



## MEMORANDUM

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### Interview with Abbott’s VP of North America Commercial Operations for Diabetes Care, Dr. Badia Boudaiffa, on the launch of the new Libre app in the US - April 15, 2025

*New universal platform will allow for quicker application updates; ability to customize alarm settings; real-time FreeStyle Libre 2 data streaming launched*

Our team was fortunate to recently interview Abbott’s VP of North America Commercial Operations for Diabetes Care, Dr. Badia Boudaiffa. Abbott just [launched](#) a new Libre app (called “Libre by Abbott”) in the US that consolidates the FreeStyle Libre userbase in one app and improves data accessibility – previously, FreeStyle Libre 2 and FreeStyle Libre 3 operated via separate apps. The streamlined app also offers additional alarm customizability to help personalize alarm preferences and to mitigate alarm fatigue.

Dr. Boudaiffa also discussed Abbott’s research into diabetes stigma and how shame can lead to individuals avoiding care. In February, Abbott launched the [Above the Bias](#) initiative – with the now-viral [video](#) “The Emotional Toll of Diabetes” – to improve public knowledge of the challenges associated with diabetes. On CGM coverage, Dr. Boudaiffa expressed Abbott’s commitment to real-world studies that show the benefit of CGM *regardless* of insulin therapy, so more people with diabetes can access the technology. Indeed, the technology does much to help people determine more optimal interventions, including both insulin (types of insulin like basal or prandial as well as dosing) as well as other oral and injectable therapy for those with T2D, specifically SGLT-2 inhibitors and GLP-1/multi-agonists. Abbott also continues to develop a dual continuous glucose-ketone monitor, which should ultimately help enable DKA prevention and make it easier for patients on insulin to use pumps. See more below, including the upcoming discontinuation of FreeStyle Libre 2 and FreeStyle Libre 3 apps and recent manufacturing investments.

#### Key Takeaways

- **On the new US Libre app:** Dr. Boudaiffa said the app includes several new features that address common user feedback and improve the experience. This includes the introduction of silent mode for FreeStyle Libre 3, allowing users to silence alarms for up to six hours. Additionally, the app offers optional, gradual alarms that slowly increase in volume to minimize disruption. Abbott hopes this increased flexibility will help people customize the devices to best meet their needs and improve overall glycemic outcomes. Additionally, FreeStyle Libre 2 data will now automatically display in the app, eliminating the need for US users to scan the sensor to access data. Dr. Boudaiffa added that the new universal platform will allow for quicker application updates for all users.
- **On addressing diabetes stigma:** In a [survey](#) of over 2,600 people with T1D and T2D, 40% of respondents said shame or stigma caused them to skip doctor’s appointments. Nearly 70% said that positive, supportive messaging would significantly boost their motivation to manage diabetes. Abbott seeks to raise awareness of diabetes bias and stigma and foster a more inclusive environment – see more at [www.AboveBias.com](http://www.AboveBias.com).
- **On a dual glucose-ketone sensor:** Abbott envisions this sensor as a safety mechanism to prevent DKA, a leading cause of hospitalization for people with diabetes. Dr. Boudaiffa noted that even if glucose levels are well managed, high ketone levels can still occur. Since ketones can rise at a faster rate, it’s important to detect rising levels early to prevent DKA, which may be simplified through Abbott’s dual sensor.

Read on for the full interview with Dr. Boudaiffa.

#### Table of Contents

1. [Key Takeaways](#)
2. [Interview with Abbott’s VP of North America Commercial Operations for Diabetes Care, Dr. Badia Boudaiffa](#)

1. [On new features in the Libre app](#)
2. [On addressing diabetes stigma](#)
3. [On standards of care for CGM use in non-insulin T2D](#)
4. [On the FreeStyle Libre portfolio transition](#)
5. [On manufacturing investments](#)
6. [On a future dual glucose-ketone sensor](#)

## Interview with Abbott's VP of North America Commercial Operations for Diabetes Care, Dr. Badia Boudaiffa

**Kelly Close:** It's a pleasure to speak to you. Thank you for the opportunity to meet with you to discuss Abbott's enhancements to the Libre app.

