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Roche launches AI-enabled predictive CGM solution for diabetes management in Middle East

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Supported by AI-trained algorithms, it provides key predictions of likely hypoglycaemia within 30 minutes

Roche Diagnostics Middle East presented a landmark launch event revealing Accu-Chek SmartGuide, a breakthrough Continuous Glucose Monitoring (CGM) innovation that sets a new standard of care for diabetes management in the Middle East.

The event gathered distinguished leaders, global experts, and health authorities including Dr Hussain Abdul Rahman Al Rand, the Assistant Undersecretary for the Public Health Sector, who delivered a keynote speech as part of the launch event; Arthur Mattli, Ambassador of Switzerland to the United Arab Emirates and Bahrain, Guido Sander, General Manager of Roche Diagnostics Middle East, and Dr Abdullah Mohammed Arabe, Director of Diabetes Centers, Diabetic Foot Centres, and the Osteoporosis Department at the Ministry of Health, Saudi Arabia.

In his keynote speech, Dr Hussain Abdul Rahman Al Rand, the Assistant Undersecretary for the Public Health Sector said, “The UAE places health at the top of development priorities. As part of the UAE Health Vision 2030, we promote a culture of healthy living – aiming to raise awareness about diseases and their negative impact on individuals and our communities.

“Innovation in healthcare is not just about technology. It is about improving lives, preventing disease, and building a healthier and more resilient nation for future generations through partnership and evidence-based practice.”

With over 1.3 million adults in the United Arab Emirates living with diabetes, the roll out of the Accu-Check CGM solution has the potential to transform diabetes care in the region. Diabetes is one of today’s most urgent healthcare challenges especially in the Middle East.

Already available in Kuwait, Saudi Arabia, and Qatar, this innovative solution is designed to help people living with diabetes anticipate glucose changes, reduce uncertainty, and manage their lives with greater confidence. Roche continues to make every effort to bring this life-changing innovation to patients across the wider Middle East.

The Accu-Chek SmartGuide CGM harnesses artificial intelligence to forecast glucose levels over the next 30 minutes, 2 hours, and overnight, enabling patients to proactively manage their diabetes. By providing accurate, predictive insights, the solution encourages better self-care, reduces emotional burden, improves adherence to therapy, and lowers the risk of secondary complications such as cardiovascular disease, kidney damage, nerve damage, blindness, and mental health issues.