



## Project: Medtronic Diabetes “Win Back” Email

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### Subject Line:

Don't you deserve more from your insulin therapy?

### Body of Email:

You gave insulin pump therapy a try, but perhaps it didn't work out quite the way you had hoped. The thing is, even in the short time since you stopped using your pump, new technologies have made pump therapy an even better option for you.

***Don't you — and you family — deserve a second chance at living life to its fullest with pump therapy?***

### The Convenience of Insulin Pump Therapy

- **No more shots.** By choosing pump therapy, you no longer have to carry syringes and insulin vials with you at all times. You no longer have to inject yourself 3 times each day (over 1,000 times per year!). Instead, you only have to change out your infusion set every 3 days (or 122 times per year). What a difference!
- **Eat when you want.** You also no longer have to follow a rigid eating schedule. Instead, your insulin therapy can be easily adjusted to your lifestyle, rather than you having to adjust your lifestyle to accommodate your insulin therapy.
- **Sleep late.** You can even sleep late without worrying about eating at a certain time or injecting yourself in the middle of the night.
- **Exercise when you want.** Even exercise is easier with pump therapy. You simply adjust your basal insulin delivery for the amount of time you'll be exercising, and off you go!
- **Get wet.** You can even safely engage in water or snow sports. Our pump is water resistant, AND you can detach it for up to an hour at a time if you are going to be fully submerged in water.
- **Get close.** Because you are able to detach the pump for up to an hour, it doesn't have to get in the way of intimate moments.

- **Travel the world.** Imagine trying to board an airplane with a handful of syringes! Pump therapy makes traveling so much easier. You only need a few infusion sets and a supply of insulin, enough to cover the duration of the trip. Plus, not having to worry about injecting yourself several times a day or following a rigid eating schedule means you can relax and enjoy your trip.
- **Maintain control.** Insulin pumps are the most accurate, precise, and flexible insulin delivery system currently available. In fact, pump therapy helps you maintain better control over your blood glucose levels without giving up control of your life.
- **Maintain discretion.** An insulin pump can be very discreet. It's about the size of a pager or cell phone, and can be worn in a variety of ways — attached to a belt, a bra, or the inside of your shirt, in your pants pocket, or carried in a waist pouch or thigh/leg pouch.

Think about it. Is it really so much easier to fumble with vials and syringes several times a day? Or is it just that you've had a difficult time adjusting to pump therapy?

Remember when you first started using a cell phone? It took some time to get used to the new technology. Insulin pump therapy is like that — there is a learning curve, but with practice, you can master the techniques involved and have more control over your glucose levels — and your life.

**Medtronic Diabetes is here to help.**

If you're ready to give pump therapy another chance, let us help. Call 1-800-646-4633 Option X to speak with a Patient Advocate Team Member. In addition to education and counseling, we can work with you and your doctor to help you more easily adjust to pump therapy. We also offer the convenience of automated supply reordering, free shipping, and a 24-hour automated order status system.

Don't wait another day to start living life to its fullest. Call 1-800-646-4633 Option X today to take back control of your life with insulin pump therapy.

Sincerely,

Medtronic Diabetes