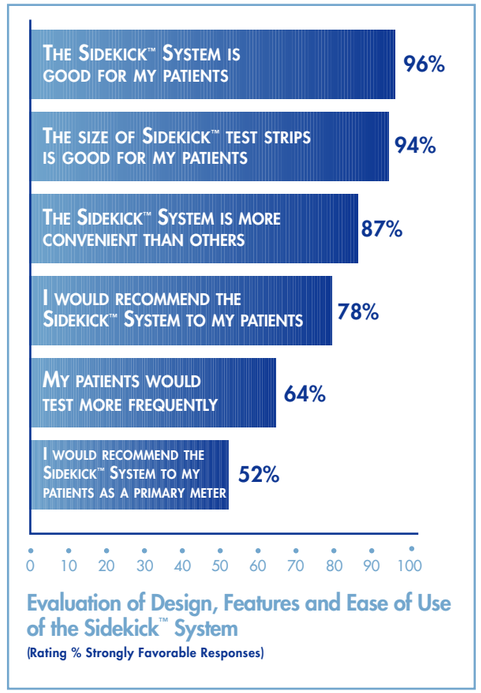

Figure 4

CONCLUSION:

In a clinical study of 197 diabetes healthcare professionals, 70% of which were certified diabetes educators, the Sidekick™ System received high ratings in terms of satisfaction with the overall design and features that the system offered. The healthcare professionals were very satisfied with the system's all-in-one design, including the no coding feature, the test time, the size of the meter and strips, the alternate site testing capabilities, and the display size. After hands-on experience using the system, the healthcare professionals gave high satisfaction ratings to the overall glucose testing procedure. This included applying blood to the test strips; inserting, accessing, and handling the test strips; and opening the vial. In terms of the ease of use of the product with diabetes patients, 96% of healthcare professionals gave a favorable response (strongly agree or agree) that the system would be good for their patients, and 87% agree that the all-in one design of the system is more convenient for their patients. Finally, 64% of healthcare professionals strongly agree/agree that their patients would test more frequently using the Sidekick™ System, which would provide both patients and healthcare professionals more information to better manage diabetes.

Home Diagnostics, Inc.
Dedicated To Diabetes Management

The Smart Choice™ for Diabetes Monitoring

HEALTHCARE PROFESSIONALS' EVALUATION ON THE DESIGN AND EASE OF USE OF THE SIDEKICK™ BLOOD GLUCOSE MONITORING SYSTEM

Home Diagnostics, Inc.
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PURPOSE:

The purpose of the study was to obtain feedback from healthcare professionals (HCP) on the design features and ease of use of the Sidekick™, an innovative all-in-one blood glucose testing system.

DESIGN:

Healthcare professionals at two national diabetes conferences were recruited to participate in the evaluation. All participants were screened prior to participation to ensure that the study population consisted of diabetes healthcare professionals who were knowledgeable about blood glucose monitoring systems and/or routinely recommended blood glucose monitors in their clinical practices. Once accepted into the study, participants were asked to watch a product demonstration of the investigative device and then to personally experience hands-on use of the product. After both demonstrations were concluded, participants were asked to complete an evaluation on the design features and ease of use of the Sidekick™ System.

STUDY POPULATION:

One hundred and ninety-seven healthcare professionals met the selection criteria and agreed to participate in the evaluation. Demographics for the study population are presented in Figure 1. In response to the question about occupation, the majority (70%) of participants responded to their occupation as a certified diabetes educator. 45% of respondents were employed as nurses and 10% as dieticians or nutritionists. In order to be accredited as a certified diabetes educator (CDE), you must be a nurse or dietician. So, based on the final percentages, we are assuming that the CDE participants could have responded to both occupations. Two thirds of the participants (66%) had been practicing in their occupation for more than ten years. In terms of number of diabetes patients seen in an average month, 40% responded that they see 26-50 patients per month, 19% responded that they see 51-75 per month and 30% were seeing greater than 75 diabetes patients per month. The majority of respondents (94%) were recommending blood glucose monitors on a regular basis, and the other 6% were familiar with blood glucose monitors and were able to give feedback based on their experiences with these devices.

