Medtronic News

Medtronic Launches Patient Engagement Program That Leverages Gamification to Help Motivate and Engage Patients Living with Diabetes

GLOBE NEWSWIRE via COMTEX) --DUBLIN - August 9, 2018 - Medtronic today announced the official U.S. launch of the Medtronic Inner CircleSM patient engagement program, which uses gamification - the application of game design elements - to motivate and encourage people living with diabetes to achieve better health outcomes.

"Diabetes is unrelenting, and we are committed to innovating in new ways - beyond technology - to provide inspiration, motivation and education to help people with diabetes on their journey to better health," said Louis Dias, chief patient officer, Diabetes Group at Medtronic. "As the leader in patient-centric care, we are working to enhance patients' lives through the Medtronic Inner Circle program, which demonstrates our ongoing commitment to providing new and innovative offerings to people living with diabetes."

Medtronic Inner Circle leverages established gamification principles to encourage behavior changes that help users achieve better outcomes, with a focus on increased Time in Range (the percentage of time spent in the optimal glycemic range of 70-180 mg/dL). It also provides personalized challenges geared at driving better health outcomes and creates a forum where members can engage one another on their diabetes journey. Through this exclusive community of encouragement, patients can track progress, challenge themselves and others, and educate and encourage each other on achieving better health outcomes.

"Our new therapies - such as the MiniMed(TM) 670G system - can help increase Time in Range and reduce hypoglycemic events1," said Dr. Fran Kaufman, chief medical officer, Diabetes Group at Medtronic. "This novel and innovative program gives patients tools and challenges them to improve their diabetes management and spend more Time in Range."

Medtronic created the program to address unmet patient needs after learning that 88 percent of MiniMed 670G system2 users were interested in a program that could help them improve their lives-including more effectively managing their diabetes-by learning how to optimize their therapy experience.

Eligible customers will be invited to enroll once they are on the MiniMed 670G system or the Guardian(TM) Connect smart CGM system.

About the Diabetes Group at Medtronic (www.medtronicdiabetes.com)
Medtronic is working together with the global community to change the way people manage diabetes. The company aims to transform diabetes care by expanding access, integrating care, and improving outcomes, so people living with diabetes can enjoy greater freedom and better health.

About Medtronic
Medtronic plc (www.medtronic.com), headquartered in Dublin, Ireland, is among the world's largest medical technology, services, and solutions companies - alleviating pain, restoring health, and extending life for millions of people around the world. Medtronic employs more than 86,000 people worldwide, serving physicians, hospitals, and patients in more than 150 countries. The company is focused on collaborating with stakeholders around the world to take healthcare Further, Together.

Any forward-looking statements are subject to risks and uncertainties such as those described in Medtronic's periodic reports on file with the Securities and Exchange Commission. Actual results may differ materially from anticipated results.

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1 Bergenstal RM, Klonoff DC, Garg SK, et al. Threshold-based insulin-pump interruption for reduction of hypoglycemia. N Engl J

Med. 2013;369(3):224-232.

2 Data on file.

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