

Diabetes: It's time to Act



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Novo Nordisk is a global healthcare company...

- Novo Nordisk is a global healthcare company with 90 years of innovation and leadership in diabetes care. The company also has leading positions within haemophilia care, growth hormone therapy and hormone replacement therapy.
- Headquartered in Denmark, Novo Nordisk employs approximately 32,500 employees in 75 countries, and markets its products in 190 countries.
- Novo Nordisk's B shares are listed on NASDAQ OMX Copenhagen (Novo-B). Its ADRs are listed on the New York Stock Exchange (NVO).

Our historic milestones

Products



1925



1923



1947



1946



1953



1973



1973



1989



1987



1982



1999



1999



1996



2004



2001



2000



2009

1920s 1930s 1940s 1950s 1960s 1970s 1980s 1990s 2000s 2010s

Company



1926



1932



1938



1951



1969



1974



1981



1992



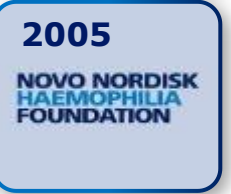
1989



1994



2001



2005

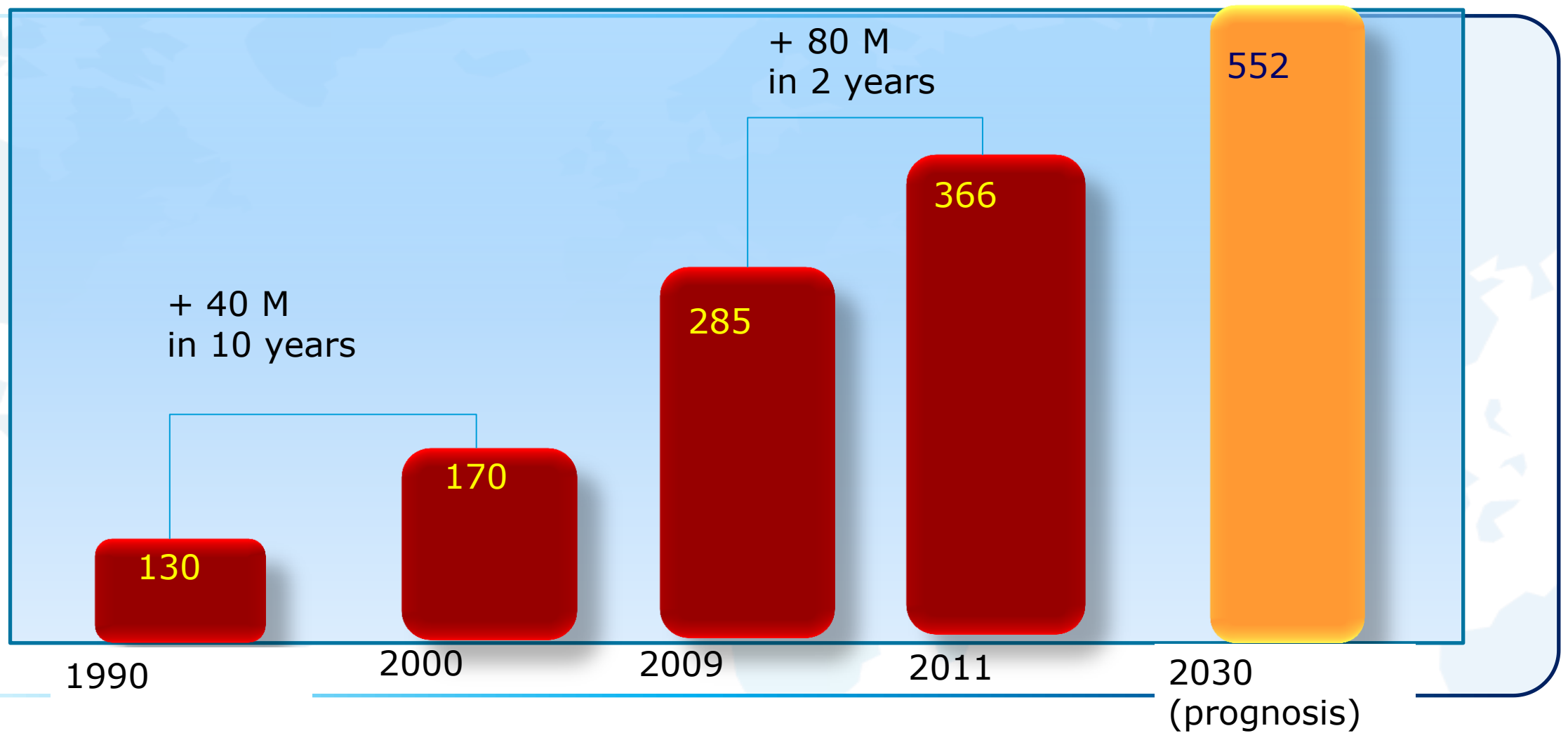
Russian Political Agenda

- Strong GDP forecasts show Russia could afford to increase healthcare spend to higher levels GDP (~5.4%), more in-line with CEE peers
- More Emphasis on Social-oriented Goals and Objectives
- 2020 Russian President' Targets
