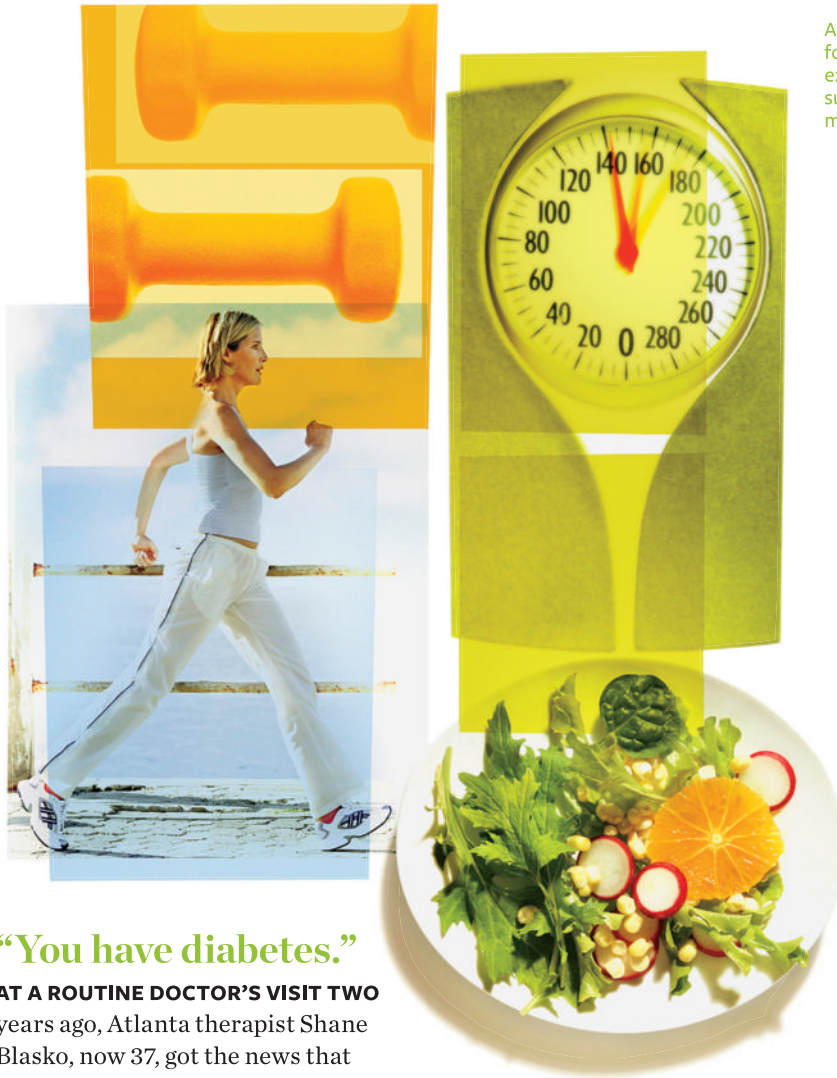


You Can Beat the Big D

Diabetes is rampant right now, but there's a groundbreaking new way to avoid and even reverse the disease. **By Gina Shaw**



A few treatment centers focus on weight loss, diet, exercise, and patient support—not just on medication.

related health problems, such as diabetes. In April 2010, Blasko started on the Decision Free plan. She received low-calorie entrées and shakes, met weekly with nurses who helped her manage her medical issues and with nutritionists who taught her how to put together healthy meals, and she attended regular support groups. The plan worked, big-time. By February, Blasko had lost 50 pounds. She no longer needed meds to stabilize her blood sugar, or the drug she'd been on for high blood pressure; both were at normal levels. "At my last checkup, my doctor told me I basically wasn't diabetic anymore," marvels Blasko, now 100 pounds lighter than when she started. "I didn't know that was possible."

"You have diabetes."

AT A ROUTINE DOCTOR'S VISIT TWO years ago, Atlanta therapist Shane Blasko, now 37, got the news that some 1.9 million other U.S. adults hear every year. "I was devastated," she says. "I was too embarrassed to tell anyone at first." Like most diabetes sufferers, Blasko was significantly overweight—at 5-foot-4, she weighed 260 pounds. Her doctor prescribed drugs to help control her blood sugar, and said, almost flippantly, "You just need to lose some weight." The doc suggested a class at a local hospital, but Blasko felt she needed

more help. "I'd been trying to lose weight on my own without getting anywhere," she says.

After some false starts, she found Atlanta Endocrine Associates—part of Atlanta Center for Endocrinology, Diabetes, Metabolism, and Nutrition. There, medical director Scott Isaacs, MD, an endocrinologist and obesity specialist, offers an intensive weight-loss program designed for people with weight-

The End of Diabetes?

You read that right: Blasko essentially reversed her diabetes. And, most people with type 2 diabetes—which afflicts 1 out of every 10 women in the U.S.—could do the same, according to Osama Hamdy, MD, PhD, medical director of the Obesity Clinical Program at the Joslin Diabetes Center in Boston. "We've been treating diabetes for 40 years by adding more and more medications, with no big improvements," says Dr. Hamdy. "But if you act early, keep the weight off, and maintain a healthy lifestyle, you can put this disease in remission forever." →

• **Hepatitis B virus reactivation in patients who carry the virus in their blood.** In some cases patients have died as a result of hepatitis B virus being reactivated. Your doctor should monitor you carefully during treatment with CIMZIA if you carry the hepatitis B virus in your blood. Tell your doctor if you have any of the following symptoms:

- feel unwell
- tiredness (fatigue)
- poor appetite
- fever, skin rash, or joint pain

• **Blood Problems.** Your body may not make enough of the blood cells that help fight infections or help stop bleeding. Symptoms include a fever that doesn't go away, bruising or bleeding very easily, or looking very pale.

