### THE UNSEEN RISK: DIABETES AND YOUR EYES

Here's What You Can Do About It

# WHAT YOU NEED TO KNOW ABOUT DIABETIC MACULAR EDEMA (DME)



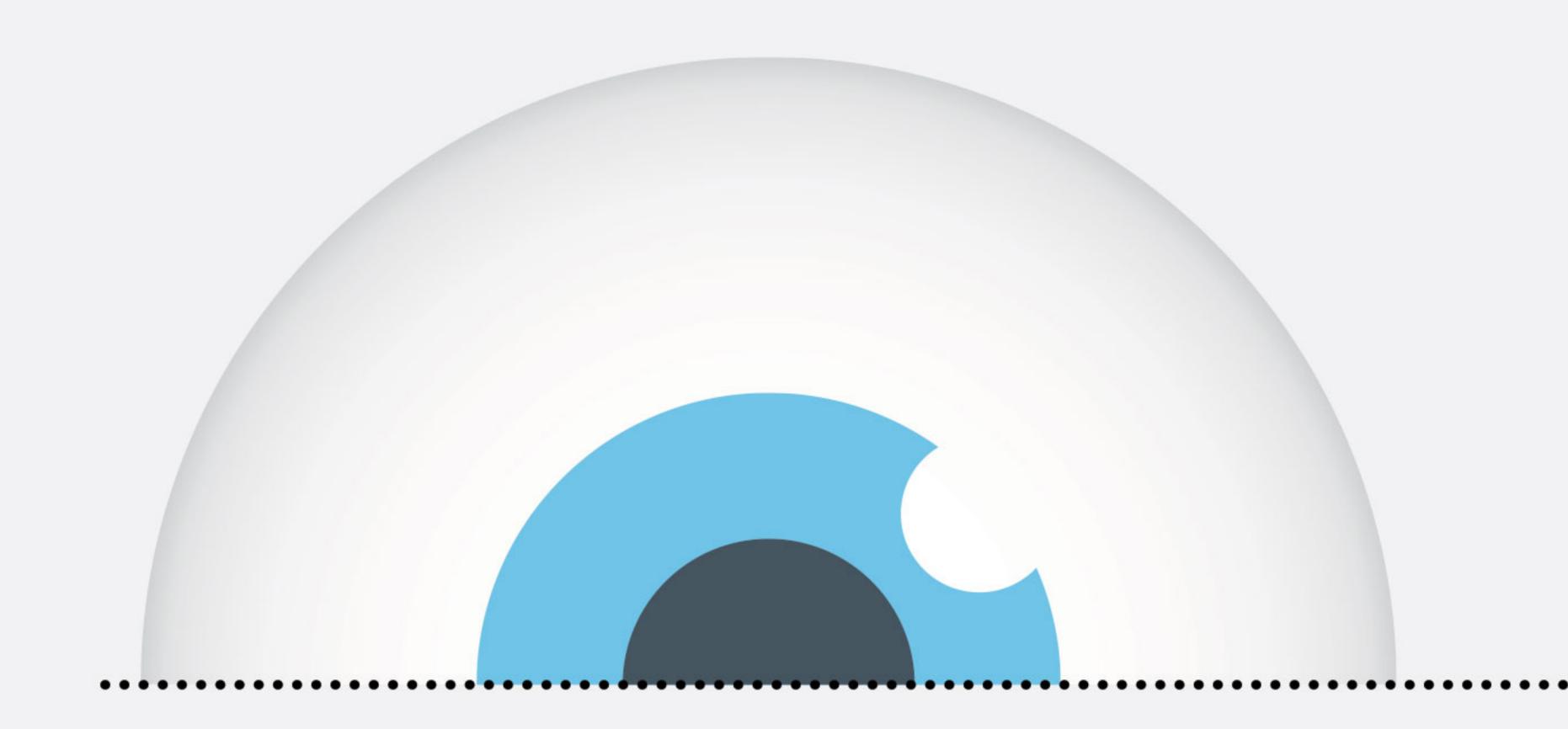
A leading cause of blindness among people with Type 1 and Type 2 diabetes<sup>1</sup>



May progress over time, often without any symptoms



Impacts more than just your vision...



