

## **STARsystem by Sanofi Canada Receives Digital Innovation Award**

The web-based support platform for Canadians living with diabetes was named one of the country's best eHealth initiatives at the 3<sup>rd</sup> Annual Pharma Digital Awards

LAVAL, QC, Dec. 4, 2012 /CNW/ - Sanofi Canada's web-based diabetes support platform, STARsystem, shined brightly at this year's Pharma Digital Awards ceremony, hosted by eyeforpharma. STARsystem was honoured with the Digital Innovation Award — presented to a company that has applied new products and/or technology in a creative manner for the Canadian eHealth market.

Developed by Sanofi Canada in partnership with Tank, Nurun and Telus Health, STARsystem was designed to address the unmet needs of Canadians living with diabetes. The unique site helps empower them by providing tailored support and advice on five key areas:

- Monitoring
- Managing
- Eating
- Moving
- Feeling

"STARsystem is the result of a major collaboration of diabetes experts from across the country. All of whom dedicated their time and expertise to create a meaningful portal that is helping Canadians with diabetes," says Jon Fairest, President and CEO, Sanofi Canada. "We're so pleased that STARsystem has been recognized by eyeforpharma and wish to extend heartfelt congratulations to our STARsystem entourage as well as everyone involved in its development."

Through STARsystem, each user gets a personalized assessment that directs them to tailored resources and provides a custom achievable curriculum that guides them towards reaching their wellness goals. A personalized dashboard even helps track progress along the way. It's like having a diabetes support team right in your pocket. STARsystem users also have access to health coaching, a team of healthcare professionals who can provide support and additional information — helping Canadians self-manage their condition.

STARsystem is free for iBGStar and BGStar monitor users and can be accessed at [www.STARsystem.Sanofi.ca](http://www.STARsystem.Sanofi.ca).

eyeforpharma launched the Pharma Digital Awards in 2010 as a way of recognizing the organizations and individuals responsible for producing top eHealth initiatives in Canada and to showcase their work. The judging panel, comprised of some of Canada's leading pharma and eHealth visionaries, evaluated submissions based on both user experience (quality of content, information architecture, interactivity and visual design) and business alignment (strategy and impact/results).

The 2012 Pharma Digital Award winners receive a customized award and have their company information and award-winning work promoted on the eMarketing Canada Awards website.

### **About Sanofi**

Sanofi, a global and diversified healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Sanofi companies in Canada include Sanofi Canada (pharmaceuticals), Sanofi Pasteur (vaccines), Sanofi Consumer Health (health and beauty), Genzyme (rare diseases) and Merial (animal health). Together they employ more than 1,700 people across the country. In 2011 Sanofi companies invested \$151.7 million in R&D in Canada, creating jobs, business and opportunity throughout the country.

### **About eyeforpharma**

eyeforpharma is the business intelligence division of a private company headquartered in London, UK. eyeforpharma organizes more than 50 events a year, globally. These range from more intimate gatherings to major events with hundreds of attendees. Every conference is designed by industry executives rather than by eyeforpharma, ensuring relevance, wisdom and impartiality. Currently there are 4 events run in Canada including Digital Marketing, Market Access, Patient Communication and Sales Excellence. For more information please visit [www.eyeforpharma.com](http://www.eyeforpharma.com).

SOURCE: SANOFI CANADA

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