

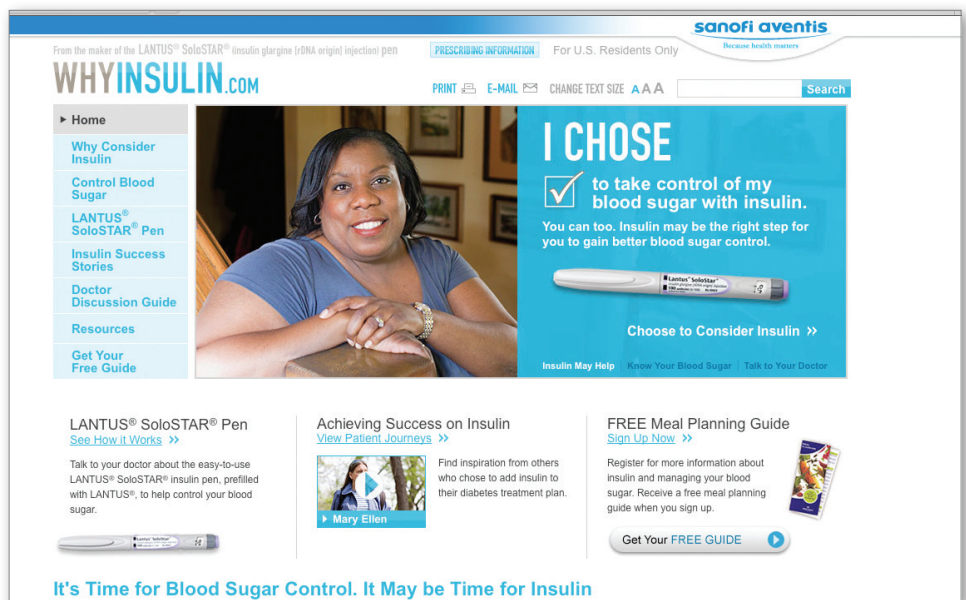
# Sanofi ups digital diabetes presence

SANOFI-AVENTIS US is expanding its social media footprint with a new “Discuss Diabetes” blog and a “WhyInsulin” YouTube channel.

The company launched a Facebook page and Twitter feed for diabetes patients a few months back, and made its GoMeals carb counter app available for Android, as well as iPhone and iPad. The new sites, said VP US diabetes business unit Dennis Urbaniak, are meant to foster dialogue among patients – dialogue that will provide the company insights into the condition.

“Our goal is to become a total partner in diabetes care,” said Urbaniak, “an organization aimed at health, not just treatment. And as a partner, we must truly understand the diabetes community and their needs—and then try to fulfill those needs.”

The Facebook page boasts 650 “Likes,” the Twitter feed 564 followers. The Discuss Diabetes blog (discussdiabetes.com) features posts by Sanofi-Aventis US employees and is edited by senior manager, US diabetes patient solutions Laura Kolodjeski. The YouTube channel



Sanofi is expanding its diabetes presence through YouTube and a blog

will be an extension of the existing WhyInsulin.com, with info about improving blood sugar control, learning about the myths and realities of insulin and patient stories.

The company was a YouTube trailblazer with its popular GoInsulin channel, which it launched in February, 2009 but

took down early last summer in preparation for the WhyInsulin channel, which will launch in the next couple months.

Euro RSCG handles PR for the efforts, while Intouch Solutions is agency of record for social media and GoMeals.

—Matthew Arnold



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