

WALKIRIA HONORIO RODRIGUES
Walkiria has type 1 diabetes
Brazil

ново nordisk in latin america

Novo Nordisk is a global leader in diabetes care and we have been present in Latin America since 1983. Our long-term vision for the region is to improve the health of millions of people with diabetes and to create value, both for our company and our communities.

Our key contribution is to discover and develop better biological medicines, manufacture them to meet global demand, and make them accessible wherever needed. But to defeat diabetes we need to do more. This is why we are working in partnership with patients, policymakers, healthcare professionals and non-governmental organisations to raise awareness, improve prevention, promote earlier diagnosis and expand access to care.

Diabetes is nothing less than a public health emergency in Latin America. Soaring prevalence threatens lives, healthcare systems and social prosperity. To address these challenges, we bring over 90 years of innovation in diabetes, a culture driven by a commitment to change lives, and a long-held principle that by generating shared value for society and our company, we ensure the long-term health and sustainability of both.



2.6 MILLION

PEOPLE IN LATIN AMERICA USE OUR PRODUCTS EVERY DAY



USD 280 MILLION

INVESTED TO BUILD THE LARGEST INSULIN FACILITY IN LATIN AMERICA



1,692

NOVO NORDISK EMPLOYEES IN THE REGION

Introduction of products to Chile

1983

Affiliate established in Brazil

1990

Affiliate established in Chile

2006

Affiliate established in Peru

2012

Affiliate established in Colombia

2013

Mexico City is first to join Cities Changing Diabetes

2014

1986

Affiliate established in Argentina

2004

Affiliates established in Mexico and Venezuela

2007

Site Montes Claros Brazil becomes largest insulin production facility in Latin America

2012

Novo Nordisk begins sponsoring Steno training for HCPs in Brazil and Mexico, and supports creation of Colombia Diabetes Observatory

2014

Novo Nordisk facilitates first Latin American High Level Meeting on Diabetes Policy

changing diabetes®


ново nordisk®

DIABETES IN LATIN AMERICA

A PUBLIC HEALTH EMERGENCY

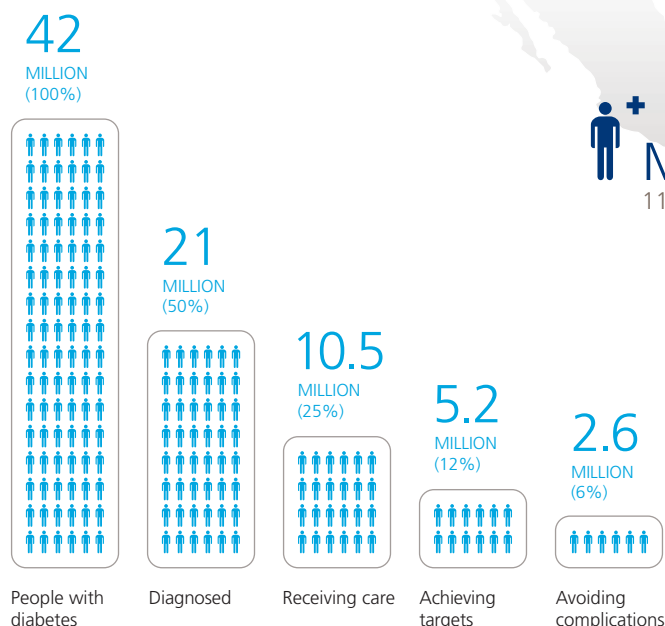
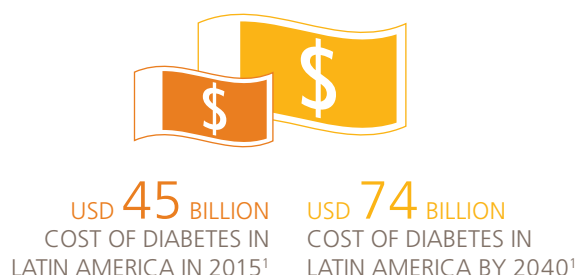
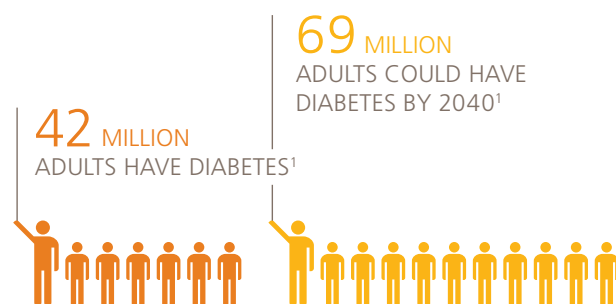
Around 42 million adults in Latin America have diabetes and this number is expected to exceed 69 million by 2040.¹ Type 2 diabetes, which accounts for 90% of all cases, is associated with being inactive and being overweight.¹ As rapid urbanisation has led to sedentary lifestyles and unhealthy diets, these risk factors have become all too common.

