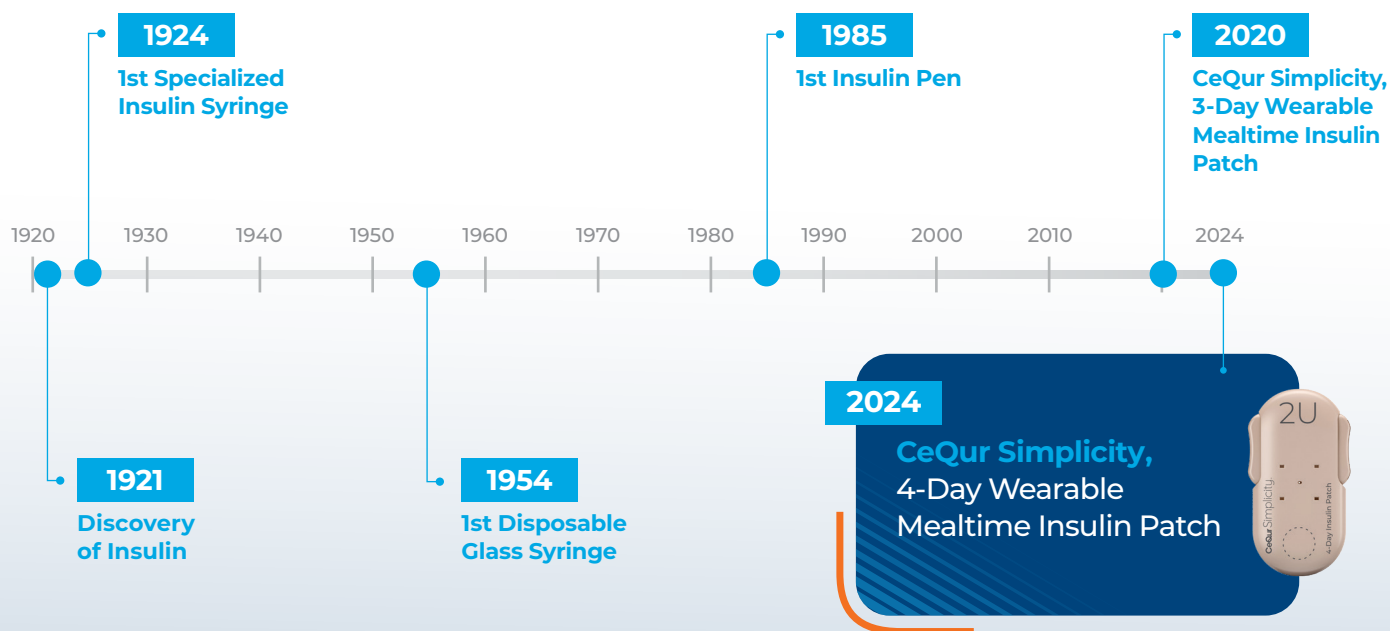
# Insulin delivery hasn't been simple for people with type 2 diabetes (T2D) until now

## Comparing 4 days of mealtime bolus dosing

Type	Therapy Over 4 Days†	Per Year	Inject or Click?
Syringes	 <b>12 Injections</b>	<b>1095</b>	
Pens	 <b>12 Injections</b>	<b>1095</b>	
CeQur Simplicity™	 <b>1 Insertion</b>	<b>92</b>	

†Regular basal doses are still needed; 12 injections are based on 3 meal boluses per day for 4 days.

## Insulin delivery milestones for people with T2D<sup>10</sup>



# Offering a first-in-class wearable option for delivering mealtime insulin

CeQur Simplicity is a simple, easy, and discreet alternative to MDI<sup>11,12</sup>

## Injections



Syringes



Pens



## CSII pumps



Programmable/  
durable



Set rates/  
disposable

**CeQur** Simplicity™  
MEALTIME INSULIN **SIMPLIFIED**™

## An insulin delivery device in a category all its own

- An on-demand bolus-only wearable insulin **patch**<sup>11</sup>
- Consider for your patients who:
  - Are **not adherent with pens** and missing glycemic targets
  - Dose consistently with pens but want an **insulin delivery device to better fit their lifestyle**
  - Struggle or don't prefer managing the **complexities of continuous subcutaneous insulin infusion (CSII) pump therapy**

**9** out of **10** patients said that they follow their insulin regimen **better with CeQur Simplicity**<sup>13</sup>



# CeQur Simplicity offers advantages over syringes, pens, and pumps



## Convenient

- Easy to apply, wear for up to 4 days
- Fits into patient's lifestyle
- Wearable while showering, sleeping, exercising, and swimming
- Holds a maximum of 200 units of rapid-acting insulin<sup>5</sup>