### EVEN AMONG PEOPLE WITH DIABETES, DME IS LESSER KNOWN THAN OTHER EYE CONDITIONS<sup>2</sup>



87% CATARACTS



81% GLAUCOMA



40% DME

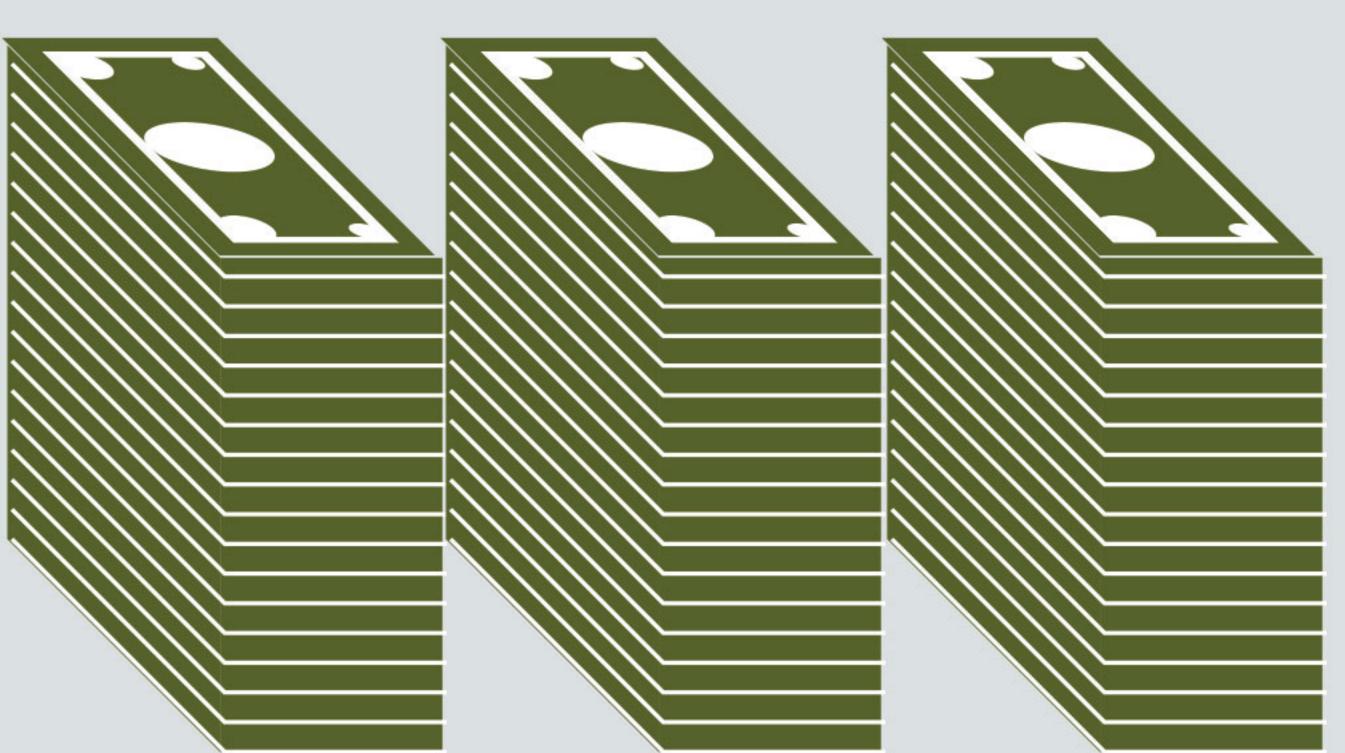
#### DME IS COSTLY<sup>3</sup>

American workers with diabetes and DME have 1.5X higher health benefit costs than workers with diabetes alone

