

8th Global Patients Congress

Garrett Jensen, Louise Bak Refshauge
and Tanner Barton, DEEP members



Meaningful Patient Engagement

in medicines R&D and beyond...

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Novo Nordisk at a glance

Novo Nordisk is a global healthcare company with more than 90 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 conditions: haemophilia, growth disorders and obesity.



PRODUCTS MARKETED IN
170 COUNTRIES



AFFILIATES IN COUNTRIES 79



R&D CENTRES
IN CHINA, DENMARK,
AND US



EMPLOYS APPROXIMATELY
42,700 PEOPLE

STRATEGIC
PRODUCTION SITES

IN BRAZIL, CHINA, DENMARK,
FRANCE AND US



SUPPLIER OF MORE THAN
HALF OF THE
WORLD'S INSULIN

26,800,000
PEOPLE USE OUR PRODUCTS

Our stating point: Novo Nordisk Way



We use the Novo Nordisk Way to guide the decisions we make and the actions we take

"It's important to me that we achieve success in accordance with our values. To ensure that, everyone who works at Novo Nordisk is guided by the principles set out in our Novo Nordisk Way.

This includes putting patients at the centre of our decisions by setting ambitious goals for our innovation and striving for excellence in achieving them."

**Lars Fruergaard Jørgensen,
CEO Novo Nordisk**

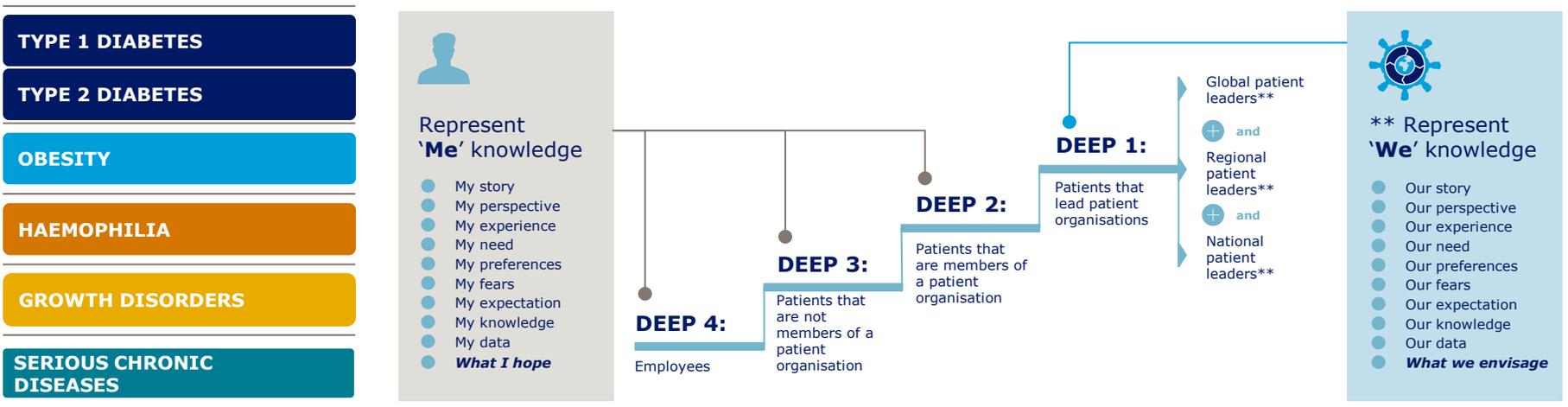
The Novo Nordisk Way is a set of guiding principles which underpins every decision we make.

It describes who we are, how we work and what we want to achieve, and sets a clear direction for our company and our employees.

Essential #1: We create value by having a patient centred business approach.