• **Immune reactions including a lupus-like syndrome.** Symptoms include shortness of breath, joint pain, or a rash on the cheeks or arms that worsens with sun exposure.

Call your doctor right away if you develop any of the above side effects or symptoms.

The most common side effects in people taking CIMZIA are:

- upper respiratory infections (flu, cold)
- rash
- urinary tract infections (bladder infections)

Other side effects with CIMZIA include:

• **Psoriasis.** Some people using CIMZIA had new psoriasis or worsening of psoriasis they already had. Tell your doctor if you develop red scaly patches or raised bumps that are filled with pus. Your doctor may decide to stop your treatment with CIMZIA.

• **Injection site reactions.** Redness, rash, swelling, itching or bruising can happen in some people. These symptoms will usually go away within a few days. If you have pain, redness, or swelling around the injection site that doesn't go away within a few days or gets worse, call your doctor right away.

Tell your doctor about any side effect that bothers you or does not go away.

These are not all of the side effects with CIMZIA. Ask your doctor or pharmacist for more information.

Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.

General information about CIMZIA

Medicines are sometimes prescribed for purposes that are not mentioned in Medication Guides. Do not use CIMZIA for a condition for which it was not prescribed. Do not give CIMZIA to other people, even if they have the same condition. It may harm them.

This brief summary summarizes the most important information about CIMZIA. If you would like more information, talk with your doctor. You can ask your doctor or pharmacist for information about CIMZIA that is written for health professionals.

For more information go to www.CIMZIA.com or call 1-866-4CIMZIA (424-6942).

Always keep CIMZIA, injection supplies, puncture-proof container, and all other medicines out of the reach of children.

What are the ingredients in CIMZIA?

CIMZIA lyophilized powder: Active ingredient: certolizumab pegol. Inactive ingredients: sucrose, lactic acid, polysorbate. The pack contains Water for Injection, for reconstitution of the lyophilized powder.

CIMZIA prefilled syringe: Active ingredient: certolizumab pegol. Inactive ingredients: sodium acetate, sodium chloride, and Water for Injection.

CIMZIA has no preservatives.

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It's no secret that excess weight and diabetes go hand in hand, due to the powerful impact that pounds have on blood sugar. There's even a term for this unhealthy alliance: "diabesity." Yet the integrated focus on diabetes management and weight control found at centers like Dr. Isaacs's and Dr. Hamdy's is surprisingly rare.

"It's frustrating, says Dr. Isaacs. "Diabetes guidelines all say start with diet and exercise, but many treatment programs don't. Meanwhile, standard weight-loss programs are completely focused on diet and exercise, and no accommodations are made for changing medical conditions." When a diabetic loses weight, for instance, her medication needs may change.

The Cost of a Cure

So why isn't medically supervised weight loss a key component of every diabetes program? For one thing, shedding pounds is *hard*; Dr. Isaacs says that many diabetes experts focus on meds because they don't see much long-term success with weight management. Another




Most people with type 2 diabetes could actually reverse it if they lost enough weight.

major reason is cost. "Insurance often won't cover this kind of care, and many hospitals don't have the resources to offer it," says Dr. Hamdy.

Certainly, the price of treatment varies. Dr. Isaacs's program starts at \$25 a week for classes, plus \$80 to \$100 weekly for food. The Joslin Center offers a 12-week program called Why WAIT, which features a diet and exercise plan and costs \$5,000. (YOU-Turn is a seven-day version followed by six months of weekly phone coaching and support.) Sometimes

these services are covered by insurance, but that depends on the patient and her plan. Either way, the approach is worth the money, Dr. Hamdy says. "The costs of this condition are huge. With the number of people with diabetes approaching 20 million in the U.S., we'd save so much if similar programs were implemented nationwide."

For former diabetics like Blasko, the payoff is obvious: "If not a penny of the program were covered, I'd still say it was worth it. I probably would have paid more." 

Lose Weight, Stop Diabetes

Some of the other hospitals and health centers across the country that take a comprehensive approach to managing weight loss along with diabetes:

Inland Northwest Health Services, Spokane, Washington

A program accredited by the American Diabetes Association, Inland offers nutrition therapy for people with diabetes, along with Make Your Calories Count, a weight-management class focusing on the unique challenges diabetics face.

Montefiore Medical Center, Bronx, New York

Montefiore's Clinical Diabetes Center employs six full-time registered nurses as certified diabetes educators who provide personalized coaching on health goals, including weight loss, better nutrition, and exercise.

The Weight Loss and Diabetes Center at Greenwich Hospital, Greenwich, Connecticut

Working with a team that includes a cardiologist, chef, dietitian, endocrinologist, exercise physiologist, and psychologist, patients receive a customized nutrition and exercise plan and are closely monitored.