

Stakeholder Innovation in Novo Nordisk - DAWN, a case study

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Outline



- Novo Nordisk
- The global DAWN (Diabetes Attitudes, Wishes and Needs) study
- From findings to action – **Stakeholder Innovation**
- General lessons



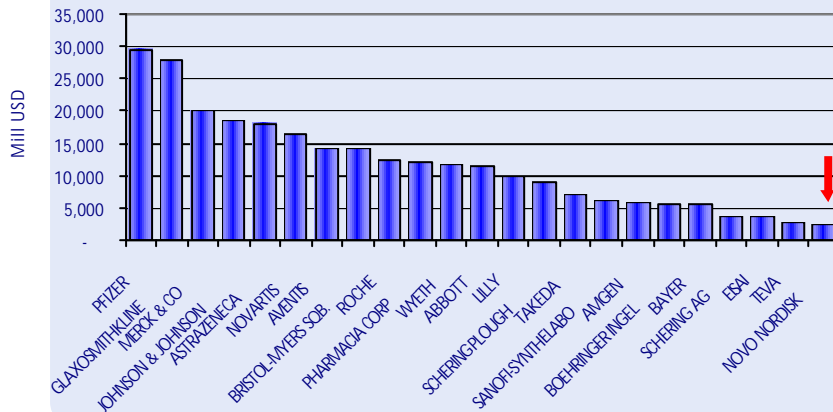


- Approx. 19,000 employees in approx. 70 countries
- A world leader in diabetes care since 1923
- Leading position in:
 - Haemostasis management
 - Growth hormone therapy
 - Hormone replacement therapy
- Total net turnover (2003): USD 3.5 billion
- R&D spend (2003): USD 0.6 billion (0.16% of net turnover)



A medium-sized player in the pharma industry

Pharmaceutical Companies ranked by 2002 sales



...but an important & committed player



- Diabetes – an urgent global challenge
- Leading the fight against diabetes
- Committed to environmental and social responsibility

5

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A case study Access to healthcare – our response

WHO recommendations

- **Development of national health strategies**
- **Building of national healthcare capacity**
- **Best possible pricing**
- **Additional funding**



Novo Nordisk's approach

- National Diabetes Programmes
- **The DAWN Programme**
- World Partner Programme
- Affordable pricing
- The World Diabetes Foundation



6

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The DAWN programme



- A world-wide initiative by Novo Nordisk in collaboration with the International Diabetes Federation (IDF) and in international expert board
- To improve healthcare delivery and policy for diabetes to improve quality of life of people with diabetes
- Started with the global DAWN study with 5,400 people with diabetes, 3,800 healthcare professionals in 13 countries

7

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Sample findings From the DAWN survey



- More than 40% of patients reported poor well-being and had worries about managing their condition
- More than 50% of people with diabetes do not perceive their diabetes caregivers coordinate care
- Majority of people with diabetes are not able to manage their treatment as prescribed
- Less than 50% of healthcare providers feel able to identify and evaluate their patients' psychological needs
- More than half of all healthcare professionals ask for methods for improved communication

8

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Health-policies for chronic diseases are in need of improvement

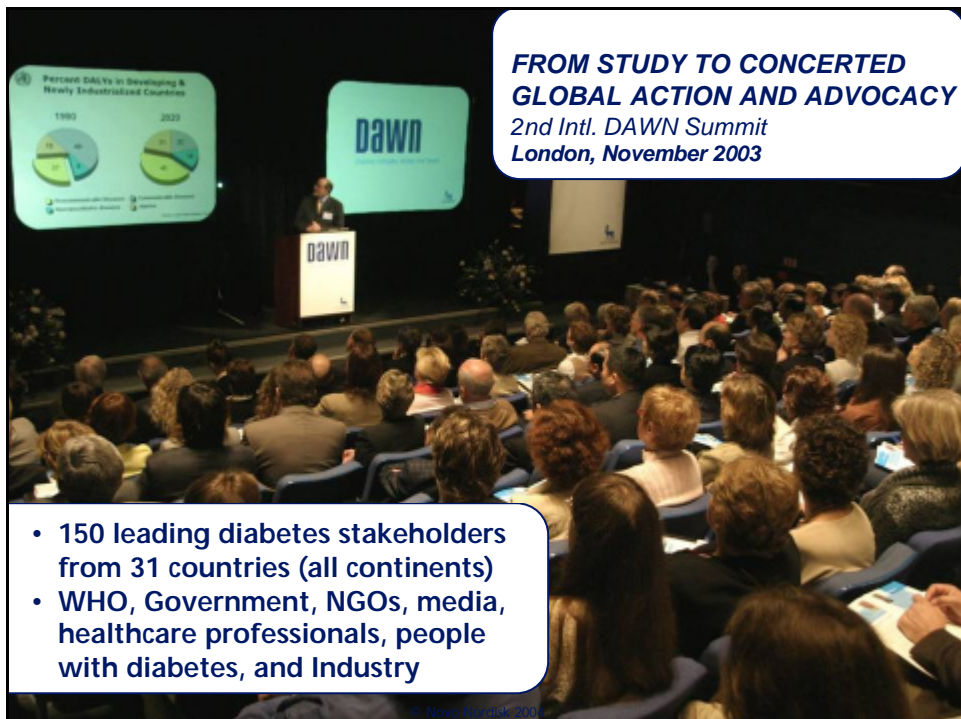
- **Less than a third of the 3.800 healthcare professionals (HCPs) agreed that:**