### On new features in the Libre app

**Andrew Goyette:** It's very exciting to hear about the recently revamped Libre app, which will consolidate your FreeStyle Libre userbase in one app with several meaningful new features. In your existing apps, what was some of the most common user feedback you received, and how does this update aim to address that feedback and improve the user experience? Which updates were the most requested by users?

**Dr. Badia Boudaiffa, VP of North America Commercial Operations:** We've heard from Libre users that they want a convenient and easy experience. With every iteration of Libre, we strive to enhance that experience. **With this universal platform, we'll be able to update one app more quickly with new features.**

For instance, when we launched Libre 3 with real-time streaming, it eliminated the need to scan the sensor to see glucose readings. Meanwhile, Libre 2 users still had to scan. **The new app has an updated interface and simplified data pattern viewing, plus it allows Libre 2 users to get real-time streaming – no more scanning needed.**

It is a real benefit that all Libre users will get the latest app features at the same time, and it will no longer be based on which system they currently use.

**Jeremy Alkire:** How will you leverage user feedback to further enhance the app throughout the year? What additional features may be planned to launch in the future?

**Dr. Boudaiffa:** Launching the Libre by Abbott app is just the start. Over time, we plan to introduce new features that address specific needs. For example, someone with T1D might rely on tools to manage insulin, while someone with T2D who is not using insulin might be more focused on how food and activity impact their glucose levels.

**Nour Khachemoune:** Alarm fatigue is commonly reported by people with diabetes as a potential burden and frustration with diabetes technology, so it's exciting to hear about the addition of silent mode and gradual alarms. To what extent will this encourage users who are hesitant to use CGM to initiate? How may this encourage more continual CGM wear among users who may remove their devices due to frequent alarms?

**Dr. Boudaiffa:** People who expect sudden and extreme changes in their glucose levels rely on these alarms to stay safe. But for others, these alarms can sometimes be stressful or tiring. The new Libre app gives them the ability to customize their alarm settings, most notably to silence alarms for up to six hours. We hope this flexibility will help people use the device in the way that best fits with them to improve their overall glucose outcomes.

### On addressing diabetes stigma

**Monica Oxenreiter:** In a similar vein, Abbott has conducted research on how diabetes stigma and shame leads to individuals avoiding care. Could you explain the findings of this research and their implications for expanding care access and reaching underrepresented populations?

**Dr. Boudaiffa:** There are many barriers to care, and as a leader in diabetes care, we believe it's our job to help minimize

them where we can.

We commissioned a survey of 2,600 people with T1D and T2D and found that shame and stigma cause 40% to miss or skip doctor's appointments. We were alarmed to see this, and then determined we had to bring awareness to the issue so these people get the care they need. In the same study, nearly 70% said that supportive comments significantly boost their motivation to manage their condition. So, that gave us direction into the job we needed to do to reduce diabetes bias.

Over the last two years, we've been busy building a program that we hope will decrease bias and stigma, so people don't feel ashamed or embarrassed to seek treatment. As part of this, we released a film and a website, [www.AboveBias.com](http://www.AboveBias.com), to help people without diabetes see the world from the perspective of someone with the disease. By building empathy, our aim is to remove this barrier, so people can get the support and care they need to manage their health.

**Kelly:** We all continue to be so moved by the [Above the Bias film, its launch event](#) that we were so fortunate to attend, and [the project](#) as a whole!

## On standards of care for CGM use in non-insulin T2D

**Jeremy:** In an important update, the ADA's 2025 Standards of Care now state that healthcare providers should "consider" CGM in adults with T2D on non-insulin therapy. To what extent will this recommendation catalyze broader insurance coverage for CGM in this population? How is Abbott generating additional clinical and real-world evidence to support the establishment of broader coverage for this population?

**Dr. Boudaiffa:** As more people recognize the life-changing benefits of CGM for all people with diabetes – not just those on insulin therapy – more doors will open for access to this critical technology.

Payors often look to professional societies for recommendations when making coverage decisions. So, this endorsement from the ADA is important. It gives payors another reason to consider expanding their coverage to include more people with diabetes. It's our hope that one day all people with diabetes will have coverage. Until then, we will continue to conduct real-world studies that show the benefit of CGM for all and seek ways to expand coverage so more people with diabetes can access the technology.

