

Relating to
people with
diabetes
is sometimes
as hard as
having the
condition itself.

Why not
work with
an agency
who's invested
20 years
talking to diabetes
patients and
their doctors!

TJP knows the **Products,**

- CGM
- Patches
- Insulin/Rx
- Pumps/Pens/Injection Devices
- SMBG

... and the market **Nuances.**



the **Players,**

- Type I and Type II patients
- PCPs
- Endocrinologists
- Cardiologists
- Diabetes Nurse Educators




the **Payors,**

- Insurance and Managed Care
- CMS (Medicaid and Medicare)
- VA
- PBMs
- Pharmacy

“I’m reminded 10 times a day I have diabetes – every time I eat, every time I test, every time I don’t feel right.”

“It’s **not easy** telling my patients to watch what they eat.”

“We’ll **cover the cost** of supplies, but only if the patient shows improvement.”



We've got the tools to make it happen

- ✓ Strategic brand positioning
- ✓ Brand naming/logo development
- ✓ Market research/research stimuli
- ✓ Promotional launch campaigns
- ✓ Digital communications
- ✓ Technical writing
- ✓ Graphic design
- ✓ Photography and illustrations
- ✓ Clinical trials materials

 **tjp** healthcare
communications

1101 the embarcadero | san francisco | ca 94111
Tom Paradiso | t.paradiso@tjphealthcare.com
tel.415.398.4271 | www.tjphealthcare.com