

# changing diabetes in canada

Novo Nordisk Canada  
Corporate Social Responsibility Report  
2010



JONATHAN CHARLESWORTH  
Jonathan has type 1 diabetes

# How Novo Nordisk makes a difference in the lives of people living with diabetes

How much change is one organization able to make in the world? How about enough to help defeat diabetes, a leading cause of death around the world and here in Canada?

At Novo Nordisk we believe we can not only raise awareness and develop better treatments for diabetes, but actually defeat this disease in our lifetime.

Our corporate vision is clear: To be Canada's leading diabetes care company, to change the future for people with diabetes and to market products that make a significant impact on people's lives.

Our success allows us to sustain our research and development programs and contribute toward society and the environment in a positive way. This reflects our Triple Bottom Line philosophy—creating a sustainable business that is financially viable, socially responsible and environmentally sound. This report focuses on our efforts in the area of social responsibility.

## About this report

Novo Nordisk has identified five key pillars that make up our Changing Diabetes® platform, which, in turn, reflect our corporate social responsibility objectives.

These five pillars are: Lowering Blood Sugar, Improving Diabetes Indicators, Supporting Diabetes Education, Advocating for Better Care, and Raising Diabetes Awareness.

This report details the progress we have made in these areas throughout the past year. Publicly sharing our corporate social responsibility objectives and progress helps keep us on track and motivated. It also paves the way for others to become involved in these efforts. We welcome this dialogue in order to build our record of accountability and to make a real change in diabetes management in Canada.

Intended primarily for our Canadian customers and colleagues, this report may also be of interest to suppliers, government partners, non-government organizations and our industry.

# Our Changing Diabetes® Ambitions

Lowering blood sugar

Improving diabetes indicators

Supporting diabetes education

Advocating for better care

Raising diabetes awareness

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# About Novo Nordisk Canada

Novo Nordisk Canada is the Canadian affiliate of Novo Nordisk, a global health care company with more than 85 years of innovation and leadership in diabetes care.

Novo Nordisk is owned by the Novo Nordisk Foundation, which is dedicated to making scientific, humanitarian and social progress. In 2001, Novo Nordisk established the World Diabetes Foundation, with an endowment of nearly USD \$200 million between 2001 to 2017 to improve diabetes care and access to that care in developing countries.<sup>1</sup>

## Our aspiration

Novo Nordisk's aspiration is to defeat diabetes by finding better methods of diabetes prevention, detection and treatment.

In addition to producing medications for people with diabetes, we also believe it is our responsibility to provide education and support—the cornerstones of effective diabetes treatment—to patients and health care providers. Our goal is to help people with diabetes live better and that mission is behind every decision we make.

## Our company at a glance

- Insulin market leader
- 230 employees
- One of Canada's fastest growing biotech and pharmaceutical companies
- Recognized as a Top Employer in the Greater Toronto Area
- Inductee in the Canadian Health Care Marketing Hall of Fame
- Recipient of the Canadian Diabetes Association's Outstanding National Corporate Award



<sup>1</sup><http://www.worlddiabetesfoundation.org> accessed August 2011

# About diabetes in Canada

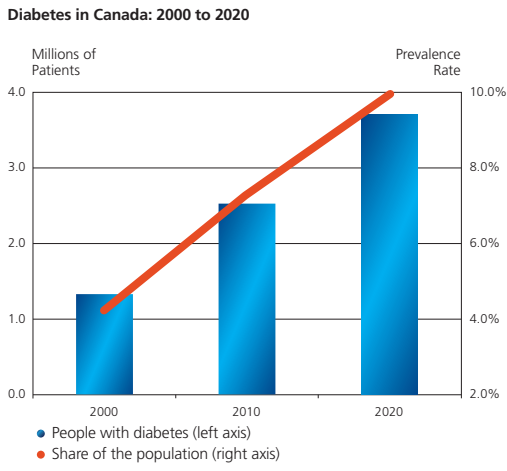
More than three million Canadians have diabetes and this number is projected to rise to 4.2 million by 2020. While the number of Canadians diagnosed with diabetes is already high, an additional one million people are estimated to have the disease but do not know it.

Diabetes rates have almost doubled over the past decade and will continue to rise. Unless action is taken now, one in three people will be living with diabetes or prediabetes by the end of this decade.

