

Roche showcases innovations at IDF 2019 in Korea

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Roche displays ACCU-CHEK® SugarView, Accu Chek® Solo, RocheDiabetes Care platform, Eversense at IDF 2019



At the International Diabetes Federation (IDF) Congress 2019 being held from 2 to 6 December 2019 in Busan, Korea, Swiss multinational healthcare company Roche has showcased few innovative solutions to address and manage the growing burden of diabetes globally.

A recent application by Roche Diabetes care, on display at the IDF 2019, is ACCU-CHEK® SugarView. It is currently undergoing a pre-launch preview in India. This application is also available in Nigeria, Mexico, Philippines and Pakistan currently. SugarView has been developed for people with type 2 diabetes not on insulin or sulfonylureas.

Another product on display is the Accu Chek® Solo micropump system that allows for convenience and personalisation in insulin pump therapy while contributing to a more targeted and effective diabetes management. The product was officially launched in 2018 and is currently available in many countries but yet to be launched in the most affected countries of the world- India and China.

RocheDiabetes Care platform is also exhibited at the event. This platform offers a lot of convenience to the healthcare providers on handling patient care with less time sorting through endless data. It was launched in March 2019 and is yet to reach the Indian market. Currently, the platform is available in Philippines, Spain, Portugal, France and Brazil.

Adding to the list is Eversense Continuous Glucose Monitoring System on display, that offers a long-term continuous glucose monitor for long-term management of diabetes. The product is a brainchild of US based medical technology company Senseonics that has extended the distribution agreement of Eversense with Roche Diabetes Care till 2021. Under terms of the extended agreement, Roche is playing its role as Senseonics exclusive distributor in Europe, the Middle East and Africa, excluding Scandinavia and Israel. In addition, the agreement has been expanded to provide Roche with exclusive distribution rights in 17 additional countries, including Brazil, Russia, India and China, as well as select markets in the Asia Pacific and Latin American regions.

Currently in Korea, not many Roche products are available in the market due to the regulatory constraints. However in 2020, MySugr app and RocheDiabetes Care platform will be hitting the Korean healthcare market. "There are stringent regulatory protocols that take a lot of time to address before launching any new product in Korea. Roche is maintaining a modular approach and will be releasing a number of products in the Korean market. The upcoming ones are the MySugr app and RocheDiabetes Care platform that will be available in Korea by 2020", shared Tommy Kim, General Manager, Roche Diabetes Care, Korea.