

# Changing diabetes

## where it matters most

It has been almost a decade since Novo Nordisk launched Changing Diabetes®, its promise to people with diabetes to help them live a better life. Much has been achieved in this time, but a lot still needs to be done.

**N**ovo Nordisk's core responsibility to people with diabetes and to society is to deliver innovative, high-quality products. "We have a very diverse insulin portfolio, from human insulins to modern insulin analogues," says Jakob Riis, executive vice president of Marketing & Medical Affairs. "Our core focus is to drive innovation and develop even better products to help people achieve the best possible outcome of their treatment."

As a world leader in diabetes care, Novo Nordisk not only produces insulin, but also works to ensure that it reaches the hands of those who need treatment and care worldwide. "We strive to make insulin accessible for more people living at the base of the economic pyramid, and we'll continue to offer human insulin at very low prices in developing countries," explains Jakob Riis.

While delivering products will always remain Novo Nordisk's number one priority, the efforts to change diabetes go beyond medicine. "Our goal is to make a difference to patients, and we know that we can only get part of the way with our products. This is why our Changing Diabetes® activities are important," points out Jakob Riis.

"Access to health is a human right, and Changing Diabetes® is Novo Nordisk's response to the global diabetes challenge. A key element is our strategy for global access to diabetes care, which we renewed in 2013. It is global in scope and part of our business model. Basically, we will stop diabetes ruining people's lives," explains Charlotte Ersbøll, corporate vice president of Corporate Stakeholder Engagement. "We would like to see a world where everyone with diabetes is diagnosed, everyone who is diagnosed gets treated and everyone treated can live their life to the full," she adds.

That is why Novo Nordisk is working around the world together with its partners to break the diabetes 'Rule of Halves'. [Read more on pp 22–23.](#)

### The challenge is global, the solutions local

"The challenges of living with diabetes are different from country to country and person to person, so we partner with governments

and local stakeholders to identify the most pressing health needs and ways in which we can achieve the biggest impact," explains Charlotte Ersbøll.

For countries where improving understanding of diabetes and its prevention is of the utmost importance, Novo Nordisk works to raise awareness, for example through activities on World Diabetes Day and by organising high-level national and international diabetes leadership forums with policymakers.

More urgent in some countries is the need to increase diagnosis of diabetes and improve access to healthcare. In these areas Novo Nordisk is working with local partners to develop screening programmes, build capacity by training healthcare professionals, and establish clinics and networks to strengthen the existing healthcare infrastructure.

### Ambitious long-term target

"Ten years ago diabetes was not recognised as having a direct impact on development," says Charlotte Ersbøll. "The world knew diabetes was increasing in high-income countries such as the US, but didn't understand the implications of the rising prevalence of diabetes in developing countries. Today non-communicable diseases, including diabetes, are recognised as the biggest killer globally and therefore increasingly important on the global health agenda."

Novo Nordisk has set a long-term global target of providing quality diabetes care products to 40 million people by 2020. It builds on the belief that the way in which the company addresses a global health issue must be linked to its commercial offering; otherwise it is not sustainable in the long term. Today, Novo Nordisk provides diabetes care products to more than 24 million people.

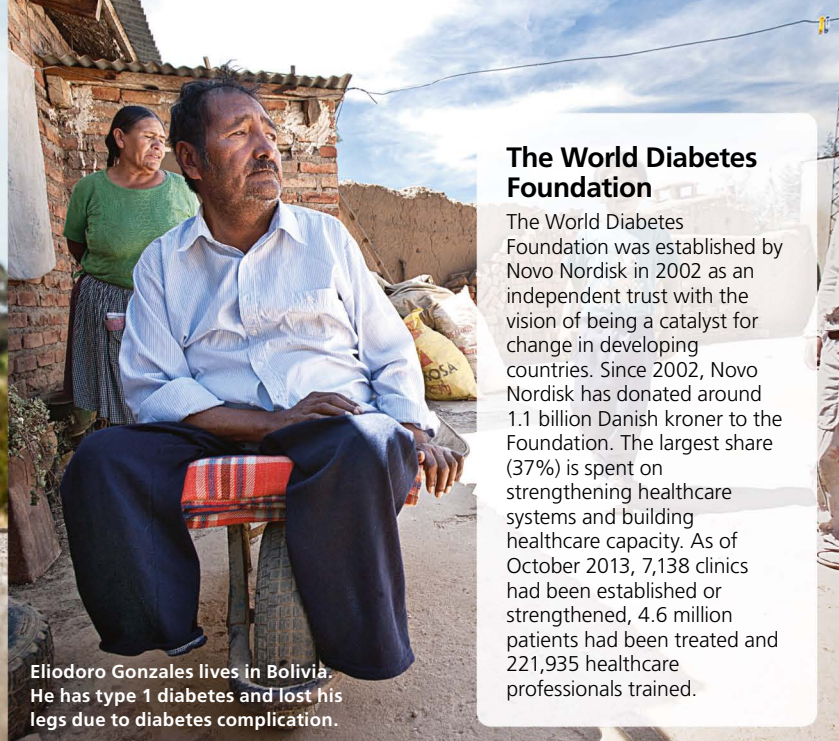
"With our '40by20' long-term target we hope to make a significant contribution to the World Health Organization's target of decreasing mortality from non-communicable diseases such as diabetes by 25% by 2025," adds Charlotte Ersbøll.

Team Novo Nordisk has raced more than 9,500 km in 55 races since its launch in December 2012.



