Tips to ENGAGE WITH YOUR HISPANIC PATIENTS

Hispanic (or Latino*) patients with diabetes may face culture-specific challenges when accepting and adhering to a basal insulin treatment like BASAGLAR. Taking the time to learn about their cultural sensibilities, fears, and family values can help you and your patients create an effective diabetes management plan.

See below for insights and tips that may help you and your office staff form and sustain trusting and respectful connections with your Hispanic patients.

*Patients may describe themselves either as Latinos or as Hispanics. Both terms refer to having Iberian ancestry. “Hispanic” refers to Spanish-speaking people from any country and “Latino” is specific to people from Latin America, including Portuguese-speaking Brazilians. For clarity, “Hispanic” is used here, but it’s a good idea to ask each patient if they have a preference.

In patients with type 1 diabetes, BASAGLAR must be used concomitantly with short-acting insulin.

INDICATION
BASAGLAR is indicated to improve glycemic control in adults and pediatric patients with type 1 diabetes mellitus and in adults with type 2 diabetes mellitus.

LIMITATION OF USE
BASAGLAR is not recommended for the treatment of diabetic ketoacidosis.

SELECT SAFETY INFORMATION
CONTRAINDICATIONS
BASAGLAR is contraindicated during episodes of hypoglycemia, and in patients with hypersensitivity to insulin glargine or one of its excipients.

Learn more about Hispanics patients and their health:
Cross Cultural Health Care Program
www.xculture.org
American Diabetes Organization
www.diabetes.org/in-my-community/awareness-programs/latino-programs
National Alliance for Hispanic Health
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National Center for Cultural Competence
nccc.georgetown.edu

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Greeting your patient

Insight:
Warm, personal relationships are highly valued by Hispanic people and can be especially important between patients and their healthcare professional(s).

TIPS
› Offer a simple greeting like Hola, ¿cómo está? [ola, komo es’ta?] (hello, how are you?) and a physical gesture like a handshake or a hand on the shoulder
› Ask about their family before asking about their health
› Foster a shame-free environment so they feel free asking questions if they don’t understand something

SELECT SAFETY INFORMATION
WARNINGS AND PRECAUTIONS (cont’d)
Changes in insulin strength, manufacturer, type, or method of administration may affect glycemic control and predispose to hypoglycemia or hyperglycemia. These changes should be made cautiously and only under close medical supervision, and the frequency of blood glucose monitoring should be increased. For patients with type 2 diabetes, dosage adjustments of concomitant anti-diabetic products may be needed.

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Involving family and friends

Insight:
For most of your Hispanic patients, family is everything and often the motivation to stay healthy. Be aware that some Hispanic patients may delay important treatment decisions until they discuss them with their families.

TIPS
› Encourage patients to bring family members to appointments because they can be an important source of emotional support
› Acknowledge and engage anyone from their support network who is present at the appointment, whether they are a spouse, relative, or close friend
› Teach family members about diabetes and the role of insulin so they can help when the time comes for your patient to begin treatment
› Direct them to BASAGLAR.com/espanol for family education and support

SELECT SAFETY INFORMATION
WARNINGS AND PRECAUTIONS (cont’d)
Hypoglycemia is the most common adverse reaction associated with insulins, including BASAGLAR. Severe hypoglycemia can cause seizures, may be life-threatening, or cause death.
Making sure your message gets across

Insight:
Patients may hesitate to ask questions because they think it’s disrespectful to challenge an authority figure. They could be nodding along, even if they don’t fully understand you or feel comfortable with the information they just received.

› If your patient is not fluent in English, having an interpreter at the time of the visit is crucial; keep in mind that using trained medical interpreters should result in more accurate understanding of the conversation by the patient
› Always try to make eye contact with your patient when your message is being interpreted, so they know they are the most important person in the discussion
› During the appointment, encourage their support network, including family and friends, to seek out more information about diabetes and insulin

SELECT SAFETY INFORMATION
WARNINGS AND PRECAUTIONS (cont’d)
Accidental mix-ups between another insulin glargine product (100 units/mL) and other insulins, particularly rapid-acting insulins, have been reported. To avoid medication errors between BASAGLAR and other insulins, instruct patients to always check the insulin label before each injection.

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the beginsulin™ experience

Acknowledging belief in home remedies

Inspert:
You may find that some of your patients rely on home remedies passed down through generations. However, these home remedies may conflict with prescribed medications.