## Discreet

- Wear and dose under clothing
- One click administers 2 units of insulin
- Thin (<4 stacked quarters), compact (65 x 36 mm), and lightweight (10 gm)



## Injection-Free

- Better adherence<sup>11</sup>
- Fewer injections: 1 patch replaces up to 12 mealtime injections, for ~90 fewer injections per month
- Less pain<sup>11</sup>

## CeQur Simplicity is designed for safety



**2-button safety mechanism** ensures that dosing occurs only when intended<sup>12</sup>



**Buttons lock** when patch is empty or cannula is occluded<sup>12</sup>



**Tactile and audible feedback** indicates 2-unit delivery<sup>12</sup>



Adhesive designed to keep patch on skin for **up to 4 days**



**Water-resistant** to a depth of 1 meter for up to 30 minutes

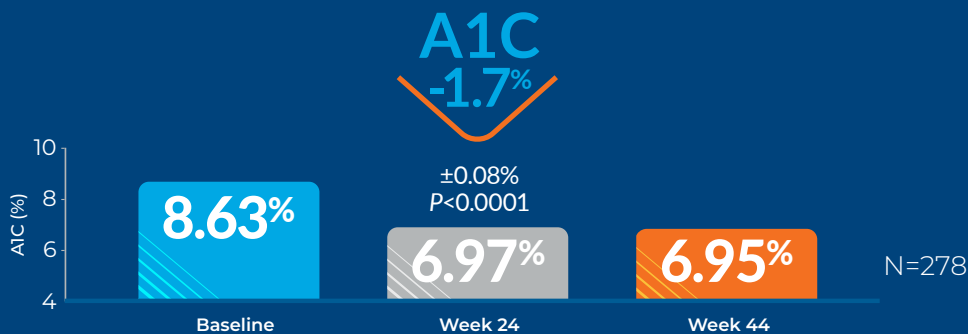
<sup>5</sup>Labeled for use with Humalog® U-100 and NovoLog® U-100 for people with diabetes over 21 years of age

# Use of CeQur Simplicity: Clinically shown to improve glycemic control<sup>11,14</sup>

With use of CeQur Simplicity,  
A1C target goals were achieved

## Clinical Outcome Study Findings<sup>11</sup>

Mean A1C Was Reduced to Target Goal by Week 24  
and Sustained at Week 44

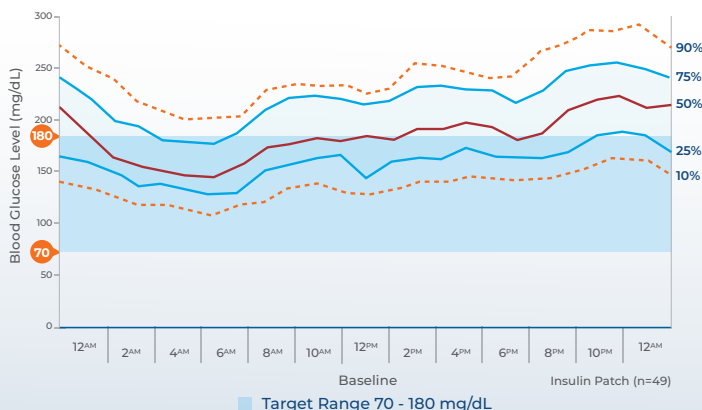


Results were  
comparable  
to pens.

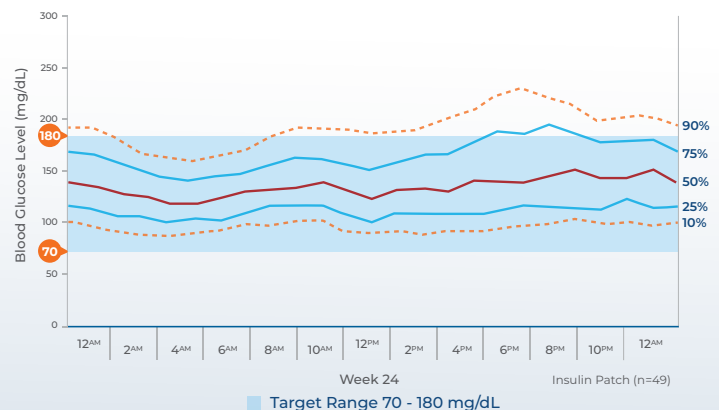
Consistent A1C <7%  
supports HEDIS  
Comprehensive  
Diabetes Care  
measure.