More than 20 people are diagnosed with the disease every hour of the day.

The number of people with type 2 diabetes is increasing dramatically due to factors such as an aging population, rising obesity rates and sedentary lifestyles.

Diabetes costs the Canadian health care system \$12 billion annually, a number that is projected to rise to \$16 billion by 2020.



[http://www.diabetes.ca/documents/get-involvedWEB\\_Eng\\_CDA\\_Report\\_.pdf](http://www.diabetes.ca/documents/get-involvedWEB_Eng_CDA_Report_.pdf)  
<http://www.newswire.ca/en/releases/archive/March2011/07/c8727.html?view=print>  
<http://www.diabetes.ca/diabetes-and-you/what/prevalence/>

ROGÉRIO SILVA  
Rogério has type 2 diabetes

## What is diabetes?

Diabetes is a chronic, often debilitating, and sometimes fatal disease in which the body either cannot produce insulin or cannot properly use the insulin it produces. This leads to high levels of glucose in the blood, which can damage organs, blood vessels and nerves. The body needs insulin to use glucose as an energy source.

Today 1 in 4 Canadians  
lives with diabetes,  
undiagnosed diabetes  
or prediabetes





## Ambition 1:

# Lowering blood sugar

**Our goal:** To offer safe and effective glucose-lowering agents to all Canadians with diabetes. Novo Nordisk is committed to helping more Canadians control their blood sugar to meet the target set out in the Canadian Diabetes Association's Clinical Practice Guidelines.

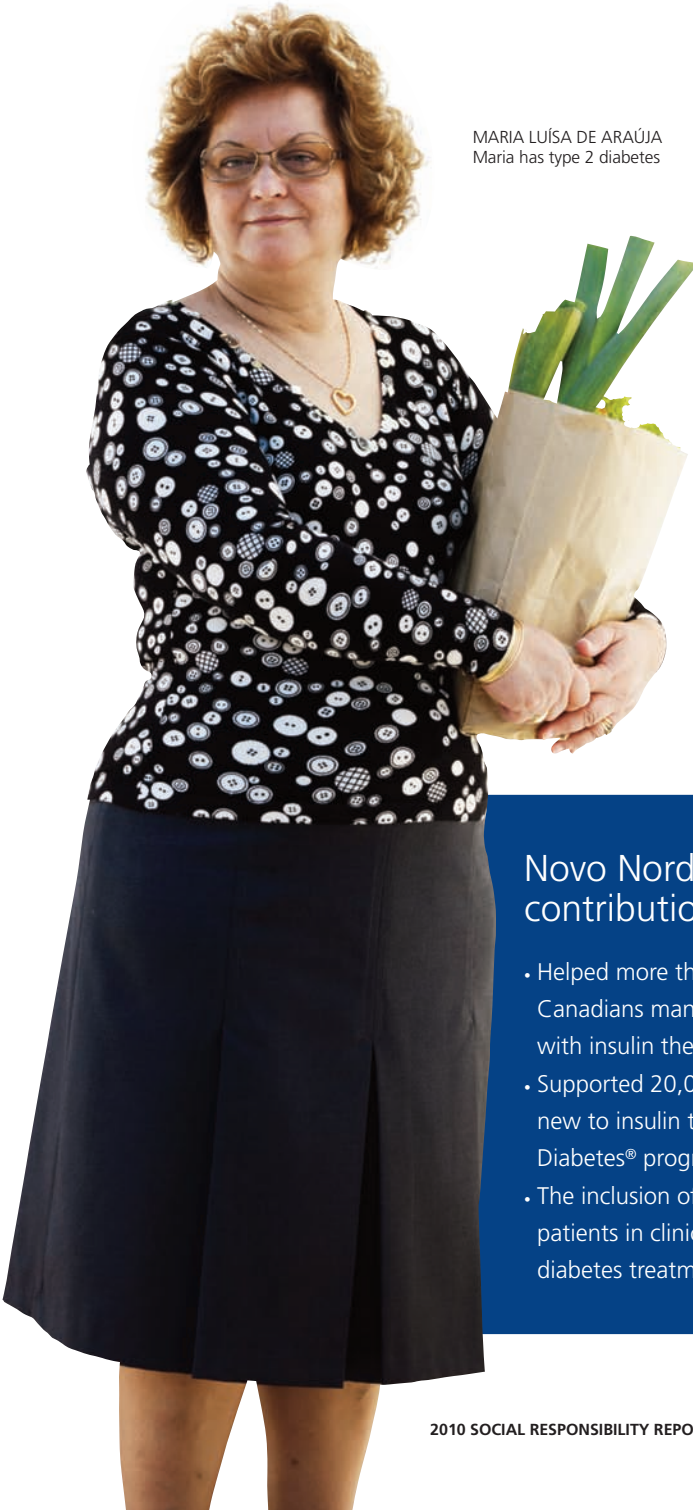
At the very heart of improving outcomes for people with diabetes is controlling blood sugar. Studies show that blood glucose control, as measured by the A1C test, is associated with a dramatic reduction in the risk of developing long-term complications. These complications contribute to the shortened life expectancy of someone with diabetes—13 years less than the average Canadian.