**Andrew:** Beyond insurance coverage, what are the biggest barriers to CGM adoption in this population?

**Dr. Boudaiffa:** One of the biggest hurdles for people with T2D, especially those not using insulin, is simply not knowing that they can benefit from using a CGM. There's a common misconception that CGMs are only for people managing insulin, but that's not true. Studies have shown that everyone with diabetes can benefit from monitoring their glucose levels. This is especially important for those trying to change their lifestyle habits to prevent their condition from getting worse.

## On the FreeStyle Libre portfolio transition

**Nour:** FreeStyle Libre 2 and FreeStyle Libre 3 are being discontinued with US availability ending September 30, 2025. This will transition the Libre portfolio fully to FreeStyle Libre 2 Plus and FreeStyle Libre 3 Plus. How is Abbott raising awareness among healthcare providers and patients to transition the vast majority of the userbase to the Plus sensors by September? How much of your userbase has already migrated to the new FreeStyle Libre 2 Plus and FreeStyle Libre 3 Plus sensors? What additional work is needed to accelerate this transition?

**Dr. Boudaiffa:** Since launching our 15-day sensors last year, we've seen a strong increase in adoption, especially for the Libre 3 Plus, which hit retail pharmacies before Libre 2 Plus. People like that they only need two sensors per month, which aligns with our commitment to provide the easiest and most affordable CGM. Earlier this year, we started communicating to healthcare providers and customers and will continue with follow-ups until the end date.

To learn more, people can visit our website: [Transition to FreeStyle Libre 3 Plus or 2 Plus](#).

**Monica:** Among users who have already switched to the Plus sensors, what user feedback has particularly stood out with the new sensors – for instance, on the ease of switching, the extended day of wear, and AID compatibility? To what extent has AID compatibility boosted FreeStyle Libre adoption?

**Dr. Boudaiffa:** All of these factors have contributed to people making the switch. With every iteration of Libre tech, we have enhanced the system to meet our customers' requests. The Libre 2 and 3 Plus are a testament to our commitment to providing a system that makes management easier. A major milestone for us was AID capability. With the Libre 2 and 3 Plus sensors, we can now offer compatibility with all of the leading pump partners, making Libre the most connected sensor in the world.

## On manufacturing investments

**Andrew:** In 3Q24, CEO Mr. Robert Ford mentioned that there were temporary supply challenges with FreeStyle Libre 3 due to rising demand, but these are expected to quickly resolve in 2025 with a new manufacturing site in Ireland now open and supportive manufacturing investments in other sites. How will these investments solidify and enhance Abbott's FreeStyle Libre supply moving forward?

**Dr. Boudaiffa:** Over the past several years, the number of people using Libre has grown to seven million worldwide. We've increased our manufacturing significantly over the years to meet this demand, including adding capacity at existing facilities and opening a new manufacturing facility. Both Libre 3 and Libre 3 Plus sensors are widely available across the US at pharmacies and mail order companies.

## On a future dual glucose-ketone sensor

**Monica:** Abbott remains committed to developing a dual continuous glucose-ketone monitor. What additional work is needed to progress development of this system? To what extent could this change the standard of care for people with diabetes and make adjunctive therapy with SGLT-2 inhibitors in T1D and/or with AID systems a possibility?

**Dr. Boudaiffa:** Rising ketones and DKA, is a concern for not only people with T1D but also for those with T2D on insulin therapy. It's also a leading cause of hospitalization for people with diabetes. That's why this system has the potential to help a lot of people – it's really a safety mechanism. It will alert them if they're on a path to dangerous level of ketosis, so they can make changes and stay out of the hospital.

DKA remains a leading acute diabetes event. We already know that CGMs can reduce DKA, but having a sensor that can monitor both glucose and ketones is helpful. Even if glucose levels are well managed, high ketones can still happen. In fact, ketones can rise at a faster rate – so it's important to detect rising levels early to prevent a DKA emergency.

**Kelly:** Thank you so much, it's been such a pleasure speaking to you! This has been fantastic learning for our team, especially how much diabetes management can continue to become easier – help in avoiding DKA of any kind is so welcome, especially for the rapidly expanding group of people with diabetes on continuous insulin delivery. Finally, all of us so specifically appreciate Abbott's Above the Bias campaign and your and your team's direct acknowledgement of the emotional tolls of diabetes.

*--by Jeremy Alkire, Nour Khachemoune, Andrew Goyette, Monica Oxenreiter, and Kelly Close*