After 24 weeks with CeQur Simplicity,  
patients increased time-in-range (TIR) by 50%<sup>14</sup>

Baseline: TIR = 48.4%



After 24 Weeks: TIR = 74.1%

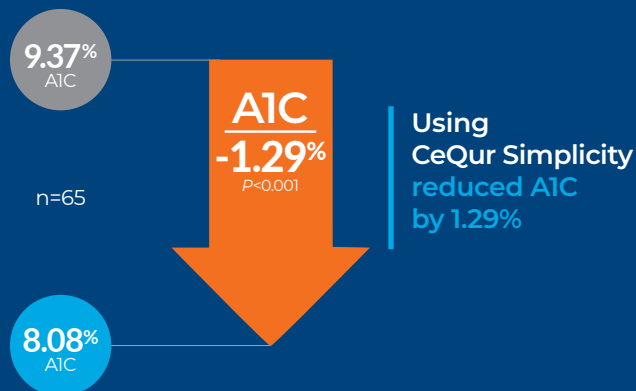


The International Consensus on Time in Range defines clinical target for TIR  $\geq 70\%$ , which is evidenced to be equivalent to an A1C of  $\leq 7\%$ .<sup>15</sup>

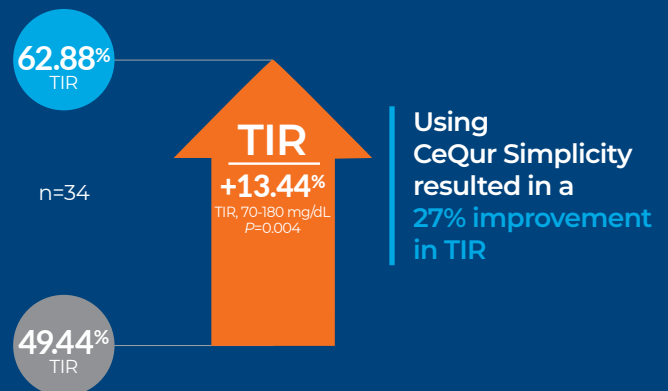
# Real-world experience mirrors robust clinical data

Real-world experience demonstrated significant  
A1C reduction in a retrospective chart review<sup>1</sup>

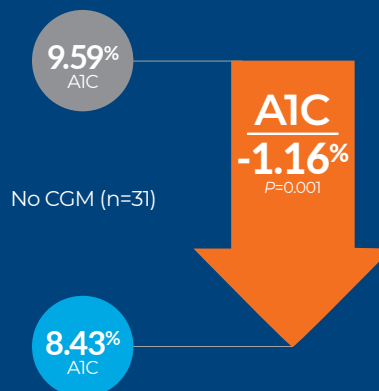
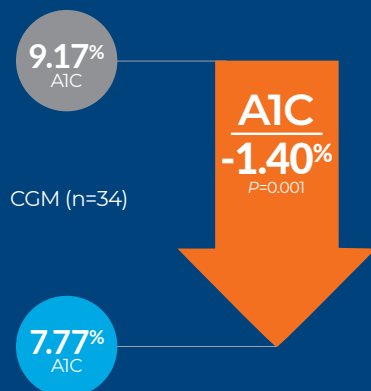
## Baseline vs First A1C After Starting **CeQur Simplicity**



## Patient TIR Results



## Baseline vs First A1C After Starting **CeQur Simplicity**: Continuous Glucose Monitoring (CGM) vs Non-CGM Users



### A1C improved regardless of CGM use

CGM users experienced a nonsignificant ( $\Delta$ -0.24%,  $P=0.622$ ) benefit over non-CGM users.

Only patients with CGM data before and after using **CeQur Simplicity** were included in the CGM group.

The non-CGM group included 8 patients who started CGM after/with **CeQur Simplicity** and 2 patients who stopped using CGM.

## Patient characteristics

- Assessed data on all CeQur Simplicity users from 4 centers
- 78 users were identified with a follow-up A1C
- 65 patients were included for analysis with a pre- and post-A1C (10 with type 1 diabetes and 55 with type 2 diabetes)
- 13 patients excluded (missed pre- or post-A1C)
- Mean age: 59.4 ± 13.9 years
- Mean duration of diabetes: 20.6 ± 10.7 years
- Treatments before starting CeQur Simplicity: Basal-only regimen (5 patients) and MDI (60 patients)
- CGM use: 34 patients

# Patients prefer CeQur Simplicity to pens and syringes

Three clinical studies have confirmed that people with T2D strongly prefer CeQur Simplicity over other delivery methods.