› Ask if they are taking remedios caseros [re’meðjo ka’seros] (home remedies)
› Acknowledge the value of holistic medicine, which could earn their receptiveness to your recommendations, and avoid resentment or disengagement
› Ask about their concerns and explain the value of a much-needed and proven insulin treatment

TIPS

SELECT SAFETY INFORMATION

WARNINGS AND PRECAUTIONS (cont’d)

Severe, life-threatening, generalized allergy, including anaphylaxis, can occur with insulin products, including BASAGLAR. If hypersensitivity reactions occur, discontinue BASAGLAR; treat per standard of care and monitor until symptoms and signs resolve. BASAGLAR is contraindicated in patients who have had hypersensitivity reactions to insulin glargine or one of the excipients.
Encouraging patients to take action

Insight:
Sometimes illnesses can be perceived as an “act of destiny” by certain patients. This could delay or keep them from seeking medical guidance.

TIPS
› Emphasize that whether they make it, take it, or both, everyone needs insulin to help manage blood sugar levels
› Explain that although type 2 diabetes changes over time, treatment is available to help control blood sugar

SELECT SAFETY INFORMATION
WARNINGS AND PRECAUTIONS (cont’d)
All insulin products, including BASAGLAR, cause a shift in potassium from the extracellular to intracellular space, possibly leading to hypokalemia. Untreated hypokalemia may cause respiratory paralysis, ventricular arrhythmia, and death. Monitor potassium levels in patients at risk for hypokalemia if indicated.

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Going beyond the plate

Insight:
Food is an important part of daily routines and a reflection of cultural identity. If you recommend a diet to help manage a patient’s blood glucose, they may feel overwhelmed and isolated.

TIPS
› Politely reassure patients that it’s still possible to enjoy their favorite foods in moderation
› Direct them to an in-language source of dietary information like BASAGLAR.com/espanol
› Encourage them to share the website and meal planning information with their family members

SELECT SAFETY INFORMATION
WARNINGS AND PRECAUTIONS (cont’d)
Thiazolidinediones (TZDs), which are peroxisome proliferator-activated receptor (PPAR)-gamma agonists, can cause dose-related fluid retention, particularly when used in combination with insulin. Fluid retention may lead to or exacerbate heart failure. These patients should be observed for signs and symptoms of heart failure. If heart failure occurs, dosage reduction or discontinuation of TZD must be considered.
Shaking things up!

Insight:
Some Hispanic patients may be reluctant to join a gym for financial or social reasons.

TIPS
- Recommend physical activities they can relate to and perform every day, like walking, dancing, and taking the stairs instead of the elevator.
- Explain that the gym is not the only option to stay active and that there are alternatives.

SELECT SAFETY INFORMATION
ADVERSE REACTIONS
Adverse reactions commonly associated with insulin glargine products (5% or greater incidence) are:
- hypoglycemia, allergic reactions, injection site reaction, lipodystrophy, pruritus, rash, edema, and weight gain.
Addressing insulin fears

Insight:
Many patients perceive insulin as a “substance” they may grow “dependent” on for life.

Also, many patients believe insulin causes complications such as amputations and blindness.

Help them understand that as diabetes changes over time, their own body’s insulin doesn’t work as well as it should and they may need to take insulin to supplement their own.

Reassure them that amputations or blindness are not known to be an effect of insulin.

For more information, direct them to BASAGLAR.com/espanol.

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CONTRAINDICATIONS
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The beginsulin™ experience

Experiencing injection rejection

Insight:
Some patients could be reluctant to give themselves injections. They may be more familiar with the vial and syringe method that their relatives may have used in the past.

TIPS

› Introduce them to an insulin-delivery device like the BASAGLAR KwikPen®
› Have someone in the office demonstrate using the pen and the pen needle to your patient. This hands-on experience could help win them over

BD Ultra-Fine™ Pen Needles are recommended for use with the BASAGLAR KwikPen.* The BD Ultra-Fine Nano™ Pen Needle (4 mm x 32 G) has been shown to be effective for all patients†

*Multiple sizes may be used.
†In a study, the 4 mm x 32 G pen needle provided equivalent glycemic control with reduced pain compared to longer and thicker needles (Hirsch L.J, et al. Curr Med Res Opin. 2010;26:1531-1541).

SELECT SAFETY INFORMATION

DRUG INTERACTIONS
Certain drugs may affect glucose metabolism, requiring insulin dose adjustment and close monitoring of blood glucose. The signs and symptoms of hypoglycemia may be blunted when beta-blockers, clonidine, guanethidine, and reserpine are co-administered with BASAGLAR.

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IMPORTANT SAFETY INFORMATION

CONTRAINDICATIONS
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WARNINGS AND PRECAUTIONS
BASAGLAR KwikPen® must never be shared between patients, even if the needle is changed. Sharing poses a risk of transmission of blood borne pathogens.

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