

8th Global Patients Congress

24 - 26 May, 2018



International Alliance of
Patients' Organizations
A global voice for patients

Miami Marriott Dadeland Hotel , Florida, USA • www.globalpatientscongress.org • #GPC2018

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PRODUCTS MARKETED IN
170 COUNTRIES



DIABETES

AFFILIATES IN
COUNTRIES 79



R&D CENTRES
IN CHINA, DENMARK,
UK AND US



OBESITY



EMPLOYS APPROXIMATELY
42,100 PEOPLE

STRATEGIC
PRODUCTION SITES

IN BRAZIL, CHINA, DENMARK,
FRANCE AND US



GROWTH
DISORDERS



HAEMOPHILIA

SUPPLIER OF NEARLY
HALF OF THE
WORLD'S INSULIN

27,700,000

PEOPLE USE OUR
DIABETES CARE PRODUCTS

8th Global Patients Congress

Novo Nordisk at a glance

Novo Nordisk is a global healthcare company with 95 years of innovation and leadership in diabetes care.

This heritage has given us experience and capabilities that also enable us to help people defeat other serious chronic diseases: haemophilia, growth disorders and obesity.



novo nordisk®

NN's global presence

CORPORATE HEAD QUARTERS

COPENHAGEN, DENMARK

NORTH AMERICA OPERATIONS HQ

PLAINSBORO, NJ, US

INTERNATIONAL OPERATIONS HQ

ZÜRICH, SWITZERLAND

REGIONAL OFFICES

- BEIJING (CHINA)
- SAO PAULO (LATIN AMERICA)
- TOKYO (JAPAN & KOREA)
- COPENHAGEN (EUROPE)
- DUBAI (AFRICA, MIDDLE EAST & OCEANIA)

STRATEGIC PRODUCTION SITES

BRAZIL, CHINA, DENMARK, FRANCE,
AND THE US

R&D CENTRES

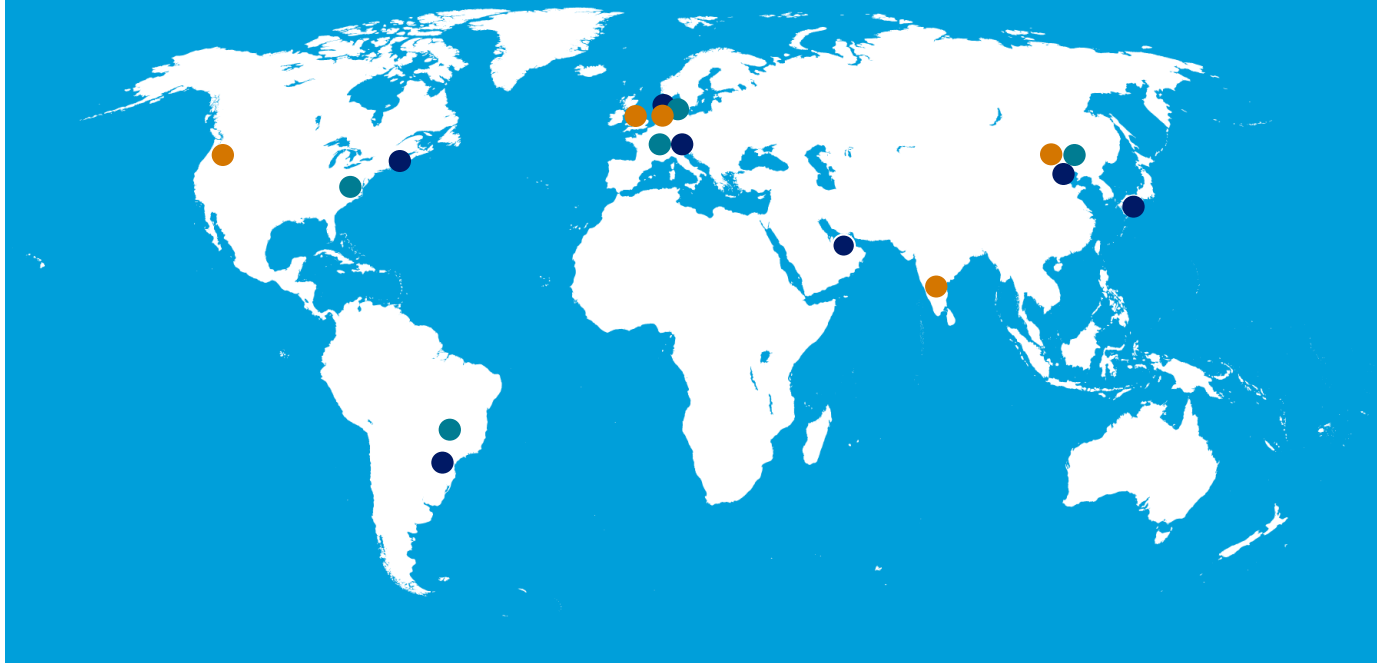
CHINA, DENMARK, INDIA, UK,
AND THE US

NOVO NORDISK AFFILIATES IN

79 COUNTRIES

NOVO NORDISK MARKETS
ITS PRODUCTS IN

170 COUNTRIES WORLDWIDE



Novo Nordisk's Global Patient Relations Strategy & Mission

Insights

Bring relevant patient insights to all areas of the value chain

External advocacy

Support the empowerment of the patient voice

Education & Communication

Promote patient focus among Novo Nordisk's managers and employees

Capability Building

Build capabilities in strategic patient engagement across Novo Nordisk

Disease Experience Expert Panels (DEEPs)

