

FOR IMMEDIATE RELEASE

IA Collaborative Redefines Diabetes Care and Receives Red Dot Design Award

Skyrocketing health care costs and commitment to User Driven Design™ inspire IA to develop an innovative Diabetes solution, the dibkit medical device, fueled by social media research

Chicago (November 25, 2011) – IA Collaborative’s connected Diabetes management system, designed by people with Diabetes for people with Diabetes, received the internationally acclaimed red dot award for high quality concept design. IA’s innovative, dibkit system design solution was developed to reinvent the way the world manages their Diabetes care, and was chosen by an expert panel of renowned judges from more than 3,500 entries, from 49 countries around the world.

“We’re honored to receive this award from red dot, and it inspires us to continue pushing forward our future-focused dibkit system that can ultimately impact the 346 million people worldwide living with Diabetes.” says Dan Kraemer, co-founder and Creative Director at IA Collaborative. “We remain deeply committed to designing and developing holistic medical device products that exemplify how user design will redefine personal health care management.”



A Kit Apart: Inspired and designed by people living with Diabetes, the dibkit exemplifies how connected solutions can redefine daily lives. The integrated and holistic system stands in sharp contrast to current offerings by consolidating tools and eliminating frustrations and steps inherent to managing and living with Diabetes.

IA Uncovers Design Insights Through User Needs

Utilizing IA’s User Driven Design™ process used to uncover true consumer needs, IA strategically leveraged social media channels to engage adults, children and families dealing with Diabetes to share their stories, struggles, and needs through an online journal “Submit Your Kit” (<http://submityourkit.tumblr.com/>) and follow-up twitter conversations.

“As the mother of an active, and always-on-the-go 8-year-old boy with Type 1 Diabetes, I always need to be prepared. For us that means carrying A LOT of extra supplies as well as the basics,” wrote mother Alexis. “Diabetes is a disease that doesn’t stop for anything so we need to ensure we are ready to handle any situation that may arise.”

Through the user interactions, IA uncovered the dramatic need for better Diabetes care solutions. The team learned that current Diabetes supplies consist of too many parts and pieces and that constant logging, the most important step to managing the disease, can be a major struggle. IA utilized the challenges and pain points to provide strategic direction to solving people’s most challenging Diabetes care situations.

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Fewer, Smarter Supplies & Effortless Management

Utilizing the strategic insights developed from social media research, the dibkit was designed to make people's lives easier by consolidating testing equipment to a pair of linked devices that are easy and convenient to take anywhere, anytime.



The **dibkit Meter** is the first glucometer to integrate a lancing device and replaceable test strip cartridge. The device makes logging meals easy with barcode scan and photo-recognition. Data is constantly being captured and sent wirelessly via the dibkit cloud so it can be accessed by care providers and patients.



The **dibkit Pen** is a compact, digital device, which automatically communicates insulin dosage to the dibkit Meter. Unlike current insulin pens that are disposed after each use, the dibkit Pen's main body and cap are reusable and only the insulin cartridges are disposable. This benefits both patients and providers through less material use and production cost.



The **dibkit Pump** is the most compact, unobtrusive, wearable option for receiving insulin, and is wirelessly controlled by the dibkit Meter. The pump is single use and can be worn for three days, with the low profile and flexible material allowing the pump to form smoothly against the contours of the body for a comfortable fit.

Ensuring Accessibility to Everyone

IA's dibkit exemplifies how connected solutions extend into a better overall experience for patients, particularly when it comes to high medical bills and inadequate insurance coverage. Currently, the most advanced Diabetes management systems are not covered by insurance, as they're not primarily used as medical devices. Many logging tools and even some glucometers rely on smartphones and additional software. The dibkit can be classified as a medical device, meaning that nearly all people can obtain the device through private insurance or Medicaid.

About IA Collaborative

IA Collaborative is a creative enterprise specializing in branding, strategic research, product, graphic and interface design. The firm's User Driven Design™ approach is a flexible, repeatable process that consistently yields powerful communication and product innovation. Through contextual research and validation, IA uncovers unmet consumer needs, defines emerging business opportunities and delivers game-changing solutions. IA has worked with some of the world's most successful brands, including Johnson & Johnson, HP, Nutrient Rich Foods Coalition (NRFC), GE and Nike.

www.iacollaborative.com

About red dot Award

The "red dot" is a mark of quality for excellent design that is recognized all over the world. It is hugely important for all those who wish to put a stamp on their business activities through design, based on the principle of selection and presentation. Competent expert juries select excellent design from the areas of product design, communication design and design concepts in the one of the world's largest design competitions, the "red dot design award".

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