

Asia's Increasing Diabetes Burden Spurs Care Management Strategies

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"Collaborative efforts enhance the overall quality of care benefitting the patients while addressing the unmet need gaps of care providers" explains James Chiang VP, General Manager, Asia, embecta Singapore



The rate of diabetes is rising at an alarming pace. The International Diabetes Federation projects that 783 million people, or 1 in 8 adults, will be living with diabetes by 2045. Over 90% of people with diabetes have type 2 diabetes, which is driven by socio-economic, demographic, environmental, and genetic factors. It is possible, however, to reduce the impact of diabetes by taking preventive measures while ensuring early diagnosis and proper treatment to reduce complexities of the condition.

The number of Singaporeans living with diabetes is estimated to grow to 1 million by 2050. On this background, Association of Diabetes Educators Singapore (ADES) and Diabetes Singapore partnered with “embecta”, a global diabetes care company to launch emERGE, a regional initiative to support Singapore's efforts in diabetes care. **James Chiang VP, General Manager, (Asia) at embecta** discussed this initiative in further detail.

- **How do you envision the escalating challenges and strains imposed by diabetes on the healthcare system? What measures is embecta implementing to enhance diabetes care management?**

Today, the global epidemic of diabetes is alarming. There are more than 537 million adults living with diabetes – that is about 1 in 10 globally. We expect this number to go up to 783 million by 2045. The impact of diabetes is not just a series of statistics; it's a daily reality for millions, encompassing physical, emotional, and financial burden. The growing prevalence of diabetes also puts a tremendous strain on healthcare systems worldwide.

In Asia, these challenges are particularly pronounced. Across the region, there is a general shortage of healthcare

professionals to care for a rapidly growing diabetes population. On top of that, there are significant unmet needs around effective diabetes self-management strategies and patient education to improve the quality of life of people with diabetes. At embecta, we recognize the urgency of these challenges and are committed to addressing them through a multifaceted approach.

embecta, when we were part of BD, introduced the first insulin syringe in 1924. Over the last 100 years, we have been innovating to make our insulin delivery products more comfortable and user-friendly. This is important to improve overall patient experience and compliance with insulin therapy. Additionally, we invest in educational programs for both healthcare providers and patients, enabling them to access the latest information and tools to manage diabetes effectively. By focusing on innovation and education, we aim to lighten the burden of diabetes on healthcare professionals and improve outcomes for patients.

Moreover, embecta is actively involved in advocacy to address systemic challenges in diabetes care. We collaborate with relevant stakeholders to support sustainable diabetes management practices and policies. Our focus is not only on immediate care solutions but also on long-term strategies to support a resilient healthcare system capable of handling the growing diabetes burden.

- **As a global diabetes care company with a 100-year legacy in insulin delivery, how is embecta unlocking the potential of insulin pumps for personalized type 2 diabetes (T2D) care?**

Innovations and advancements in insulin delivery devices have significantly enhanced diabetes management. For 100 years, embecta (formerly BD Diabetes Care) has been at the forefront of developing state-of-the-art insulin syringes and pen needles that offer precise and comfortable insulin delivery, enhancing patient experience and adherence. embecta is developing an insulin patch pump informed by the needs of people with type 2 diabetes who require multiple daily injections of insulin. This patch pump is currently under regulatory review with the US FDA.

- **Can you elaborate on embecta's initiatives to establish diabetes awareness through innovative educational programs and clinical resources aimed at improving diabetes management in the APAC region?**

embecta is dedicated to improving diabetes awareness and management across the APAC region through several key initiatives. One such initiative is the FITTER (Forum for Injection Technique & Therapy: Expert Recommendations) program, which aims to optimize insulin injection techniques. The FITTER program provides healthcare professionals with the latest recommendations and best practices to ensure effective insulin delivery and minimize complications.

Additionally, we have launched educational programs like emERGE, which offers comprehensive diabetes education for healthcare professionals, specifically aimed at the primary care ecosystem. These programs cover the latest diabetes management strategies and are supported by partnerships with reputable societies such as the Association of Diabetes Educators Singapore (ADES) and Diabetes Singapore actively working in the space of improving diabetes awareness and education. By providing clinical resources and support, we help ensure that healthcare providers are well-equipped to deliver quality diabetes care.

- **What is your perspective on collaborative efforts across the healthcare continuum? How is embecta fostering stakeholder collaboration in the region?**

We realise that collaboration is crucial in addressing the multifaceted challenges of diabetes care and we cannot do it alone. embecta is actively fostering collaboration among stakeholders across the healthcare continuum, including the healthcare organizations and providers. Through initiatives like the emERGE program, we create partnerships and platforms for knowledge sharing, skill enhancement, and thereby improved management. These collaborative efforts enhance the overall quality of care benefitting the patients while addressing the unmet need gaps of care providers.

Moreover, embecta works closely with the trade and industry associations such as the American Chamber of Commerce and the Asia Pacific Medical Technology Association (APACMed). These partnerships enable us to advocate for policies that support and improve diabetes care. Through collaborative thought leadership and advocacy with such organizations, we aim to create a more conducive environment for diabetes management across the region.

- **Could you discuss embecta's collaboration with the Association of Diabetes Educators Singapore and Diabetes Singapore in creating awareness and enhancing diabetes care? How does this approach compare with other APAC countries?**

embecta's collaboration with the Association of Diabetes Educators Singapore and Diabetes Singapore is focused on creating awareness and enhancing diabetes care delivery. In alignment with the objective of HealthierSG for preventive and decentralization of care, the educational program targets diabetes nurse educators, family physicians, and pharmacists, all of whom play crucial roles in diabetes management. This program has been rolled out in 11 countries across APAC and follows a localized cascade approach, ensuring that the needs and challenges of the local population are met. By equipping these key healthcare providers with up-to-date knowledge and best practices, we aim to enhance the overall quality of diabetes care and improve patient outcomes.

An example of our efforts in community engagement is our collaboration with Diabetes Singapore for pre-health screenings in the local community. This initiative is part of our commitment to 100 hours of community service in Singapore and highlights our dedication to grassroots-level engagement and our commitment to supporting local diabetes communities. In addition, we regularly support other awareness and prevention initiatives like the Diabetes Charity run.