Arming health care providers with new diabetes treatments and educational tools—as well as supporting methods of delivering high quality health care—are key to improving diabetes outcomes. Supporting health care practitioners with in-office resources can help patients improve control of their diabetes.

### Aiming for the right level

People with diabetes should aim to have an A1C test reading of seven or less, according to the Clinical Practice Guidelines developed by the Canadian Diabetes Association. The A1C test is important in diabetes as a long-term measure of control over blood glucose. A 1% drop in A1C levels reduces:

- heart attacks by 14%
- microvascular complications, such as blindness, by 37%
- deaths from diabetes by 21%



MARIA LUÍSA DE ARAÚJA  
Maria has type 2 diabetes

## Novo Nordisk contributions in 2010:

- Helped more than 260,000 Canadians manage their diabetes with insulin therapy.
- Supported 20,000 patients who are new to insulin through Changing Diabetes® programs.
- The inclusion of more than 600 patients in clinical trials for novel diabetes treatments.



## Ambition 2:

# Improving diabetes indicators

**Our goal:** To establish the role of GLP-1 hormone in supporting better outcomes for people with diabetes. In addition to developing medications that are aimed at lowering blood sugar, Novo Nordisk is also creating treatments that could also contribute to clinically significant weight reductions, and lowering blood pressure and cholesterol levels.

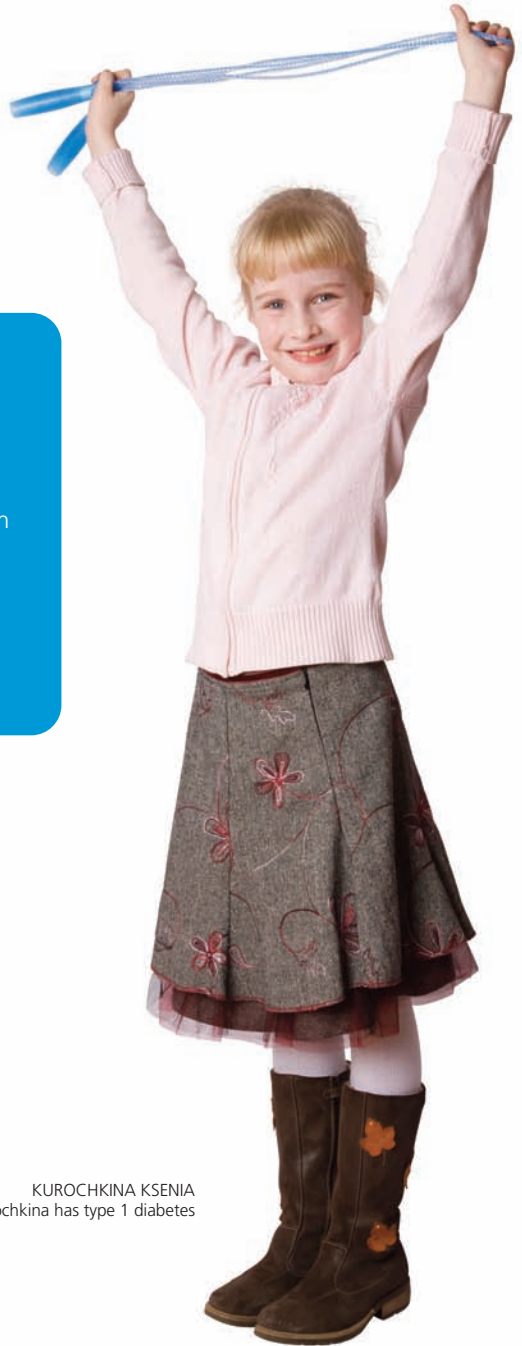
Diabetes is a complex disease that often coexists with other health problems. To remain healthy with diabetes, it's important to look at the health of the whole person—not just at blood sugar control. That's why Novo Nordisk supports educational programs that help Canadians make healthy lifestyle choices and encourage physicians to look at multiple factors related to diabetes, such as weight, blood pressure and cholesterol.