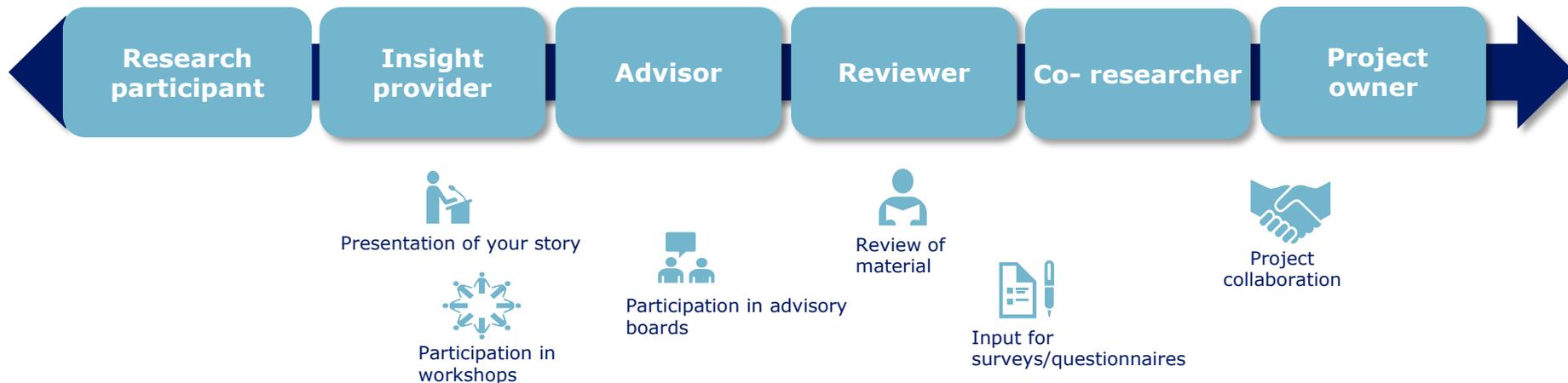
DEEPs at a glance

Disease Experience Expert Panels (DEEPs) are patients or relatives who live with a chronic disease, and can provide disease specific insights and advice. The DEEPs represent type 1 diabetes, type 2 diabetes, diabetes complications, obesity, haemophilia, and growth disorders and represent four tier levels:

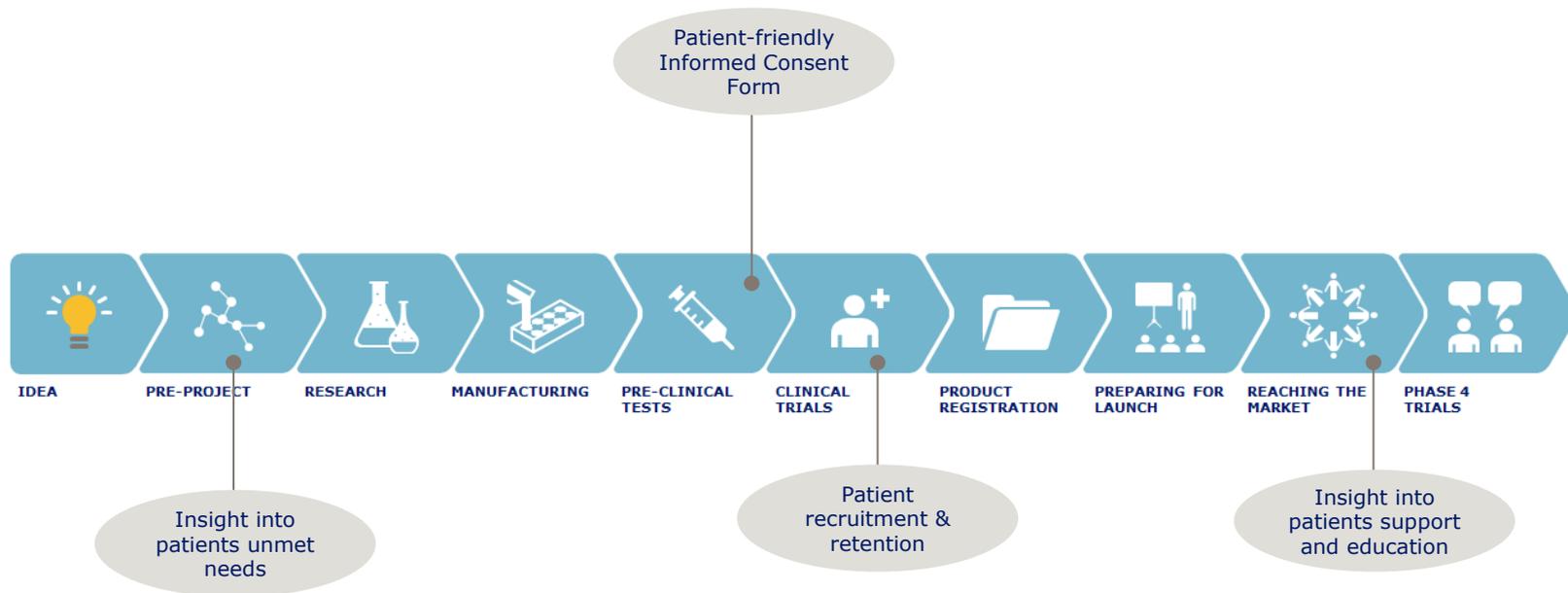


DEEPs are involved across the value chain in different roles and activities

There are 6 defined roles that patients can take within development of medicines R&D*. DEEPs can be insight provider, advisor, reviewer, co-researcher or project-owner based on their individual preferences, capabilities and mandate. Each DEEP member can take on one or more roles.



Examples of DEEP activities: from idea to consumer



From Disease Experience Expert Panel to...



ASPIRE: When 'beauty-comes-from-within' meets reality!



HOW TO GET INVOLVED?



Participate in clinical studies



Share your patient experience

PATIENT ORGANISATIONS



Co-create new drugs and treatments

THANK YOU