### Inspire people with diabetes through Team Novo Nordisk

“Ultimately, diabetes shouldn’t restrict the lives of children or adults no matter where they live,” says Jakob Riis. “This is why we support Team Novo Nordisk, the world’s first all-diabetes pro-cycling team. The team’s mission is to educate, empower and inspire those affected by diabetes. We want people to say ‘I manage my diabetes, it doesn’t manage me.’” In total, Team Novo Nordisk consists of more than 80 cyclists, triathletes and runners who all have diabetes.



Elidoro Gonzales lives in Bolivia. He has type 1 diabetes and lost his legs due to diabetes complication.

### The World Diabetes Foundation

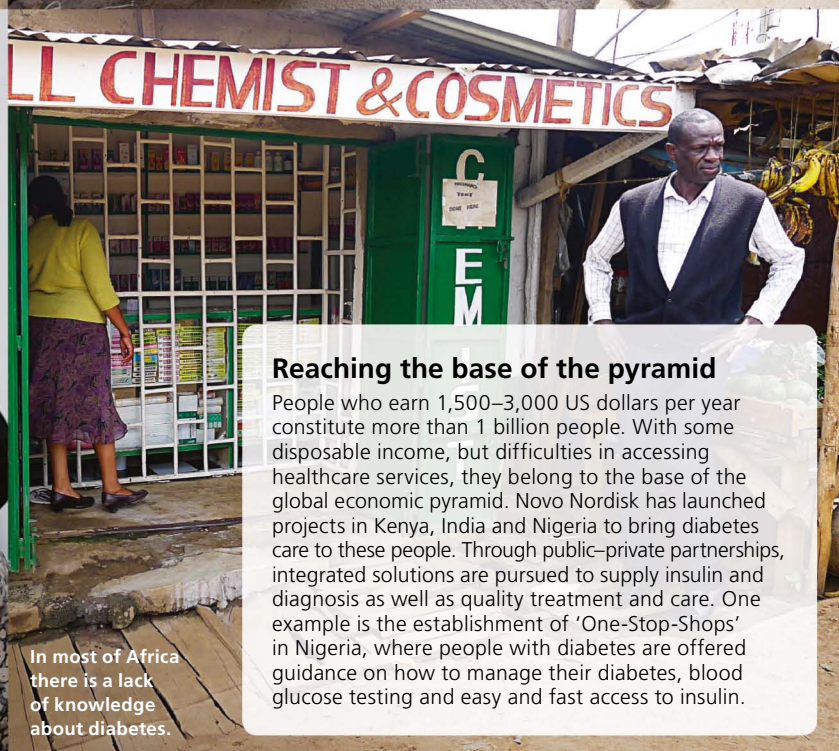
The World Diabetes Foundation was established by Novo Nordisk in 2002 as an independent trust with the vision of being a catalyst for change in developing countries. Since 2002, Novo Nordisk has donated around 1.1 billion Danish kroner to the Foundation. The largest share (37%) is spent on strengthening healthcare systems and building healthcare capacity. As of October 2013, 7,138 clinics had been established or strengthened, 4.6 million patients had been treated and 221,935 healthcare professionals trained.



### Building healthcare capacity

Healthcare professionals who are capable of detecting and treating diabetes are needed to catch up with the accelerating growth in the prevalence of diabetes. In China, Novo Nordisk, the government and local partners collaborate to increase quality diabetes care. As of October 2013, 2,076 apprentices have been trained and people across 830 counties have benefited from improved diagnosis and treatment. Another example is the new REACH programme in which Novo Nordisk-owned Steno Diabetes Center is scaling up its efforts by establishing an education centre in various countries in Asia. Once fully rolled out, the programme, which is funded by the Novo Nordisk Foundation, is expected to train more than 9,200 healthcare professionals globally each year.

Training apprentices in China.



### Reaching the base of the pyramid

People who earn 1,500–3,000 US dollars per year constitute more than 1 billion people. With some disposable income, but difficulties in accessing healthcare services, they belong to the base of the global economic pyramid. Novo Nordisk has launched projects in Kenya, India and Nigeria to bring diabetes care to these people. Through public-private partnerships, integrated solutions are pursued to supply insulin and diagnosis as well as quality treatment and care. One example is the establishment of ‘One-Stop-Shops’ in Nigeria, where people with diabetes are offered guidance on how to manage their diabetes, blood glucose testing and easy and fast access to insulin.

In most of Africa there is a lack of knowledge about diabetes.



Patsy Left Hand Bull is a tribal elder of the Lakota Sioux tribe in the Rosebud Reservation.

### Supporting vulnerable populations

People living in vulnerable communities are often overlooked if they live in high-income countries, but they experience disproportionately high levels of diabetes compared with the rest of the population. Novo Nordisk recently helped the Rosebud Sioux tribe of South Dakota in the US improve diabetes care. The project includes a mobile health unit for travelling to remote areas of the reservation, a wellness centre and a programme to certify diabetes educators.



Ranjith is enrolled in the Changing Diabetes® in Children programme in India.

### Changing Diabetes® in Children

In some developing countries, the life expectancy for children with type 1 diabetes is less than one year. In 2010, Novo Nordisk committed 75 million Danish kroner over five years to provide free insulin and care to children as part of its Changing Diabetes® in Children programme. The programme is a collaboration with local partners including ministries of health and the World Diabetes Foundation. Since 2010, 93 clinics have been established and over 4,150 local healthcare professionals have received the proper training and education to treat children. More than 11,700 children in nine countries across Africa and Southeast Asia have been enrolled in the programme.