### Weighty issues

Approximately 80-90% of people with type 2 diabetes are overweight or obese. Managing weight is a key challenge for people with diabetes. Body Mass Index (BMI) that is categorized as overweight (BMI of 25 to 29.9) or obese (BMI of 30 or more) is associated with an increased risk of health problems.

## Novo Nordisk contributions in 2010:

- 97% of specialists and 72% of general practitioners who focus on diabetes are aware of the role of GLP-1 in diabetes.
- 80 patients were in a clinical trial for novel obesity treatments.



KUROCHKINA KSENIA  
Kurochkina has type 1 diabetes



## Ambition 3:

# Supporting diabetes education

**Our goal:** To support diabetes education for patients, caregivers and health care providers. Diabetes is a complex disease that requires considerable knowledge to successfully treat and manage. Novo Nordisk supports innovations in education for today's health care professionals and for future leaders in diabetes care.

Seventy-five percent of people who live with diabetes also have other chronic health conditions.<sup>1</sup> Helping people with diabetes manage their disease is a team effort requiring expertise and communication between many health care practitioners, including diabetes educators, dietitians, family physicians, physician specialists, nurses and pharmacists.

Novo Nordisk supports research aimed at improving education for health care professionals to help them offer the very best care to their patients with diabetes and help them deal with the challenges they face in implementing the Canadian Diabetes Association's Clinical Practice Guidelines.



<sup>1</sup> Why Health Care Renewal Matters: Lessons from Diabetes, Health Council of Canada, March 2007

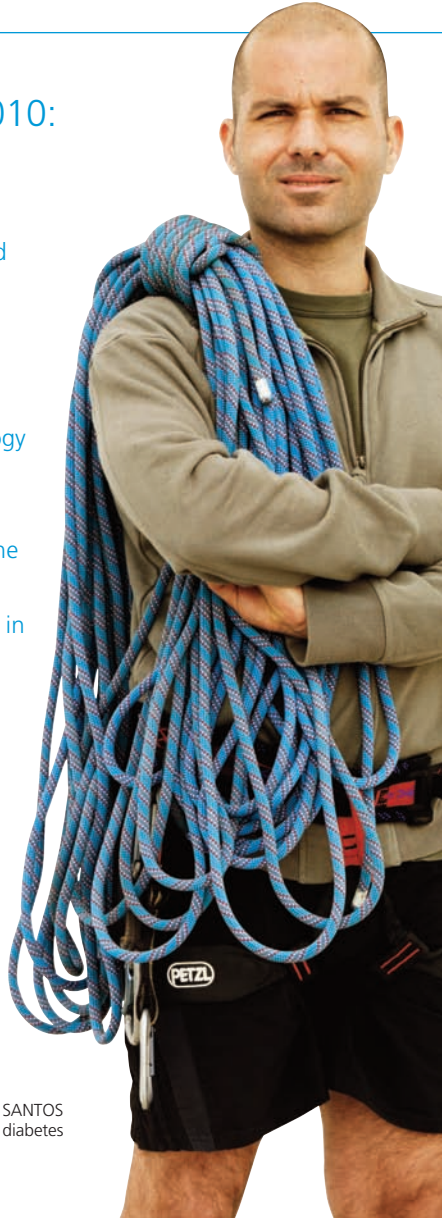
<sup>2</sup> Diabetes Care Gaps and Disparities in Canada, CIHI, December 2009

