News Releases

Canadians living with diabetes can now access a new resource to help better manage their disease

LAVAL, QC, May 16, 2018 /CNW/ - Sanofi and Sun Life Financial are pleased to announce a new program that provides Canadians living with diabetes access to health information related to the use of Sanofi's Toujeo insulin pen. This new digital initiative provides select Sun Life clients with tailored information and relevant educational tips for using their insulin injection pen. The program launched in March 2018.

A Tailored Approach Putting the Patient First
Canadians living with diabetes require varying levels of education, access to resources, and support depending on their personal situation or the stage of their diabetes. This is why a tailored approach can be the best way for a person to obtain the information, support and tools needed to optimally manage their disease.

"In a digitally driven world, innovation closely connects to client satisfaction," said Chris Denys, Senior Vice-President of Possibilities, Sun Life Financial Canada. *"We have been on a digital innovation journey for several years and as we continue to find new ways to deliver on our Purpose of helping our clients achieve lifetime financial security and live healthier lives, we are committed to the fight against diabetes. Every year, we see the growing health impact of diabetes, with one in three Canadians affected by diabetes or prediabetes[1] and 422 million persons believed to have diabetes around the world[2]."*

"Sanofi Canada's 100 year history began with the development of large-scale insulin production methods under Connaught Labs, now known as Sanofi Pasteur, and we are proud of our ongoing commitment to finding new and better solutions to helping those living with diabetes," claimed Niven Al-Khoury, President, Sanofi Canada. *"We are excited to team up with Sun Life Financial in the important mission to provide education and raise greater awareness about this disease, with the goal of one day getting diabetes under control for all Canadians."*

[1] Diabetes Canada, Diabetes statistics in Canada, 2015

[2] World Health Organization, Diabetes fact sheet, 2017

About Raise Your Hand for Diabetes
Raise Your Hand for Diabetes is a community-based initiative led by Sanofi in collaboration with Diabetes Canada and Diabetes Quebec, that leverages patient and caregiver stories to create a community in which people living with diabetes play a direct role in dispelling the myths and stigma surrounding the disease. By visiting the web site www.raiseyourhandfordiabetes.ca, Canadians can upload a video, picture or quote about what matters most on their personal diabetes journey. Raise Your Hand for Diabetes also provides a wealth of resources on diabetes management, including topics like diet, physical exercise and treatment.

About Diabetes
Today, there are 11 million Canadians living with diabetes or prediabetes. Every three minutes, another Canadian is diagnosed. Having high blood sugar can cause diabetes-related complications, like chronic kidney disease, foot problems, non-traumatic lower limb (leg, foot, toe, etc.) amputation, eye disease (retinopathy) that can lead to blindness, heart attack, stroke, anxiety, nerve damage, and erectile dysfunction (men). Diabetes-related complications can be very serious and even life-threatening. Properly managing blood sugar levels reduces the risk of developing these complications.[1]

About Sanofi
Sanofi is dedicated to supporting people through their health challenges. We are a global biopharmaceutical company focused on human health. We prevent illness with vaccines, provide innovative treatments to fight pain and ease suffering. We stand by the few who suffer from rare diseases and the millions with long-term chronic conditions.

With more than 100,000 people in 100 countries, Sanofi is transforming scientific innovation into healthcare solutions around the globe.

Sanofi entities in Canada employ close to 1,900 people. In 2016 we invested$130 million in R&D in Canada, creating jobs, business and opportunity throughout the country.

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Sanofi, Empowering Life

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