TYPE 1 DIABETES

TYPE 2 DIABETES

OBESITY

HAEMOPHILIA

GROWTH DISORDERS

OTHER SERIOUS CHRONIC DISEASES

Kidney disease

Heart disease

Liver disease



Represent 'Me' knowledge

- My story
- My perspective
- My experience
- My need
- My preferences
- My fears
- My expectation
- My knowledge
- My data
- *What I hope*

DEEP 4:

Employees

DEEP 3:

Patients that are not members of a patient organization

DEEP 2:

Patients that are members of a patient organization

DEEP 1:

Patients that lead patient organizations

Global patient leaders**

- + and Regional patient leaders**
- + and National patient leaders**



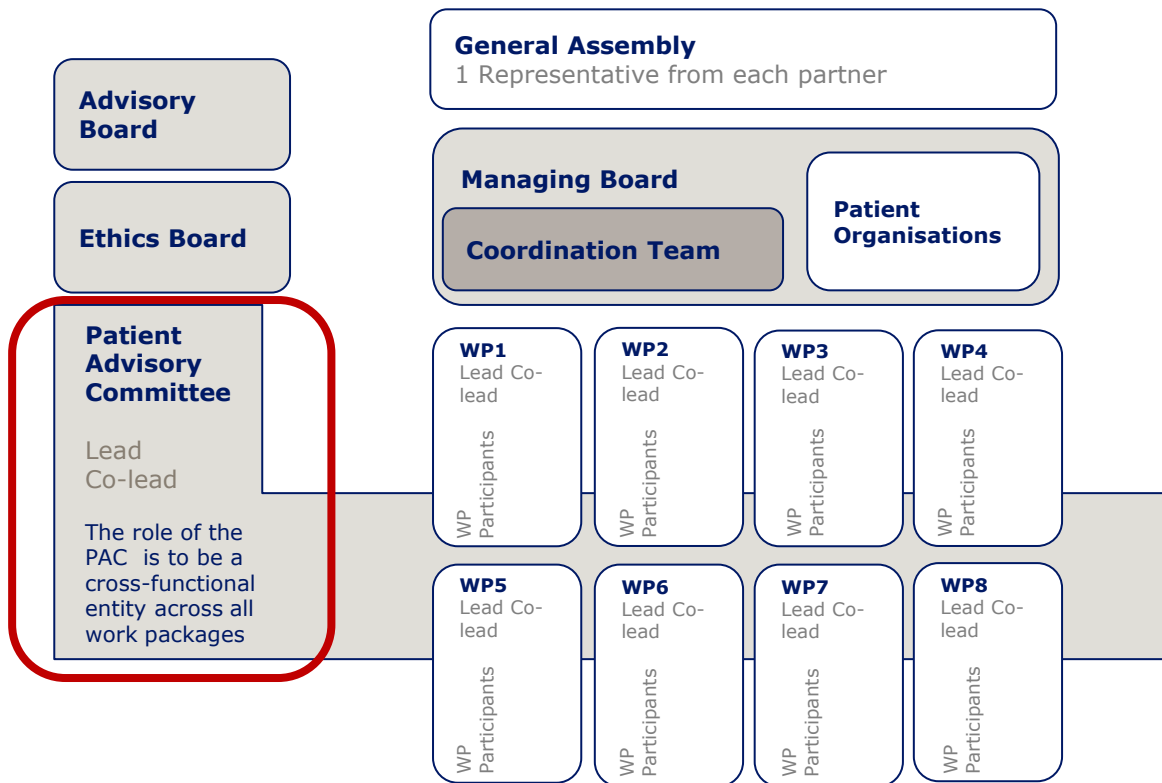
** Represent 'We' knowledge

- Our story
- Our perspective
- Our experience
- Our need
- Our preferences
- Our fears
- Our expectation
- Our knowledge
- Our data
- *What we envisage*

IMI Hypo-RESOLVE

- Understanding Hypoglycaemia and its impact in people with diabetes.
- START DATE: 01 May 2018
- DURATION: 48 months
- 23 leading international players from academia, industry, and patient organisations have joined forces to find better solutions to alleviate the burden and consequences of hypoglycaemia.
- Visit the Hypo-RESOLVE website: <http://www.hypo-resolve.eu/>

The PAC - a functional entity across all work packages



Questions ?