

Industry update

With so many ongoing advances in the management of diabetes, this section keeps you up to date with product-related developments and other relevant news

Takeda launches Vipidia (alogliptin) in the UK

At the end of January 2014, Takeda launched alogliptin in the UK with the brand name Vipidia[®]. Vipidia is a member of the dipeptidyl peptidase-4 inhibitor class of drugs designed as an add-on therapy for the treatment of type 2 diabetes in adults.

Vipidia was cleared by European regulators in September 2013 after being marketed in the US and Japan since 2010. Takeda notes that alogliptin is the first agent for the treatment of type 2 diabetes to be licensed in Europe with cardiovascular safety outcomes data.

AstraZeneca acquires Bristol-Myers Squibb's share of diabetes portfolio

On 1 February 2014, AstraZeneca announced it had completed the acquisition of Bristol-Myers Squibb's share of its global diabetes drug market portfolio. AstraZeneca has initially paid Bristol-Myers Squibb \$2.7 billion (£1.6 billion) in the deal.

The completed acquisition was first announced in December 2013, and AstraZeneca has agreed to pay up to another \$1.4 billion (£850 million) in regulatory, launch and sales-related payments until 2025. Upon completion of the transaction, AstraZeneca may have paid up to £4.1 billion (\$6.7 billion) and will own intellectual property and global rights for the development, manufacture and commercialisation of the diabetes business of Bristol-Myers Squibb.

New BMI threshold guidance from NICE

NICE has published new guidelines for the ideal BMI intervention thresholds to prevent ill health among black, Asian and other minority ethnic groups. The risk of chronic conditions such as type 2 diabetes, coronary heart disease and stroke are up to six times higher among black, Asian and other minority ethnic groups.

The BMI thresholds are 23 kg/m² for an increased risk of chronic conditions, and 27.5 kg/m² or more for a high risk of chronic conditions (the thresholds for white European adults are currently 25 kg/m² and 30 kg/m² respectively).



Novo Nordisk's ultra-thin needle

Novo Nordisk develops new ultra-thin needles

Novo Nordisk will soon be launching NovoFine[®] Plus 32G 4 mm: an ultra-thin, ultra-short universal pen needle that aims to make injections more comfortable for people with diabetes. Canada is the first country to make NovoFine[®] Plus available and will be followed by several other

Diabetes.co.uk launches app for people with diabetes

Diabetes.co.uk has launched a new application for mobiles and handheld devices to allow easy access to their forums for people with diabetes. The app is free to use and includes advice articles, as well as the ability to start new discussions and gain access to established forums.

"Smart contact lens" to measure glucose in tears

A team at Google, Google[x], has launched a prototype for a "smart contact lens", which could replace finger pricks as a way of measuring glucose levels for people with diabetes. The contact lens has a small microchip and a tiny pinhole that lets tear fluid seep over the glucose monitor to get regular readings.

The company says at the moment, the monitor can read the glucose level once every second. The lens can then send the data wirelessly to a handheld monitor using radio-frequency identification, where the data can be read and analysed.

countries during this year and next.

NovoFine[®] Plus is as thin as two human hairs and 4 mm long, making it the shortest needle Novo Nordisk has ever made. Its thinness and length are associated with less pain and less risk of intramuscular injection.

It is hoped that the new needle design will offer people with diabetes faster injections that need less force. It is compatible with all major pen devices and has been designed to reduce the risk of bending or breakage.