Left untreated, type 2 diabetes can lead to heart disease, stroke, kidney disease and blindness. Early diagnosis and treatment reduce the risk of serious complications, yet many people with diabetes in Latin America are unaware they have the condition¹, and are unlikely to be receiving the care they need.

A HIGH COST FOR EVERYONE

Beyond the cost in human suffering and loss, diabetes imposes a significant economic burden on everyone it affects. Lost income and disability can bring devastating consequences for families. Diabetes and its complications are also expensive to manage, placing a further financial strain on families and healthcare systems.

And direct costs may be only a fraction of the total. Estimates from 25 Latin American countries indicate that the indirect costs of lost productivity may be five times higher, potentially due to limited timely access to high-quality healthcare resulting in a high incidence of complications, disability and premature death.²



THE 'RULE OF HALVES' IN LATIN AMERICA

The 'rule of halves' illustrates the diabetes challenge. Of the 415 million people living with diabetes globally, only around half have been diagnosed, only a further half receive professional care, only half of these achieve their treatment targets, and just half of these avoid diabetes complications.

Applied to Latin America, the rule of halves suggests that just 6% of the 42 million Latin Americans with diabetes today will live their lives free from debilitating and costly complications.³

TOP 5 COUNTRIES

IN LATIN AMERICA FOR
NUMBER OF PEOPLE WITH
DIABETES, 2015¹



CHANGING DIABETES® IN LATIN AMERICA

WITH THREE CLEAR AMBITIONS

The best way to reduce the cost of diabetes is to prevent it. When prevention is no longer an option, the next best opportunity is to ensure early diagnosis and treatment to prevent or delay the onset of severe and costly health complications. Novo Nordisk works to address these issues on both an individual and societal level.

RAISING AWARENESS

Diabetes Awareness Survey

Diabetes awareness is essential for prevention, earlier detection and better health outcomes. In 2012, Novo Nordisk conducted a Diabetes Awareness Survey in six Latin American countries. The survey revealed many misconceptions about the risks, complications and treatment of diabetes. These misunderstandings are contributing to the growing burden of diabetes and we aim to change them through our awareness raising activities.



Our survey showed over half of people with diabetes were not informed of their risk prior to diagnosis⁴

World Diabetes Day

Every November 14, Novo Nordisk teams up with the International Diabetes Federation (IDF) to promote World Diabetes Day, a global initiative to drive diabetes awareness and early detection. In Latin America, our annual awareness initiatives include free screenings, walks, runs, and print and social media campaigns.



9,000+ free screenings at metro stations for World Diabetes Day, São Paulo, Brazil⁵

EXPANDING ACCESS TO CARE

Innovative treatments

Diabetes is a complex and progressive condition with no one-size-fits-all solution. This is why we develop treatment options that can be tailored to each person's evolving needs, and why we strive to deliver a full portfolio of diabetes treatments with affordable solutions for all income groups.



2.6 million people in Latin America use Novo Nordisk products every day⁶

Patient education

Our education initiatives in Latin America have reached over 100,000 patients since 2006. NovoDia is one example of an in-home training programme that supports people living with diabetes to self-manage their condition. NovoDia educates individuals and their families about diabetes and the lifestyle changes they can make to avoid long-term complications.



53,000 patients in 456 cities supported by NovoDia nurses



24,000 patients instructed by our diabetes educators



12,000 patients and HCPs supported by diabetes educators



23,000 patients educated by NovoCare in Colombia since 2012⁷

BUILDING HEALTHCARE CAPACITY

HCP training

Our HCP training programmes target core issues experienced by professionals across the region. They range from practical diabetology courses for physicians, nurses and nutritionists, to workshops delivering new insights on diabetes management for specialist audiences.



