

# dQ&A T2 Insulin Insights

Straightforward insights to answer your business questions about patients with type 2 diabetes who take insulin.



Regina - dQ&A member since 2010



Contact us at (704) 707-6378 or [info@d-qa.com](mailto:info@d-qa.com) to learn more

## A Definitive Understanding of People With Type 2 Diabetes on Insulin Therapy

T2 Insulin Insights is a unique, semi-annual Research Service from dQ&A that unravels the complexities of the lived experiences of people with type 2 diabetes who take insulin. Based on in-depth research with thousands of patients and over a decade of trended data, T2 Insulin Insights delivers pivotal research to solve key challenges, including:

### 1 The T2 Insulin Therapeutic Landscape

Determine the interplay between insulin, oral drugs, injectables, and devices. Understand types of therapies, why patients start them, who prescribes them, what outcomes they help achieve, how much patients value them, and what their preferences are. Track use of new therapies and the factors driving adoption.

### 2 Key Differences Between Populations

Make sense of the diversity of experience to appropriately target and tailor solutions. Understand the prevalence of complications and co-morbidities and leverage a full demographic and healthographic profile of the T2I population to account for varying degrees of awareness, engagement, priorities, and preferences.

### 3 Engagement That Drives Outcomes

Build a detailed understanding of the challenges of treatment adherence for all types of insulin, how provider support relates to outcomes, and understand the implications for product life cycle. Tease out unmet needs, future-proof products, and develop tools and support services that patients will actually use.

## Type 2 on Insulin: A Mighty Opportunity

Now is the time to better understand those living with type 2 on insulin: a population that accounts for roughly 20% of the total diabetes population, and is the largest consumer of diabetes therapeutic products. Adoption of CGM and connected devices is growing fast, and changing patient experiences and expectations. Because patient involvement is critical to the success of treatments, rich data from authentic patients is crucial to address shortcomings and opportunities in how therapies perform.

Through dQ&A's T2 Insulin Insights service, you will intimately understand the T2 Insulin space and know how to take patient-centric action. This research will impartially and accurately inform your team about the challenges and opportunities this segment presents.

“dQ&A provides the holistic view of the patient – covering all aspects of their diabetes, from therapy use and effectiveness to the emotional and social impacts they describe.”

“dQ&A really provides the insights that drive our business. The results bring us closer to our patients and customers and better enable us to meet their needs, as well as be successful as a business. Our team is always looking for the next data point.”

“The insights are clear and exactly what we need to understand our customers better. Having assumed responsibility for this side of the business, I’m thankful to have partners like dQ&A that consistently deliver a high caliber of work.”

## Understand the next frontier in diabetes.

Get “T2 Insulin Insights” – from dQ&A  
[info@d-qa.com](mailto:info@d-qa.com)



### About dQ&A – The Diabetes Research Company

dQ&A is the gold standard for diabetes research. For over ten years, we have been tracking the experiences and opinions of people with diabetes (and their providers) in the United States, Canada, and Europe. Our clients work with us to develop new products, understand their competitive position, test concepts, raise funding, create marketing campaigns – or whenever there is a need for fast, reliable, high quality diabetes insights. We are a business partner that deeply understands your business, your product and your end customer – because diabetes is our focus and our passion. Our team has decades of experience in quantitative and qualitative research and a deep knowledge of diabetes.

Many of our own lives have been touched by diabetes, so we have a personal stake in our work. To learn more and to see research highlights, follow us on [LinkedIn](#).

*Every photograph of a person with diabetes is of a real member of the dQ&A community and is used with their permission. Photography by Joseph Fanvu Photography.*