 - reduction in mortality from diseases of the circulatory system down to 649.4 cases per 100 thousand population;
 - reduction in mortality from neoplasms (including malignant) down to 192.8 cases per 100 thousand population;
- Demography becomes number one priority of government to address demographic challenges - focus on healthcare in particular on NCD (oncology, cardiology, diabetes and mental)

Russian Healthcare Agenda

- Introducing standards, SOP and protocols
 - Establishing basic guaranties for free healthcare
 - Improving healthcare infrastructure
 - Promoting Prevention as a key factor
- Enhancing role of the regional administrations;
 - Modernization
 - Clusters/LMK
- Improving expenditure efficiency / cost-effectiveness
 - P&R / EDL / HTA
- “Driving” innovation

Global Prevalence of Diabetes' 2011 (mio)



Diabetes Alarming Facts

- Every 5 sec 1 person develops diabetes
- Every 7 sec 1 person dies from diabetes
- Every year
 - About 4.6 M patients with diabetes die
 - More than 1 M amputations are performed
 - About 500 thousand new diabetes patients are in need of hemodialysis
 - 700 thousand patients lose sight

Diabetes Patient Register Data, Jan., 2012

- Type 1 diabetes:

- Children 18 384
- Adolescents 8 934
- Adults 286 841

Sum: 314 159

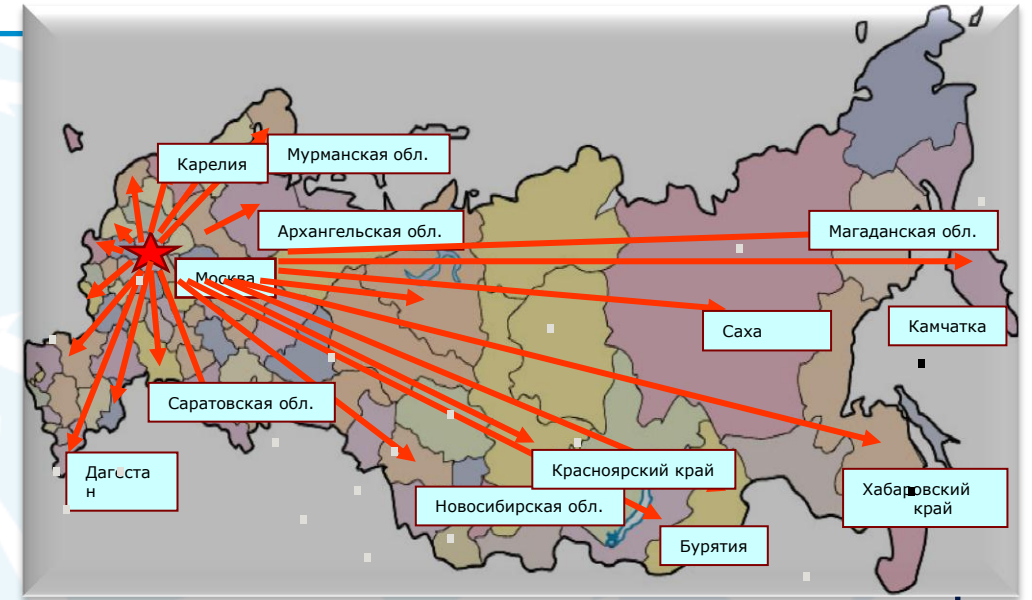
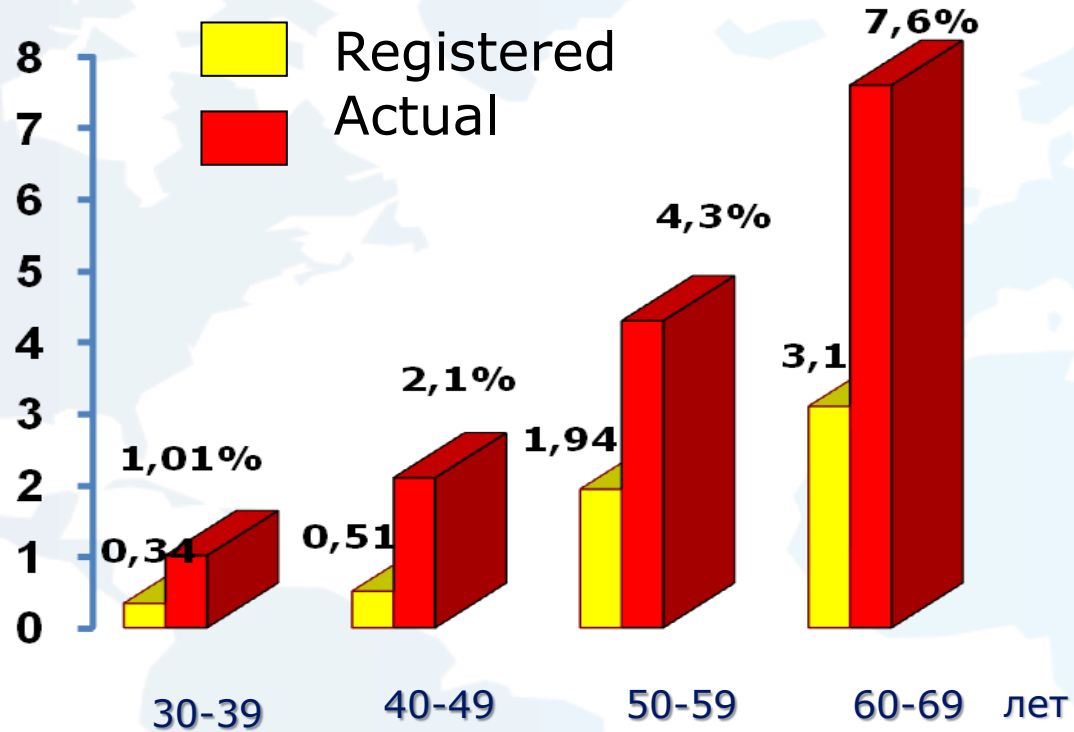
- Type 2 diabetes:

- Children 388
- Adolescents 293
- Adults 3 234 363

Sum: 2 823 524

- *Totally about: 3 549 203*
- *Annually the number of patients with diabetes increases by*
- *300 thousand people.*

Actual and Expected Prevalence T2 Diabetes



- The expected prevalence of diabetes in Russia - 5 - 7%
- The number of patients ~ 9 - 10 million

Cost-Effectiveness of T2D Prevention

- Expenses for T2D prevention:

- Screening of groups at-risk
- Diet & Sports
- Medicinal Products (doses min)
- Monitoring once a year

- 15 – 20 thousand RR per year for 1 person.

- Expenses for T2D treatment:

- Glycemic control and HAb1s
- Means of self-control
- Screening and treatment of complications
- Medicinal Products (doses max)
- Monitoring 1- 4 times a year (depending on complications)

- 150 thousand – 1 mio RR per year for 1 person.

Prophylaxis of type 2 diabetes and its complications saves 20 - 30 thousand dollars for 1 patient per year

Russian HTA

- NN actively promoting HTA and Pharmaceutical Care principles at the forums in Riga (June 2012) and Moscow, Dec'12
- Proposals on HTA elements developed by AEB Healthcare Policy Committee submitted to MoH for EDL forming



Changing Diabetes®

Global awareness on diabetes



Engaging key stakeholders in change



IDF Europe Summit'2012

- 18-20 May, Moscow
- 50 leaders of CIS and European diabetes association
- IDF Europe agenda
- Novo Nordisk – general partner
- Enhancing coalition of diabetes association leaders for shaping health policy in CIS countries



Healthy Lifestyle: Diabetes & Obesity

- Around 100 participants, including
 - League of the Nation,
 - regional vice-governors,
 - heads of regional HC administrations,
 - diabetes associations representatives,
 - media
- Adoption of the Resolution

ОБЩЕСТВЕННЫЕ СЛУШАНИЯ «ЗДОРОВЫЙ ОБРАЗ ЖИЗНИ. ДИАБЕТ И ОЖИРЕНИЕ»

ГК «Президент-Отель», Красный зал, 2 этаж, 15 час. 00 мин.

ПРОГРАММА

Бокерия Лео Антонович – председатель Комиссии Общественной Палаты Российской Федерации по здоровью нации, развитию спорта и туризма, президент Общероссийской общественной организации «Лига здоровья нации».

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Тутельян Виктор Александрович – директор ФГБУ «НИИ питания РАМН», академик РАМН. **«Оптимальное питание – основа здорового образа жизни».**



Investments into Russia



Thank you

感謝

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