## Testing, testing

Less than half of Canadians with diabetes have all the lab tests and procedures recommended for high quality diabetes care. These tests are important to monitor blood sugar, blood pressure, cholesterol, kidney health, vision and foot health.<sup>2</sup>

## Novo Nordisk contributions in 2010:

- \$3 million grant to establish the Banting & Best Diabetes Centre-Novo Nordisk Chair in Incretin Biology at the University of Toronto's Banting and Best Diabetes Centre.
- More than 13,000 health care professionals participated in Changing Diabetes® education programs.
- \$60,000 given to support a Pediatric Endocrinology Fellowship at the annual Canadian Pediatric Endocrine Group Scientific Meeting in Ottawa. This Novo Nordisk Fellowship was created with the objective of supporting fellows in pediatric endocrinology in Canada to extend their training in an accredited Canadian centre.
- Diabetes organizations that received significant financial support from Novo Nordisk in the past year include: the Canadian Diabetes Association, Juvenile Diabetes Research Foundation, University of Western Ontario, St. Michael's Hospital, University of Toronto – Banting and Best Diabetes Centre, Ontario Physical and Health Education Association, the Canadian Pediatric Endocrinology Group and McGill University Foundation.



DIOGO SANTOS  
Diogo has type 1 diabetes



## Ambition 4:

# Advocating for better care

**Our goal:** To ensure diabetes becomes one of the top three disease priorities for governments by 2015. Supporting efforts that advocate for programs aimed at reducing the burden of diabetes is one of the ways Novo Nordisk is helping to change diabetes in Canada.

The need for resources to treat people with diabetes has the potential to overwhelm our health care system and become a significant burden to society. Novo Nordisk is working to show governments the seriousness of diabetes.

For example, two years ago, the Canadian Diabetes Association and Novo Nordisk Canada collaborated to develop and release *An Economic Tsunami: The Cost of Diabetes in Canada*. The report determined the true cost of diabetes in this country, including the impact of lost productivity on the economy. It also evaluated the potential benefits of initiatives designed to delay or prevent the onset of type 2 diabetes. This was the first time this information about the impact of diabetes in Canada has been made available and it will go a long way towards our understanding of this disease and its impact on Canadians.

Building on the diabetes cost model used in this report, the Association and Novo Nordisk collaborated again in 2010 to provide an analysis of the costs of diabetes at provincial levels across Canada.

## Changing Diabetes® Barometer

Novo Nordisk's Changing Diabetes® Barometer is a framework for measuring progress in the fight against diabetes. Its objectives include providing health care professionals, patient organizations, politicians, institutions and media with valuable information on outcomes in diabetes care, inspiring and supporting them to improve care delivery, improve the quality of life for people with diabetes, reduce costs and ultimately save lives.

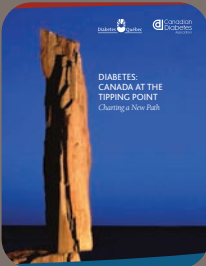


## Soaring costs

Diabetes costs the Canadian health care system \$12 billion annually, a number that is projected to rise to \$16 billion by 2020. Interventions that reduce the prevalence of diabetes or the severity of the disease could significantly reduce costs.



ALEXANDRA MARIA MARTINS FERNANDES COSTA  
Alexandra has type 1 diabetes



## Novo Nordisk contributions in 2010:

- Provincial Cost Model Reports, detailing the costs of diabetes for Canadian provinces, were published in 2010 as a joint effort between the Canadian Diabetes Association and Novo Nordisk, and made headlines across the country.



## Ambition 5:

# Raising diabetes awareness

**Our goal:** To help the more than three million Canadians with diabetes understand their disease and to help prevent diabetes.

There are a lot of misunderstandings about diabetes. For example, five in ten Canadians believe diabetes is primarily a genetic disease and four in ten believe it's caused by an unhealthy diet. One million Canadians have diabetes and don't know it. The fact is, all Canadians could learn more about diabetes and thus improve their chances of avoiding this disease.

Early diagnosis of diabetes is extremely important. The earlier diabetes is diagnosed, the sooner a person can take steps to manage it well and prevent or delay complications.

Novo Nordisk works in partnership with the Canadian Diabetes Association, the Juvenile Diabetes Research Foundation and the Ontario Physical and Health Education Association to reach out to all Canadians—young and old—to raise awareness of diabetes.