Demographic Summary of Study Participants

Occupation	
CDE	70%*
Nurse	45%
Dietician/Nutritionist	10%
Pharmacist	3%
Doctor/Endocrinologist	2%
Other	7%
* participants may respond to multiple occupations (RD, CDE or RN, CDE, etc.)	
Length of time in occupation	
< 10 years	33%
10-19 years	39%
20+ years	27%
# of diabetes patients seen in an average month	
<25	11%
26-50	40%
51-75	19%
>75	30%
% of HCP that recommend BG monitoring systems	
Yes	94%
No	6%**
** these participants were knowledgeable about blood glucose systems and were able to complete survey questions	

Figure 1

RESULTS AND DISCUSSION:

Participants were asked to complete an evaluation that consisted of three parts. The first part asked participants to rate their level of satisfaction (5=very satisfied to 1=very dissatisfied) with the all-in-one design and product features. The majority of study participants gave high ratings to the all-in-one design of the system (4.83) and features including no coding, test time, size of system and test strips, and size of display (Figure 2).

In the second part, healthcare professionals also gave high ratings to the ease of use of the Sidekick™ System and the the overall testing procedure (4.76). This procedure included evaluating participants' satisfaction with applying the sample to the test strip; inserting, accessing, and handling the test strip; and opening the vial (Figure 3).

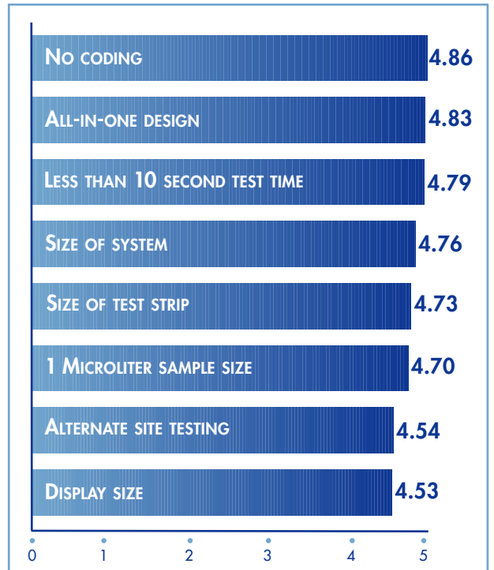

Figure 2

The final part of the evaluation asked the healthcare professionals to evaluate the system in terms of how the design, features and ease of use of the Sidekick™ System would influence their recommendation of the product for diabetes patients. In this section, the responses were classified as favorable (strongly agree or agree) or not favorable (indifferent, disagree, or strongly disagree) based on the respondents' ratings. 96% gave a favorable response when asked if the Sidekick™ System would be good for their patients, and 87% gave a favorable response to the convenience of the Sidekick™ System when compared to other systems.

78% of healthcare professionals would recommend the Sidekick™ System to their patients, and 64% strongly agree/agree that their patients would test more frequently using the Sidekick™ System. When asked if the participants would recommend the Sidekick™ System as a primary or secondary system, over half of the healthcare professionals (52%) agree that they would recommend it to patients as a primary blood glucose monitoring system (Figure 4).

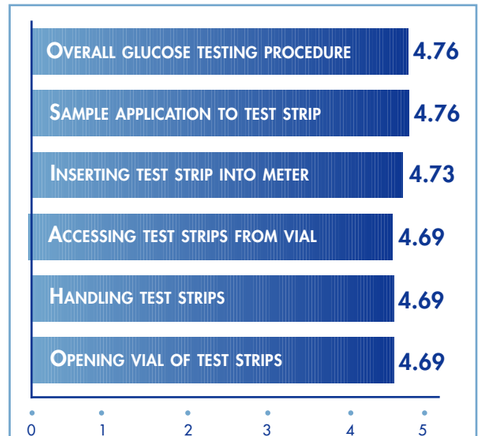

Figure 3