



Insulet to Debut New Educational Self-Advocacy Tool at 20th Annual Children with Diabetes Friends for Life Conference

July 17, 2019

First of its Kind Website Intended to Educate and Mobilize the Diabetes Community to Drive Affordable Access

ACTON, Mass.--(BUSINESS WIRE)--Jul. 17, 2019-- Insulet Corporation (NASDAQ: PODO) (Insulet or the Company), the leader in [tubeless insulin pump](#) technology with its Omnipod® Insulin Management System (Omnipod System), today announced it will launch a new microsite, www.advocacyforaccess.com with a focus on educating, empowering, and mobilizing the diabetes community to drive affordable access to medical devices and medications. The site will be launched in connection with the Company's participation at the 20th Annual Children with Diabetes Friends for Life conference taking place in Orlando, Florida, July 17-19, 2019.

This unique educational resource is intended to empower people with diabetes to become self-advocates by providing them with tips, helpful tools, customizable templates, and testimonials from others who have become successful self-advocates. The interactive site will launch in the U.S. and is designed to also help continue acceleration of coverage for the Company's new Omnipod DASH™ Insulin Management System (Omnipod DASH System).

"We believe all people with diabetes and their healthcare professionals should determine the best diabetes management options that best suit their lifestyles," said Bret Christensen, Executive Vice President and Chief Commercial Officer. "Technology is evolving faster than ever and everyone living with diabetes should have affordable access to care, treatments, tools, and information needed to successfully manage their diabetes, stay healthy and achieve positive outcomes. This microsite arms people to collectively advocate for their health and quality of life."

"I have been living with type 1 diabetes, a silent, chronic disease for 47 years," said Bob Parant, diabetes advocate and person with type 1 diabetes. "I feel it is my absolute responsibility to speak up on the injustices and inequities I have experienced in our health care system. Your story and voice can and must be heard to create positive change and shape the future for people with diabetes. I commend Insulet for embracing the importance of self-advocacy and providing a channel for education and action."

Insulet will have a robust presence at the meeting and will feature its new, innovative Omnipod DASH System in a product theater, a variety of hands-on, interactive product demonstrations, and other events during the conference and at its exhibit booth (#101). Insulet will also be offering saline trials to newly diagnosed families interested in trialing the Omnipod System, and will also hold multiple focus groups.

About the Omnipod DASH System:

Insulet's Omnipod DASH System was designed to serve as the foundation for the Company's future innovation. Designed with user discretion and convenience in mind, the Omnipod DASH is a continuous insulin delivery system consisting of two simple components: a tubeless, waterproof*, Bluetooth® wireless technology Pod (pump) that holds up to 200 units of U-100 insulin and a modern, color touch-screen Personal Diabetes Manager (PDM) that controls the Pod. The Omnipod DASH System will have a suite of optional mobile apps for users, caregivers and HCPs to help simplify diabetes management. The Omnipod DASH System, which received FDA clearance in June 2018, is the only [DTSec](#) and [ISO 27001](#) certified insulin pump for cyber and information security and safety.

About Insulet Corporation:

Insulet Corporation (NASDAQ: PODO), 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 other therapeutic areas.

For more information, please visit: www.insulet.com and www.myomnipod.com.

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 in February 2019 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.

**The Pod has a waterproof IP28 rating for up to 25 feet for 60 minutes. The PDM is not waterproof.*

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