"Health care in this country is well organized for the management of chronic conditions including diabetes "

- **More than 70% of the 3800 HCPs agreed that**

"Policy makers should understand diabetes better"

9



The DAWN world-wide call to action



**To improve outcomes in diabetes,
we must address the people behind
the disease**



11

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Five goals confirmed for global concerted advocacy and national action:



1. Enhance communication between people with diabetes and healthcare providers
2. Promote communication and coordination between healthcare providers
3. Promote active self-management support
4. Overcome barriers to effective therapy
5. Enable better psychological care for people with diabetes

12

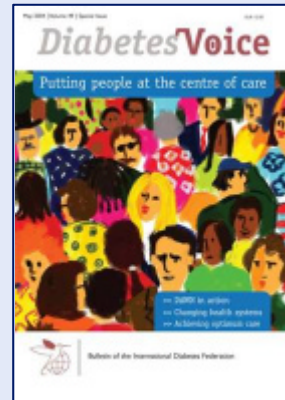
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Concrete strategies for national and regional DAWN concerted action



- Raise awareness and advocacy
- Mobilise people with diabetes
- Train healthcare providers
- Provide practical tools and systems
- Drive policy and health-care systems change
- Develop psychosocial research in diabetes



13

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Knowledge & stakeholder innovation



- Multi-stakeholder 360-view of global DAWN Survey translated to multi-stakeholder dialogue, collaboration and action.
- A global vision and action framework for concerted advocacy and sharing of best practices between all stakeholders

14

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The Novo Nordisk stakeholder approach



Focus is on the inner circle
with the person with diabetes at the centre.

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IT a key driver of attitude and behavior change in healthcare

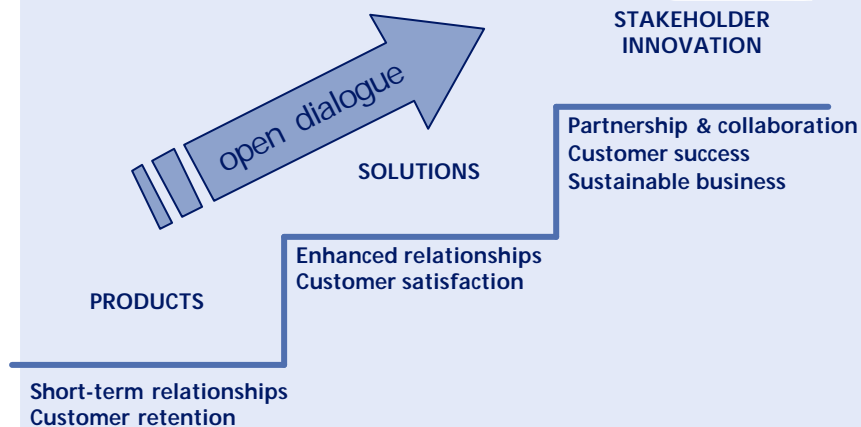


Examples of IT use..

- Interactive multi-media communication training for healthcare professionals
- VIDEO-LINKS in collaboration with George Pompidou Hospital, Paris
- Interactive tele-health with French Space Agency, CNES



DAWN is a prime example of stakeholder innovation



17

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Som lessons learned

- Only through partnership and focus on the real end user needs can we achieve our common goals
- Policy-makers and industry can work effectively together through value-based information sharing
- Multi-stakeholder surveys and value-driven knowledge bases form a strong platform for truly multi-stakeholder driven concerted action
- Motivational and behavioral psychology can inform and improve more effective use of IT systems to align processes and as in this case improve healthcare

18





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Thank you!

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Diabetes Attitudes, Wishes and Needs

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