

Pharmaceuticals Europe

Diabetes

How GSK is making a difference



One of the leading causes of death in Europe

Diabetes is a common condition which if untreated can result in serious long-term complications. It occurs when abnormally high levels of sugar (glucose) are found in the blood. Around three in 100 adults have diabetes, many of whom have not been diagnosed.

Our commitment

GSK has been researching and developing medicines to control diabetes for over three decades. A significant breakthrough came in the 1990s with the discovery of an 'insulin sensitiser', rosiglitazone, which reduces insulin resistance and increases sugar uptake. More than seven million diabetics worldwide have benefited from our medicines, which largely control the disease, in combination with regular exercise and a balanced diet.

There are three main types of diabetes:

- **Type 1 occurs when the pancreas produces little or no insulin. It is caused by an auto-immune reaction in which the body's defence system attacks the insulin producing cells and occurs most commonly in children and young adults**
- **Type 2 occurs when the body cannot produce enough insulin and is unable to use it properly. Type 2 diabetes is most common in people over 45 who are overweight. It is the most common form of diabetes, accounting for around 80% of cases in Europe and about 90-95% of all diabetes**
- **Gestational diabetes is discovered in 2-5% of all pregnancies. It usually disappears after the birth of the baby, although the risk of developing type 2 diabetes later on in life is increased.**

In virtually every developed society, diabetes is ranked among the leading causes of blindness, renal failure and lower limb amputation. These complications not only reduce quality of life but also account for a majority of the massive costs involved in diabetes management. For example, studies have demonstrated that the costs for managing 10 million patients suffering from diabetes across just eight EU countries, are approximately €29 billion.

Research

GSK continues to research new medicines and treatments at our dedicated metabolic research centre. As part of this work, we are investing more than €260 million in several large studies to assess the effect of our medicines and treatments on the long-term complications associated with diabetes.

Another area of research is pre-diabetes, a condition where blood sugar levels are higher than normal but not yet high enough to be diagnosed as diabetes. Pre-diabetes is a key stage in the development of type 2 diabetes and more than 300 million people worldwide are thought to have pre-diabetes. By 2025, it is estimated that this number will have risen to about 500 million people.

Working with patient groups

GSK is proud to be a corporate supporter of the International Diabetes Foundation (IDF). IDF has been a key driver in ensuring that diabetes is on the European healthcare agenda and in 2006 also led a campaign for a United Nations Resolution on diabetes "Unite for Diabetes". At the end of 2006, the United Nations General Assembly unanimously adopted the Resolution acknowledging diabetes as a serious global health threat.

On a national level, we support patient organisations across Europe on a broad variety of projects aimed at improving the lives of diabetes patients. You can read more about our principles for working with patient groups on http://www.gsk.com/responsibility/cr_issues/patient-organisations.htm





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- In Slovakia, in partnership with the **Central European Foundation**, the Slovak Ministry of Health and the **Slovak Paediatric Society**, we are implementing a three year community partnership programme aimed at tackling the rise of obesity and cholesterol levels. The programme promotes exercise and healthy eating and is aimed at 11,000 children aged 11 to 16. It has been rolled out in eight of the largest post-communist housing estates in Slovakia where recreational facilities have traditionally been rare. Now there are playgrounds and we are developing 'Game Over' training materials for 190 teachers and volunteers, to help them promote healthy lifestyle messages to children living in these areas

Working with partners

- GSK sponsors the **Global Partnership for Effective Diabetes Management**, a multi-disciplinary taskforce of diabetes experts from leading institutions and diabetes organisations, committed to improving treatment outcomes for people with type 2 diabetes. The Global Partnership's primary education initiative is 'Control to Goal.' Launched in 2004 it provides support to healthcare professionals by defining good glucose control, highlighting the gaps between treatment guidelines and therapeutic practice, and providing practical guidance to help healthcare professionals get more diabetes patients to recommended glucose goals
- The **Associação Protectora dos Diabéticos de Portugal** was the first diabetes association established in the world and has been instrumental in promoting diabetes awareness at national and international levels. GSK Portugal has been working with the Association to support its activities, most recently its 80th anniversary celebrations
- We have been working with the Swedish diabetes association, **Svenska Diabetesförbundet** to identify gaps in the implementation of national treatment guidelines. Through an unrestricted educational grant, we made it possible for the association to produce a report, the 'Diabetes Index', to encourage a greater consistency of treatment between different county councils. This report has helped the patient association and other key stakeholders to work with the authorities to address problems from an informed standpoint

- GSK and the European Foundation for the Study of Diabetes (EFSD) have a partnership for the study of metabolic toxicity in diabetes, to encourage non-profit research projects aimed at advancing current knowledge in this area. In 2007 GSK will award up to five research grant awards, each up to €100,000. The goal of the research collaboration is to produce new understandings and dialogue across Europe about the mechanisms behind the metabolic toxicities observed in diabetes patients. EFSD was created in 1999 by the European Association for the Study of Diabetes to encourage and support research in the field of diabetes to rapidly share knowledge and to facilitate its application.





Key facts

- Our mission is to improve the quality of human life by enabling people to do more, feel better and live longer
- Globally our business employs over 100,000 employees in 116 countries
- We make almost four billion packs of medicines and healthcare products every year
- Over 15,000 people work in our research teams to discover new medicines
- We screen about 65 million compounds every year in our search for new medicines
- We spend eight million Euros every day on research and development – €435,000 per hour.



For more information please see
www.gsk.com/yourhealth/diabetes.htm