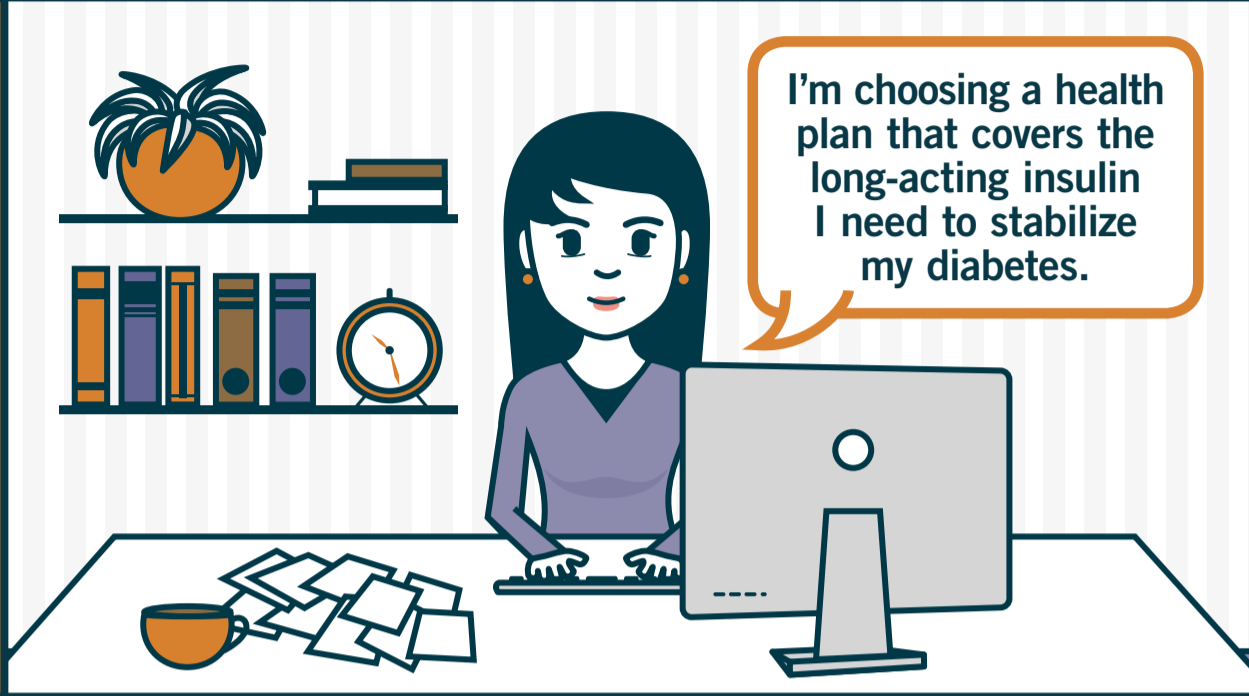




A Non-Medical Switching Story:

# DIABETES

THE ENROLLMENT



I'm choosing a health plan that covers the long-acting insulin I need to stabilize my diabetes.

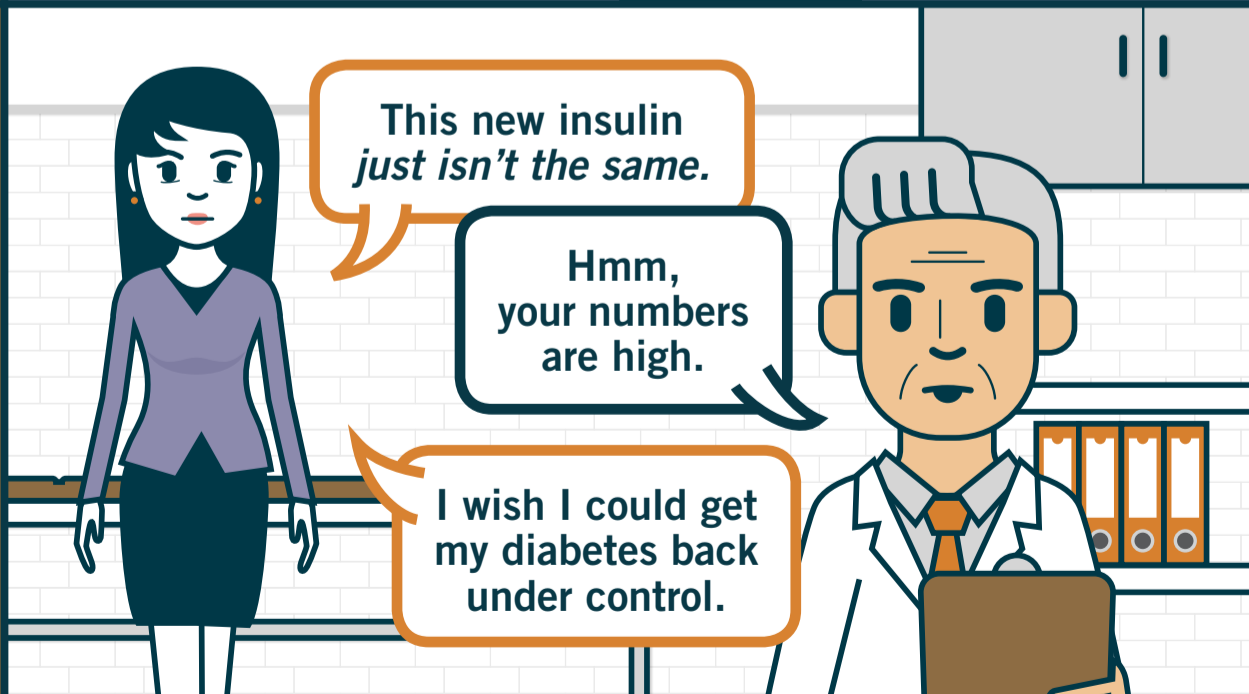
THE SWITCH



Cut from the approved-drugs list?

But *THIS* is the medicine that works for me...

THE CONSEQUENCES



This new insulin *just isn't the same.*

Hmm, your numbers are high.

I wish I could get my diabetes back under control.

