

News Release

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Diabetes Nursing Symposium 2010:

“European Bayer Award for Best Scientific Poster Abstract” announced

Bayer HealthCare honors outstanding work and pivotal role of diabetes nurses

Leverkusen, July 14, 2010 – Expert advice and psychological support are both of pivotal importance when it comes to motivating people with diabetes. Acknowledging the essential role of diabetes nurses in this field, Bayer HealthCare has announced the “European Bayer Award for Best Scientific Poster Abstract” 2010. The prize honors the outstanding work of diabetes nurses for supporting patients with successfully managing the disease. It will be presented on the occasion of the 7th European Diabetes Nursing Symposium, which is hosted by Bayer Diabetes Care Europe between November 3 and 6, 2010. As in previous years, more than 250 nurses working in the field of diabetes care, research and education all over Europe will accept the invitation of Bayer and attend the annual event in Leverkusen.

Bayer HealthCare is very keen to support diabetes nurses and provide them with a forum for meeting experts, receiving continuing training and exchanging ideas and experiences with other colleagues in the field. “Apart from the diabetologist, the specialist diabetes nurse is the most important person for people with diabetes”, explains Dr. Eva Wintergerst, Marketing Manager, Bayer Diabetes Care Europe. “That is why we do not only strive to facilitate their daily work, but also acknowledge their personal determination and contribution to improving diabetes management – among other things, by introducing this award.” Anne-Marie Felton, President of FEND, adds: “This prize gives us the unique opportunity to share best practice initiatives and further enhance the professional expertise of European diabetes nurses.” The awardee will be invited to participate in the 16th FEND Annual Conference, which will take place in September 2011 on the occasion of the Annual Meeting of the European Association for the Study of Diabetes (EASD) in Lisbon, Portugal.

The Diabetes Nursing Symposium

Motivation, knowledge of medical interrelationships and consistent compliance with treatment standards are the subjects which diabetes nurses have to raise over and over again and which therefore form part of their professional routine. Since 2003, the Diabetes Nursing Symposium hosted by Bayer HealthCare serves as an important platform for diabetes educators. By focusing on core areas such as “self-care”, “environment”, “nutrition”, “therapy” and “exercise”, the event examines the personal, institutional and political goals that can impact upon the prevention of diabetes and the reduction of associated complications once the condition has developed. Particular consideration is given to the ongoing relationship between patients and health care professionals, with the latter being asked how they can offer appropriate levels of advice, support and guidance for empowering individuals to take over the decision-making role. The symposium focuses on the key factors that affect the choices made and the question of whose responsibility these choices ultimately are.

About Bayer HealthCare Diabetes Care

Bayer HealthCare, Diabetes Care as part of the Medical Care Division supports customers in 100 countries and stands in a long tradition of leading the way in diabetes care product innovation since the introduction of CLINITEST reagent tablets in 1941. The face of diabetes care was changed in 1969 when the first portable blood glucose meter and test strips were introduced. Certain features of Bayer's blood glucose monitors such as No Coding™ technology make diabetes management easier. Today, Bayer HealthCare Diabetes Care offers an unparalleled choice in diabetes management systems and comprehensive support including education, tools and resources designed to simplify life with diabetes.

Bayer HealthCare Diabetes Care global headquarters is located in Tarrytown, New York, in the United States and operates as part of Bayer HealthCare LLC, a member of the worldwide Bayer HealthCare group. The Headquarters for the region Europe-MERA is located in Basel as part of Bayer Consumer Care AG, in Basel.

About Bayer HealthCare

The Bayer Group is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer HealthCare, a subsidiary of Bayer AG, is one of the world's leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Bayer Schering Pharma, Consumer Care and Medical Care divisions. Bayer HealthCare's aim is to discover and manufacture products that will

improve human and animal health worldwide. Find more information at www.bayerhealthcare.com.

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