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Lilly and Boehringer launch re-usable insulin pen

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Eli Lilly and Company India (Lilly) and Boehringer Ingelheim India, on January 21, 2014, announced the launch of HumaPenÂ® SAVVIOTM, an innovative insulin delivery pen that meets the diabetics' individual need. Engineered to resemble a small personal accessory rather than a medical device, this latest innovation was designed following feedback from people with diabetes who shared their aspiration to manage diabetes discreetly. HumaPenÂ®SAVVIOTM, an invention by Lilly, offers an extended shelf life of up to 6 years after first use.

Announcing the launch, Mr Edgard Olaizola, managing director, Eli Lilly and Company India said "The launch of HumaPenÂ® SAVVIOTM marks an important milestone for Lilly, reflecting our ongoing commitment to develop 'people-led' innovative solutions for diabetes. At Lilly, we recognize that people are unique and that their insulin delivery devices should reflect their lifestyle and personality. That's why we developed HumaPenÂ® SAVVIOTM to be lightweight, portable and available in a choice of colors. It will help to bring a greater sense of normalcy to using insulin."

HumaPenÂ®SAVVIOTM, an original research product of Lilly will be co-promoted by the Lilly-Boehringer Ingelheim alliance in India.HumaPenÂ® SAVVIOTM to be available in India across 6 metros (Delhi, Mumbai, Kolkata, Chennai, Hyderabad and Bangalore.

HumaPenÂ® SAVVIOTM re-usable insulin pen's features:
Ã¢â?¬Â¢ Accurate and Durable. Extended shelf life of up to 6 years after first use
Ã¢â?¬Â¢ Attractive, stylish, sleek & discreet
Ã¢â?¬Â¢ Easy cartridge changing with twist lock cartridge holder
Ã¢â?¬Â¢ Audible click sound with every unit dialed and dispensed
Ã¢â?¬Â¢ Injects 1-60 units of insulin
Ã¢â?¬Â¢ Insufficient remaining dose feature that doesn't allow the user to dial more than the units remaining in the cartridge
Insulin therapy is an important part of diabetes management. In fact, early introduction of insulin can lower diabetes-related complications but patients are often reluctant to begin insulin therapy despite evidence of its efficacy.

The new HumaPenÂ® SAVVIOTM is short in size, lightweight, dependable, durable, easy to use insulin pen that will improve the everyday lives of people with diabetes. To boost the personal confidence of diabetics, the device is designed similar to a fashionable, compact pen with durable design and will be available in a range of colors - red, graphite, green and silver. HumaPenÂ® SAVVIOTM also makes dosing easy and insulin delivery discreet, which helps insulin users feel more at ease when using their medication.

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Commenting on the launch, Mr Sharad Tyagi, managing director, Boehringer Ingelheim India said, "HumaPenÂ® SavvioTM is in line with alliance's ongoing commitment to provide innovative solutions for diabetes treatment. We are constantly working towards pioneering interventions by leveraging scientific know-how and commercial capabilities of both companies and expanding our product portfolio for diabetes in India."

As per a patient perception study conducted in July 2013*, Lilly found that the most valued features of an insulin delivery device are ease of operation, convenience of use, accurate dosing, portability and easy dialing. The study group perceived HumaPenÂ® SAVVIOTM as better than other delivery devices available in market on most parameters including, ease of use, insufficient remaining dosage feature, stylish, sleek and discreet design being the differentiator.

Diabetes continues to be a serious health issue in India; current estimates indicate that 63 million adults in India suffer from diabetes. Diabetes is a chronic, debilitating and costly disease which poses severe risks for families; there is an urgent need to pursue multilateral efforts to create awareness on prevention, diagnosis and its effective management and treatment. With a focus on reducing complications related to the disease it is necessary to address common barriers to insulin therapy initiation.

HumaPenÂ® SAVVIOTM is supported by Lilly's Diabetes Educators Service. Spread across the country, Diabetes Educators provide education/counselling on diabetes, nutrition, self-management, lifestyle management, hypoglycemia and appropriate use of injectable devices under the guidance of treating physicians.
HumaPenÂ® SAVVIOTM will be available in India across 6 metros (Delhi, Mumbai, Kolkata, Chennai, Hyderabad and Bangalore) for use with 3 mL insulin cartridges HumalogÂ®, HumalogÂ® Mix25 and HumalogÂ® Mix50 on doctor's prescription.

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