

Dexcom INC.'S Strategic Resilience in International CGM Markets

Addressing Creativity, Access, and Technical Challenges

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Abstract: The research is based upon analysis of Dexcom Inc., that is considered as performing a leading role in continuous glucose monitoring (CGM) systems. It analyses the plan of action, its challenges & the possible effects in the system, specifically in continuous emergence of health care systems. By using the indirect information and doing qualitative analysis, the study has identified some fundamental problems in the system. The issues are related to management I.e., innovation management, data privacy & world health care arrangements. The article delivers the well thought recommendations to improve Dexcom's Strategic durability and global influence. The insights that are provided, they have the purpose to support identical health care technology startups that are experiencing difficult market circumstances.

Keywords: Dexcom Inc., Continuous Glucose Monitoring,, Health Care Innovation, Data Security, Plan of Action.

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I. INTRODUCTION

Technology is speedily changing the global healthcare sector, especially in the treatment of chronic illnesses. Continuous Glucose Monitoring (CGM) is a device that performs glucose level observation. It has completely changed the way how diabetes is treated. In this field, Dexcom Inc., that is a medical device company, has become a leading participant. However, this business is facing greater challenges because of the continuous shifting of legal environment, a requirement for continuous creativity, rising security of data concerns, and the need for open distribution of information around the world. The purpose of this study is to determine the factors that influence Dexcom's strategic direction.

II. LITERATURE REVIEW

Previous studies highlight the importance of innovation in the medical technology sector and the necessity of strategic flexibility (Christensen et al., 2016). Companies in the health IT sector frequently struggle with regulatory compliance, especially from the FDA and EMA (Porter & Teisberg, 2006). As cyber threats are increasing, there is increased concern

about data privacy, which is shaped by laws like HIPAA (HHS, 2021). According to stakeholder theory, it is necessary to involve both internal and external players, such as patients, healthcare providers, and officials in strategic planning.

III. METHODOLOGY

Thematic analysis is used in this qualitative research project to analyse other sources of data, such as Dexcom's internal documents, market analyses, academic articles, and government records. The research identifies problems and proposes recommendations for strategy through a systematic approach.

IV. FINDINGS

A. Regulatory Complexity

Each country in which Dexcom runs business has different laws and regulations. Dedicated compliance structures are necessary to stay in line with changing FDA and EMA rules. Delays in regulations may limit progress and competition.

B. Data Privacy and Security

As more healthcare data is being digitised, protecting patient data is essential. Dexcom must manage the risks associated with data theft and cyberattacks while maintaining complete agreement to HIPAA along with other international privacy regulations.

C. Innovation and R&D

One of the main sources of Dexcom's competitive edge is development. But maintaining this progress demands cost of research, innovative manufacturing techniques & collaborations with research organizations.

D. Stakeholder Engagement

The company's strategic orientation is shaped by internal stakeholders, especially top management and R&D teams. Adoption of innovations, product design, and market access are all influenced by external stakeholders, including advocacy groups, patients, healthcare providers, and regulatory agencies.

E. Global Access and Equity

Although a lot of progress has been done so far, Dexcom still has some challenges in making sure that CGM technology reaches those who need it most. Strategies for healthcare coordination must take into consideration regarding affordability and access among different medical systems.

V. DISCUSSION

Due to its success in CGM innovation, Dexcom is at the center of a business boom. A broad solution including stakeholder engagement, technology leadership, compliance efficiency, and worldwide customer coordination is needed to meet these objectives. According to the findings, there is an increasing demand for comprehensive methods which connect creativity with durability and diversity.

VI. RECOMMENDATIONS

- Ensure active regulation, create worldwide regulation teams.
- Make an investment in innovative information safety tools and procedures.
- Increase efforts to conduct research and development through international collaborations
- Create techniques for involving stakeholders to direct advancement of products.
- Use competitive approaches to increase availability as well as affordability.

VII. CONCLUSION

Dexcom Inc. works at the nexus of technology, regulations, and medical. Its difficulties are not particular; rather, they are representative of a larger pattern in health care progress. A strategic road plan for challenges and maintaining Dexcom's dominance in the CGM sector is suggested by this study. Dexcom needs to keep developing its progress to stay competitive and have a positive social impact that is the demand for healthcare solutions and the need is rising globally.

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