

## Omnipod® Insulin Management System Now the Preferred Insulin Pump in British Columbia, Canada

July 3, 2018

*Tubeless, Waterproof\* Insulin Pump and Wireless, Handheld Personal Diabetes Manager Make Switching from Multiple Daily Injections to Pump Therapy Much Easier*

BILLERICA, Mass. & ONTARIO, Canada--(BUSINESS WIRE)--Jul. 3, 2018-- Insulet Corporation (NASDAQ: PODD) (Insulet or the Company), the leader in [tubeless insulin pump](#) technology with its Omnipod® Insulin Management System (Omnipod System), today announced the Omnipod System has been selected as the preferred insulin pump for individuals with diabetes in the province of British Columbia, Canada, under the expanded British Columbia PharmaCare insulin pump program.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180703005014/en/>



Insulet's Omnipod Insulin Management System; Waterproof\*, tubeless Pod, and handheld wireless Personal Diabetes Manager with built in BGM (Photo: Business Wire)

Insulet Corporation (NASDAQ: PODD), headquartered in Massachusetts, is an innovative medical device company dedicated to making the lives of people with diabetes and other conditions easier through the use of its Omnipod product platform. The Omnipod Insulin Management System provides a unique alternative to traditional insulin delivery methods. With its simple, wearable design, the disposable Pod provides up to three days of non-stop insulin delivery, without the need to see or handle a needle. Insulet also leverages the unique design of its Pod, by tailoring its Omnipod technology platform for the delivery of non-insulin subcutaneous drugs across multiple therapeutic areas. Founded in 2000, more than 140,000 users across the globe rely on Insulet's Omnipod Insulin Management System to bring simplicity and freedom to their lives.

On July 1, 2018, Insulet assumed direct operations of its Omnipod Insulin Management System in Europe, including sales, marketing, training and customer support activities. This allows Insulet to be closer to the diabetes community and identify opportunities to support European customer needs over the long-term, as Insulet does in the United States and Canada.

For more information, please visit: [www.insulet.com](http://www.insulet.com) and [www.myomnipod.com](http://www.myomnipod.com).

Effective today, an individual who requests an initial or replacement insulin pump and meets the eligibility criteria will receive coverage for the Omnipod System. As the only tubeless insulin pump sold in Canada, the Omnipod System delivers continuous insulin for up to three days without the use of tubes, eliminates the burden of multiple daily injections, and is now available for all age groups in British Columbia.

"We are thrilled with the British Columbia Ministry of Health's decision to select Omnipod as its preferred insulin pump," said Bret Christensen, Chief Commercial Officer. "Access to appropriate technology is paramount for people living with diabetes and is a key priority for Insulet. This decision is a huge win for individuals with diabetes who may now experience the tremendous benefits of our differentiated Omnipod System. This news, together with our assuming direct commercial operations in Europe, further solidifies our position as a global provider for optimal diabetes management."

It is estimated there are 18,300 people living with Type 1 diabetes in British Columbia, according to Diabetes Canada, with approximately 25% of this population using insulin pump therapy.

"This is a great development for British Columbians living with diabetes," said Dr. Tom Elliott, Clinical Associate Professor at UBC and Medical Director at BCDiabetes.ca. "With the expansion of coverage beyond age 25, every individual on intensive insulin therapy meeting the medical criteria is now eligible for pump coverage. In my practice alone, that means over 800 additional patients are now able to access insulin pump therapy."

Additional details on the British Columbia PharmaCare insulin pump program can be found [here](#).

*\*The Pod has a waterproof IPX8 rating for up to 25 feet for 60 minutes. The PDM is not waterproof.*

**About Insulet Corporation:**

**Forward-Looking Statement:**

This press release may contain forward-looking statements concerning Insulet's expectations, anticipations, intentions, beliefs or strategies regarding the future. These forward-looking statements are based on its current expectations and beliefs concerning future developments and their potential effects on Insulet. There can be no assurance that future developments affecting Insulet will be those that it has anticipated. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond its control) or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by these forward-looking statements, and other risks and uncertainties described in its Annual Report on Form 10-K, which was filed with the Securities and Exchange Commission on February 22, 2018 in the section entitled "Risk Factors," and in its other filings from time to time with the Securities and Exchange Commission. Should one or more of these risks or uncertainties materialize, or should any of its assumptions prove incorrect, actual results may vary in material respects from those projected in these forward-looking statements. Insulet undertakes no obligation to publicly update or revise any forward-looking statements.

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