In the human factor study, participants compared CeQur Simplicity to pens and syringes<sup>13</sup>:

**98%**

said they could dose **discreetly** in public

**95%**

said it was **easier** to dose insulin

In the randomized-controlled trial, participants compared CeQur Simplicity to insulin pens<sup>11</sup>:

**90%**

said taking mealtime insulin was **painless**

**92%**

said they were confident they dosed **correctly**

**94%**

said they felt confident **managing** their insulin



In the real-world insulin delivery satisfaction survey, participants compared CeQur Simplicity to insulin pens, pumps, syringes, and inhaled insulin<sup>16</sup>:

**94%**

said they were **completely** or **very satisfied** with CeQur Simplicity

**93%**

said CeQur Simplicity is **better than** their previous method

All images are actor portrayals.



# CeQur Simplicity

*redefines insulin delivery*

## Confidence comes quickly<sup>13</sup>

Most patients said they felt fully comfortable applying the patch after just 1-3 times.<sup>13</sup>

84%

say training was EASY<sup>13</sup>



Most needed <30 minutes of training<sup>13</sup>

Easy to teach, easy to learn<sup>11</sup>



Patient training video available on  
[MyCeQurSimplicity.com/resources-support](https://myceqursimplicity.com/resources-support)



English



Español

Scan here to **watch** our  
Quick Start Training Videos

# Identifying candidates for CeQur Simplicity<sup>†</sup>



## **Mike:** Not at goal, struggles with adherence

- Diagnosed with T2D and not at goal A1C: 8.4; TIR: 41%
- Uses MDI and CGM
- Needs extra help with insulin adherence due to dietary noncompliance



## **Jim:** New to basal/bolus, dislikes injections

- Diagnosed with T2D, on basal, and advancing to basal/bolus therapy
- Uses CGM
- TIR has been decreasing (from >70% to ~60% over the past year)
- Struggles with technology



## **Isabella:** At goal, but wants an easier option

- Diagnosed with T2D and at goals: A1C <7%; TIR >70%
- Uses insulin pens or syringes and vials for MDI
- Looking for an easier mealtime insulin delivery option to better fit her lifestyle

### These patients sometimes skip mealtime insulin doses because they<sup>5,17,18</sup>:

- Dislike injections
- Forget syringe/pen at home
- Find it difficult to inject at work
- Are embarrassed to inject in public
- Want to carry fewer items daily
- Are increasingly challenged to administer syringes/pens due to aging

<sup>†</sup>Patient photos and data portray appropriate candidates for CeQur Simplicity and do not represent actual patients.

# Getting patients started with CeQur Simplicity

## Prescribe for your patients:



**Inserter Kits** are available from your CeQur representative or by calling the CeQur Cares™ team at **1-888-55-CeQur (1-888-552-3787)**



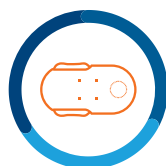
*In a study, most patients **quickly and easily** learned how to use CeQur Simplicity.<sup>13</sup>*

Humalog® is a registered trademark of Eli Lilly and Company. NovoLog® is a registered trademark of Novo Nordisk A/S.

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# Here to support your patients with getting started



**CeQur Cares™**  
[ We Care For You ]

When your patients register with CeQur Cares, they'll receive:

- **One-to-one virtual training** with our diabetes specialists
- Supplemental **virtual** patch-change support
- **Ongoing personal support** from our diabetes specialists
- **Resources and tips** for using CeQur Simplicity



**Contact the CeQur Cares team.**  
*We're here to support your patients  
and practice.*

## Copay Savings Card

For patients who have a high copay or if CeQur Simplicity is not covered by their commercial insurance, our pharmacy savings program may help.\*

To find more information, visit: [myceqursimplicity.com/savings](https://myceqursimplicity.com/savings)



## Questions? We're here to help you and your patients

### For you and your practice:

- Product and training support

### For your patients:

- Product support
- Benefits verification
- Insurance and access support

### Call CeQur Cares for support:

1-888-55-CeQur  
(1-888-552-3787)  
[cequrcare@cequr.com](mailto:cequrcare@cequr.com)

### Hours of operation:

Monday–Friday,  
9:00 AM–6:00 PM ET

### Visit our website:

[MyCeQurSimplicity.com](https://MyCeQurSimplicity.com)

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