From: Sent: To: Subject: Conv Exist Mem Vic 001 A EM 2

RTC Mail Tester <rtc.smtp@gmail.com> Thursday, July 17, 2014 5:08 PM Jordan, Devon

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## Move forward

## and see your diabetes in a different light

# Cornerstones4Care

#### Model is for illustrative purposes only

#### Taking an "active" role in your diabetes care

Being active and taking medicine, like Victoza® (liraglutide [rDNA origin] injection), are two cornerstones of diabetes care that can help you reach your blood sugar goals. Victoza® is a non-insulin injectable medicine for type 2 diabetes.

Victoza® works in 3 ways to help control your blood sugar by:



1. Slowing food leaving your stomach



2. Preventing your liver from making too much sugar



3. Helping your pancreas produce more insulin when your blood sugar levels are high

Take the next step toward reaching your blood sugar goals. If your diabetes pill isn't getting you to goal, ask your doctor about Victoza®.





Victoza® is 97% similar to a hormone made in your body called GLP-1.\* GLP-1 helps lower blood sugar in the same three ways as Victoza®. GLP-1 is normally released from your small intestine when you eat, slowing down the process of food leaving your stomach, which helps control your blood sugar levels after meals. GLP-1 also keeps your liver from making too much sugar, and helps your pancreas produce more insulin.

\*GLP-1(7-37) represents <20% of the circulating GLP-1 that is produced in your body.

Read on, then ask your health care professional if Victoza® is right for you.

For information on staying active, visit Cornerstones4Care.com. You can read about why being active matters, learn how to develop a plan that's right for you, and get tips and strategies for staying safe.

### Along with eating right and staying active, Victoza® may:

- Help lower A1C: Victoza® alone has been shown to lower blood sugar and help keep it down in a 1-year medical study. Victoza® helps slow down the time it takes food to leave your stomach, which lowers your blood sugar level
- Help important cells in your pancreas (beta cells) work the way they should: Victoza® targets beta cells, which help control blood sugar by making and releasing insulin to help lower blood sugar when it is high

While not a weight loss product, Victoza® may also help you lose some weight.

For more information on Victoza®, click here.

If you need help reaching your blood sugar goal, ask your doctor if Victoza® is right for you. If so, you may be able to pay no more than \$25 for each of your Victoza® prescriptions.\* Click here for details.

Diabetes self management

Healthy eating

Physical activity

And be sure to visit Cornerstones4Care.com for more!



#### Save Money

You may be able to pay no more than \$25 for each of your Victoza® prescriptions.\*

\*Restrictions apply

Click here



#### Learn About Victoza®

Find out about Victoza®, a non-insulin medicine you take once a day.

arn more



### Keep Moving

When it comes to getting physical activity, small changes can make a big difference.

See how



#### The Diabetes **Health Coach**

If you haven't already, check out the Cornerstones4Care®

### Diabetes Health Coach.

It gives you information and support tailored to your needs, wherever you are in your diabetes journey.

You'll get:

- A customized learning and action plan based on your personal health assessment
- Online coaching sessions and videos based on topics that matter to you
- Tools and trackers to monitor your progress
- Tips and reminders to help you at every step

Login in to get started

#### Indications and Usage

Victoza® (liraglutide [rDNA origin] injection) is an injectable prescription medicine that may improve blood sugar (glucose) in adults with type 2 diabetes when used along with diet and exercise.

Victoza® is not recommended as the first medication to treat diabetes. Victoza® has not been studied in patients with history of inflammation of the pancreas (pancreatitis). Victoza® is not a substitute for insulin and has not been studied in combination with prandial (mealtime) insulin. Victoza® is not for people with type 1 diabetes or people with diabetic ketoacidosis. It is not known if Victoza® is safe and effective in children. Victoza® is not recommended for use in children.

