



Press Release

J.D. Power and Associates Reports: Highest-Performing Blood Glucose Meter Manufacturers Differentiate Themselves Through Performance and Ease-of-Use Capabilities

Roche Diagnostics Ranks Highest in Overall Satisfaction with Blood Glucose Meters

WESTLAKE VILLAGE, Calif.: 29 November 2012 — While satisfaction with blood glucose meters is high among users, perceived accurate readings and an easy-to-use navigation interface differentiate the highest performers from other meters, according to the J.D. Power and Associates 2012 Blood Glucose Meter Satisfaction StudySM released today.

This inaugural study examines satisfaction among meter users who currently use a blood glucose meter to test their blood sugar levels. Overall satisfaction is measured across six factors (in order of importance): performance; ease of use; design; features; cost of test strips; and training. Overall satisfaction with blood glucose meters averages 827 (on a 1,000-point scale).

Satisfaction among meter users who have experienced zero testing problems in the past 12 months (840) is 81 points higher than among those who have experienced at least one problem (759). Additionally, an easy-to-navigate menu is extremely important to satisfaction, which is 62 points higher among meter users who say the navigation menu is easy to use (849) than among those who say the navigation menu is not easy to use (787).

Roche Diagnostics ranks highest among blood glucose meter manufacturers with a satisfaction score of 838 and performs particularly well in the performance factor, reflecting a high level of confidence among users that they are obtaining accurate readings. Abbott Diabetes Care ranks second with a score of 837, followed by Bayer Diabetes Care at 830.

“Overall satisfaction averages are very high for all blood glucose meters included in this study,” said Richard Millard, senior director of the healthcare practice at J.D. Power and Associates. “However, the study finds that performance and ease of use are two ways that brands are able to differentiate themselves from competitors.”

When meter choice is available, the top four reasons users cite for selecting a meter are easy-to-use test strips; fast testing times; less blood draw; and the price of the meter.

While many meter users select a meter with minimal research, or are given a meter, extended use and familiarity foster loyalty. The study finds that once a meter is selected, users are more likely to continue with that brand of meter in the future. In fact, 83 percent of meter users say they “definitely will” or “probably will” stay with their current brand manufacturer when purchasing a new meter.

“The longer patients use a meter, the more confident they typically are in its use. Meter users become better at minimizing errors and are more confident in their readings,” said Millard. “As it becomes part of their daily routine, it becomes harder for them to consider other brands as an alternative.”

The 2012 Blood Glucose Meter Satisfaction Study is based on responses from 2,681 meter users. The study was fielded in October 2012.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](#). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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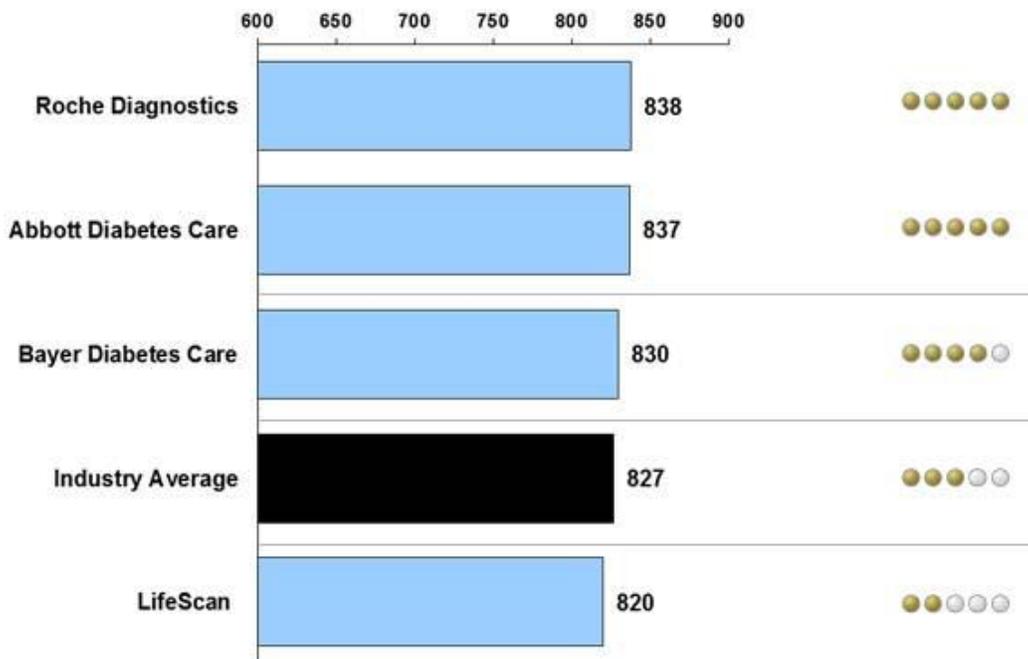
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NOTE: One chart follows.

J.D. Power and Associates 2012 Blood Glucose Meter Satisfaction StudySM

Overall Customer Satisfaction Index Scores By Manufacturer Brand (Based on a 1,000-point scale)

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Power Circle RatingsTM
for consumers:



Power Circle Ratings Legend
 ●●●●● Among the best
 ●●●●○ Better than most
 ●●●○● About average
 ●●○○○ The rest

Source: J.D. Power and Associates 2012 Blood Glucose Meter Satisfaction StudySM

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