EMPLOYEES \$10,926 without DME \$10,926

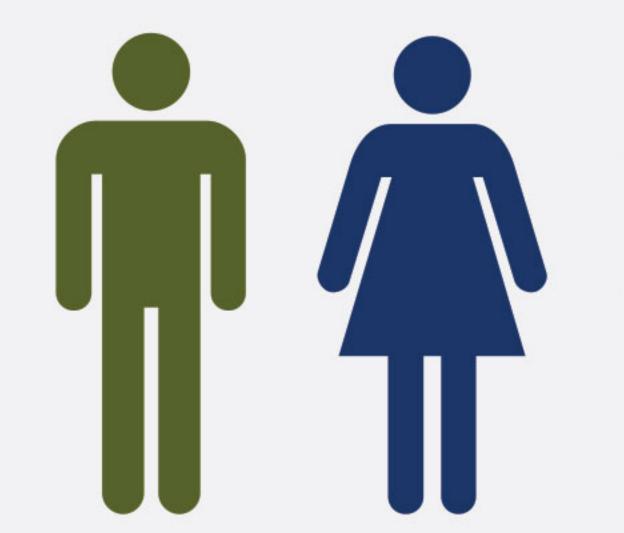


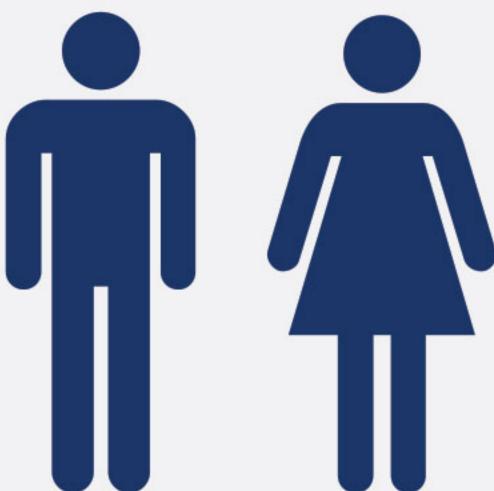
AFFECTED BY DME \$17,433



## VISION LOSS FROM DME MAY BE PREVENTED, IF CAUGHT EARLY THROUGH A RETINA (DILATED) EYE EXAM 4,5

YET





at A

people with diabetes are **NOT** getting an annual retina eye exam<sup>2</sup>

#### THERE ARE BARRIERS TO DIAGNOSIS AND CARE 2

22%
have NEVER HAD A CONVERSATION
with their doctor about the risk of
vision loss from diabetes

36% only talked about the risk when they were FIRST DIAGNOSED with diabetes

13%
DIDN'T think they had HAD
DIABETES LONG ENOUGH
to affect their eyes

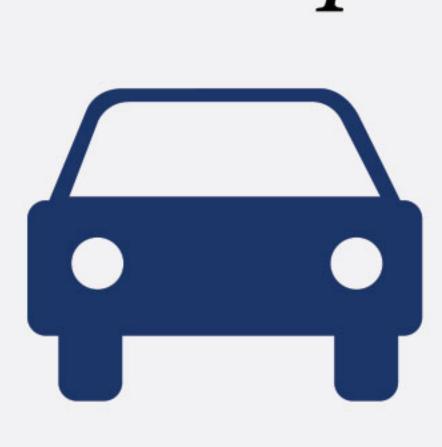
32%
DIDN'T KNOW they needed a retina eye exam

#### YOUR VISION IS IMPORTANT! 2

What people would MISS THE MOST if they lost their vision\*



## A SEING FAMILY



# Z DRIVING



#3 READING



#44
WATCHING
TV



It's time to take action GET A RETINA (DILATED) EYE EXAM THIS YEAR



Find a retina specialist in your area DIABETESEYECHECK.ORG #DIABETESEYECHECK

1 American Academy of Ophthalmology. What is Diabetic Retinopathy? Available at: http://www.geteyesmart.org/eyesmart/diseases/diabetic-retinopathy.cfm. Accessed August 27, 2013.

2 Data on file. Alliance Health Eye Dilation Survey, May 14, 2013. Genentech partnered with the Alliance Health Network (AHN) to conduct a survey of 1,674 Type 1 and Type 2 diabetes patients via Diabetic Connect, the #1 diabetes social network in the U.S., to better understand why people aren't always getting the care they need and the impact of vision loss due to diabetes.

\*Based on survey participant rankings

3 Brook RA, et al. How Does Diabetic Eye Disease Affect the American Worker? (Trucker)[Poster]. The 73rd Scientific Sessions of the American Diabetes Association (ADA), Chicago, IL; June 21 -25, 2013 (accepted for presentation).

4 WebMD. The Risks and Complications of Uncontrolled Diabetes. Available at: http://diabetes.webmd.com/risks-complications-uncontrolled-diabetes. Accessed July 26, 2013.

5 Centers for Disease Control. Can't See Clearly? Get Your Eyes Checked. Available at: http://www.cdc.gov/Features/HealthyVision/. Accessed July 26, 2013.