#### **Important Safety Information**

In animal studies, Victoza® caused thyroid tumors—including thyroid cancer—in some rats and mice. It is not known whether Victoza® causes thyroid tumors or a type of thyroid cancer called medullary thyroid cancer (MTC) in people, which may be fatal if not detected and treated early. Do not use Victoza® if you or any of your family members have a history of MTC or if you have Multiple Endocrine Neoplasia syndrome type 2 (MEN 2). While taking Victoza®, tell your doctor if you get a lump or swelling in your neck, hoarseness, trouble swallowing, or shortness of breath. These may be symptoms of thyroid cancer.

<u>Click here</u> for more Important Safety Information.

**Click here** for Prescribing Information.

#### Exercise your appetite

How can you make healthy eating more exciting? Check out the Cornerstones4Care® Meny Planner for recipes that are easy to make, taste great, and are great for you, too.

#### Activate custom reminders'

In the online <u>Wedicine Tracker</u>, you can set custom reminders to take your medicine.

#### Taking an "active" role in your diabetes care

#### Remember your four cornerstones of care:

- <u>Eating healthy</u>—Create your own menu of tasty, diabetes-friendly dishes from a wide selection of recipes
- <u>Being active</u>—Find creative ways to get the physical activity you need. Even small changes can make a big difference!
- <u>Taking Medicine</u>— Putting the treatment plan your health care provider prescribed into action and creating a routine for yourself
- <u>Tracking</u>— Make sure your diabetes care plan is working by following your progress toward your goals

<u>Cornerstones4Care.com</u> can help you put it all together. Be sure to keep your profile updated. That way we can send you just what you need to keep moving forward.

### Important Safety Information (cont'd)

Do not use Victoza® if you are allergic to liraglutide or any of the ingredients in Victoza®. Serious allergic reactions can happen with Victoza®. If symptoms of serious allergic reactions occur, stop taking Victoza® and seek medical attention. Pancreatitis may be severe and lead to death. Before taking Victoza®, tell your doctor if you have had pancreatitis, gallstones, a history of alcoholism, or high blood triglyceride levels since these medical conditions make you more likely to get pancreatitis.

Stop taking Victoza® and call your doctor right away if you have pain in your stomach area that is severe and will not go away, occurs with or without vomiting, or is felt going from your stomach area through to your back. These may be symptoms of pancreatitis.

Before using Victoza®, tell your doctor about all the medicines you take, especially sulfonylurea medicines or insulin, as taking them with Victoza® may affect how each medicine works. If you use Victoza® with insulin, you may give both injections in the same body area (for example, your stomach area), but not right next to each other.

Also tell your doctor if you have severe stomach problems such as slowed emptying of your stomach (gastroparesis) or problems with digesting food; have or have had kidney or liver problems; have any other medical conditions; or are pregnant or plan to become pregnant. Tell your doctor if you are breastfeeding or plan to breastfeed. It is unknown if Victoza® will harm your unborn baby or if Victoza® passes into your breast milk.

Your risk for getting hypoglycemia, or low blood sugar, is higher if you take Victoza® with another medicine that can cause low blood sugar, such as a sulfonylurea or insulin. The dose of your sulfonylurea medicine or insulin may need to be lowered while taking Victoza®.

Victoza® may cause nausea, vomiting, or diarrhea leading to dehydration, which may cause kidney failure. This can happen in people who have never had kidney problems before. Drinking plenty of fluids may reduce your chance of dehydration.

The most common side effects with Victoza® include headache, nausea, and diarrhea. Nausea is most common when first starting Victoza®, but decreases over time in most people. Immune system related reactions, including hives, were more common in people treated with Victoza® compared to people treated with other diabetes drugs in medical studies.

Please click here for Prescribing Information and Medication Guide.

## An active partner in your health, Your Cornerstones 4 Care® Team

Victoza® is a prescription medicine.

Talk to your doctor about the importance of diet and exercise in your treatment plan. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit <a href="https://www.fda.gov/medwatch">www.fda.gov/medwatch</a>, or call 1-800-FDA-1088.



Partnership for If you need assistance with prescription drug costs, help may be available. Visit <a href="mailto:pparx.org">pparx.org</a> or call 1-888-4PPA-NOW.



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