For example, through its partnership with the Ontario Physical and Health Education Association, it delivers the "Everyone Jump...Kids Changing Diabetes" program, which builds awareness and knowledge of the importance of physical activity and healthy eating to prevent diabetes. The program has reached more than 100,000 students across Canada since 2006.



Everyone**jump**  
Kids **changing**  
diabetes

# Novo Nordisk contributions in 2010:

- More than 30 million messages about diabetes reached Canadians for World Diabetes Day on November 14.
- 21,000 school children participated in the "Everyone Jump... Kids Changing Diabetes" program.



# Summary: Changing Diabetes® for Canadians

Ambition	Goal	2010 Highlights	2011 Commitments
Lowering blood sugar (A1C)	Offer safe and effective glucose-lowering agents to all Canadians with diabetes	<ul style="list-style-type: none"> <li>Helped 260,000 Canadians manage their diabetes with insulin therapy</li> <li>Supported 20,000 patients who are new to insulin through Changing Diabetes® programs</li> <li>The inclusion of more than 600 patients in clinical trials for novel diabetes treatments</li> </ul>	<ul style="list-style-type: none"> <li>Helping more than 300,000 Canadians manage their diabetes with insulin therapy</li> <li>Supporting 20,000 patients who are new to insulin through Changing Diabetes® programs</li> <li>More than 700 patients in clinical trials for novel diabetes treatments</li> </ul>
Improving other diabetes indicators	Establish the role of GLP-1 hormone in supporting better outcomes for people with diabetes	<ul style="list-style-type: none"> <li>97% of specialists and 72% of general practitioners who focus on diabetes are aware of the role of GLP-1 in diabetes</li> <li>80 patients in a clinical trial for novel obesity treatments</li> </ul>	<ul style="list-style-type: none"> <li>Helping more than 20,000 Canadians manage their diabetes with GLP-1 therapy</li> <li>Increase awareness of the role of GLP-1 in diabetes to 100% of specialists and 80% of general practitioners who focus on diabetes</li> <li>170 patients in a clinical trial for novel obesity treatments</li> </ul>
Supporting diabetes education	Support education for patients, caregivers and health care providers	<ul style="list-style-type: none"> <li>Approximately 13,000 health care professionals participated in Changing Diabetes® education programs</li> <li>\$3 million grant to establish the Banting &amp; Best Diabetes Centre-Novo Nordisk Chair in Incretin Biology at the University of Toronto's Banting and Best Diabetes Centre</li> <li>\$60,000 given to support a Pediatric Endocrinology Fellowship at the annual Canadian Pediatric Endocrine Group Scientific Meeting in Ottawa</li> <li>Supported 46 diabetes educator programs that taught self management to patients, more than 90 toolkits provided</li> </ul>	<ul style="list-style-type: none"> <li>13,000 health care professionals participating in Changing Diabetes® continuing medical education programs</li> <li>Changing Diabetes® Academy delivered to 35 specialists who treat patients with diabetes (such as pediatricians, internal medicine, cardiologists and endocrinologists)</li> </ul>

Ambition	Goal	2010 Highlights	2011 Commitments
Advocating for better care	Ensure diabetes becomes one of the top three disease priorities for governments by 2015	<ul style="list-style-type: none"> <li>• Provincial Cost Model Reports, detailing the costs of diabetes in Canadian provinces, were published in 2010 as a joint effort between the Canadian Diabetes Association and Novo Nordisk, and made headlines across the country</li> </ul>	<ul style="list-style-type: none"> <li>• Engaging 100 top diabetes health care providers in communicating the cost of diabetes to governments</li> </ul>
Raising awareness of diabetes	Help the more than 3 million Canadians with diabetes understand their disease and help prevent diabetes	<ul style="list-style-type: none"> <li>• More than 30 million messages about diabetes reached Canadians for World Diabetes Day on November 14</li> <li>• 21,000 school children participated in the “Everyone Jump...Kids Changing Diabetes” program</li> </ul>	<ul style="list-style-type: none"> <li>• 35 million messages about diabetes reaching Canadians for World Diabetes Day</li> <li>• “Everyone Jump...Kids Changing Diabetes” program reaches 23,000 school children</li> </ul>