26,229 HCPs trained annually by Novo Nordisk in Latin America⁸

Colombia Diabetes Observatory (ODC)

Created in partnership with Colombia's Organisation for Health Excellence, the Observatory is a repository of knowledge about diabetes care provision in the country. Data collected by the Observatory is shared with healthcare stakeholders to inform policymaking and the creation of programmes that improve quality of care for people with diabetes nationwide. Analysis and data are disseminated through the Barometer at odc.org.co.



One national, six regional and 10 sub-regional ODC forums

Partnerships for change

The increasing prevalence of diabetes in Latin America is a complex challenge that demands concerted action.

In 2013, Novo Nordisk Argentina launched an R&D outreach project called Changing Health Through Science. Its aim is to strengthen national diabetes expertise by supporting research in diabetes biotechnology, training scientists and diabetes educators, and enabling new studies into the impact of diabetes in Argentina.



USD 1.2 million invested to strengthen diabetes science in Argentina

Novo Nordisk Brazil partners with the Juvenile Diabetes Association (ADJ) to offer diabetes education to patients, families, HCPs, and communities. Our volunteers and funding support multidisciplinary educational teams comprising physicians, nurses, psychologists and nutritionists.



400 patients (and their families) supported in 2013⁷

THE WDF IN LATIN AMERICA


The World Diabetes Foundation (WDF) is an independent trust set up by Novo Nordisk in 2002 to improve diabetes care in developing countries. To date, WDF has invested over 100 million US dollars in more than 300 projects and programmes across some 100 low- and middle-income countries.

WDF has around 30 active projects across Latin America, including in Mexico, Brazil, Colombia, Peru and Paraguay, as well as in Central American countries including Honduras, Nicaragua and Guatemala. By funding these projects and programmes, WDF supports the strengthening of hundreds of diabetes clinics, the training of thousands of healthcare professionals, and through these, the expansion of access to diabetes care to very large groups of patients in these countries.

worlddiabetesfoundation.org



WORLD DIABETES FOUNDATION



On 28 March 2014, Mexico City became the first city to join Cities Changing Diabetes, our new global programme to fight the growing prevalence of urban diabetes. Dr Armando Ahued Ortega, Minister of Health for Mexico City, welcomed the initiative along with key government representatives, and was joined by Novo Nordisk CEO Lars Rebien Sørensen.

#urbandiabetes

1 million interactions for Mexico City events.

Putting diabetes on the agenda

Latin America's first High Level Diabetes Leadership Forum was held in Mexico City in 2014. More than 600 representatives from governments, academia and civil society from the region of the Americas, as well as international organisations, gathered to discuss sustainable solutions to the diabetes pandemic.

Participants explored long-term solutions based on six focus areas: prevention and health promotion, public health, education and training strategies, comprehensive medical care, regulation, and research and development. Novo Nordisk acted as a partner, facilitator and knowledge resource throughout the meeting.

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.

Headquartered in Denmark, Novo Nordisk employs approximately 40,300 people in 75 countries and markets its products in more than 180 countries. Novo Nordisk's B shares are listed on Nasdaq Copenhagen (Novo-B). Its ADRs are listed on the New York Stock Exchange (NVO).

FOR MORE INFORMATION, PLEASE VISIT:
www.novonordisk.com

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- 1 International Diabetes Federation. *IDF Diabetes Atlas, 7th edn*. Brussels, Belgium: International Diabetes Federation, 2015.
 - 2 World Health Organization. *Fact Sheet No 236. Diabetes: The Cost of Diabetes*. Available from: who.int (Accessed 8 April 2015).
 - 3 Hart JT. Rule of Halves: implications of increasing diagnosis and reducing dropout for future workload and prescribing costs in primary care *Br J Gen Pract* 1992, March; 42(356):116-119. Actual rates of diagnosis and treatment vary from country to country.
 - 4 Ipsos. Diabetes Awareness Survey 2012: Brazil, Argentina, Mexico, Chile, Colombia and Peru, 2012.
 - 5 Novo Nordisk World Diabetes Day Reports 2013, 2014.
 - 6 Estimate based on volumes and average daily dose assumption.
 - 7 Internal patient education monitoring system.
 - 8 Internal HCP education monitoring system.
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