The risk of an amputation is twenty times higher in persons with diabetes than in healthy persons!

42,000 diabetics per year suffer amputations in Germany!

About half of the amputees pass away within three years!

DFS
Theme exclusively involved

- Diabetes: “Epidemic of the 21st Century”
- Within Germany, seven million people are affected
- WHO: worldwide doubling number of diabetics by 2030
- People's disease - also leading to growing media interest
- However DFS is still barely mentioned in public media
- Too little information! (diabetics also say this)
- GEHWOL Diabetes Report: unique in this form!
- 3459 diabetics and 369 physicians' practices are involved
- Identification via the prescription data of A10 antidiabetic drugs
- Highly representative!
- Existing problem awareness (Disease Awareness)
- Existing foot problems (early risk detection)
- Treatment, care, prevention (Disease Management)
GEHWOL engagement (empirical input) to manage one of the most serious consequential disorders of diabetes benefits the market reputation - and product sales.
Choosing where to buy: Where do most patients buy their foot care products?

- Apotheke: 44%
- Fußpflege- praxis: 16%
- Drogeriemarkt: 34%
- Lebensmittelgeschäft: 5%
- Internet, Sonstiges: 1%
If in pharmacies or foot care practices: why?

- exklusive Produkte: 26%
- kompetente Beratung: 63%
- Sonstiges (Gewohnheit, bequem): 11%
Which pharmaceutical form do patients prefer?

- Creams / Emulsion: 52%
- Gels: 5%
- Lotions: 21%
- Creams/hands: 12%
- Sprays: 7%
- Gels/face: 3%
Need for action: Information

- Training, sensitisation and foot care are part of the central foundations in preventing diabetic foot problems
- Specialists - especially doctors, diabetes consultants and foot care pros - play an outstanding role within this context
- Patients trust in their expertise
- and need their expertise
- Problem awareness is incomplete
- Two thirds of diabetics do not even know that they have to give special attention to their feet
- Their care habits are correspondingly rudimentary - both at home and in their willingness to see a specialist
- Information is still the central task which all expert circles must take on in treating diabetics
How do diabetics know how to look after their feet?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schulaung</td>
<td>84%</td>
</tr>
<tr>
<td>Pflegetipps Praxis</td>
<td>59%</td>
</tr>
<tr>
<td>Pflegetipps Apothek</td>
<td>33%</td>
</tr>
<tr>
<td>Pflegetipps Fußpfleger</td>
<td>84%</td>
</tr>
<tr>
<td>Informationsbroschüre</td>
<td>63%</td>
</tr>
<tr>
<td>Zeitschrift</td>
<td>36%</td>
</tr>
<tr>
<td>andere Diabetikern</td>
<td>49%</td>
</tr>
<tr>
<td>Internet</td>
<td>27%</td>
</tr>
<tr>
<td>Sonstiges</td>
<td>3%</td>
</tr>
</tbody>
</table>
How well do patients feel informed? How do they evaluate the quality of the information?

- leicht zu verstehen, einprägsam und einfach umzusetzen: 37%
- zu oberflächlich, Verbesserung durch detaillierte Handlungsempfehlung: 43%
- viel zu kompliziert und umfangreich. Patienten fällt es schwer zu verstehen und im Gedächtnis zu halten: 20%
Jointly offer help! After all, a lack of problem awareness is the true reason for the problems around diabetic feet.
Integration of the Deutscher Diabetiker Bund (German Diabetics Association = DDB)

- Update - brochure: GEHWOL Diabetes Manual
- Switch foot check against foot quiz on page 16
- Eight simple questions about the right foot care ritual for diabetics
- Research options: Diabetes Manual, fussvital.info, ask a diabetes consultant or foot care pro
- Integration of cooperation partners (DDB, VDBD)
- Upload questionnaire with e-mail response function to fussvital.info
- Advertise the campaign via press work (diabetics' media)
- Responses digitally or via mail to DK
- Show the consulting office: Local DDB association
- The winner will be randomly selected from all correct responses, and notified
- The first 100 participants will receive one year's subscription to 'GEHWOL med' with a foot bathing towel as a small gift
Integration of foot care practices

- Presentation of the campaign in the article "Theme related marketing campaigns" as a practical example in FUSSPFLEGE AKTUELL 2-2014
- Presentation of the campaign in reporting within the GEHWOL Diabetes Report Part 2
- Order option for the GEHWOL Diabetes Manual
- Order option for the GEHWOL Diabetes Poster (with campaign eye-catcher)
- Providing information materials allows patients to participate
- Provision recommendation: GEHWOL JOURNAL 2-2014 (focus on diabetes), GEHWOL Diabetes Manual, ware sample from the own product range
Integration of pharmacies

- GEHWOL stands out with high familiarity, a wide product range and good experience
- Advance sales of 20 ml special size - GEHWOL med Lipidro Cream starting in April
- Supplement: GEHWOL Diabetes Manual available for order
- Announcement and description of the campaign via the expert press - placement in pharmacy journals
- Complementary reporting in DIE PTA IN DER APOTHEKE in two new, purely editorial sections
- “Guests at GEHWOL“: Exclusive report about diabetic care and treatment at a podology practice
  - two editions, total of 1.5 editorial pages
- “Behind the scenes“: Exclusive report about the diabetics engagement of the GEHWOL brand
  - one edition, double sided

Campaign: "Standing up to diabetes!"