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# The corporate responsibility for health in society

Lars Rebien Sørensen  
CEO & President  
Novo Nordisk A/S

changing  
diabetes®



# One world; shared challenges

## Need an interconnected approach



# The role of actors must be redefined

## Grand challenges can only be solved through partnerships



# Improve the state of the world

## 'Rethink, redesign, rebuild'

### Reinventing capitalism

- Capitalism must work for the good of society, not the banks (Nicolas Sarkozy)
- Sustainability and responsibility are key to recovery (Klaus Schwab)



### Rethinking and redesigning health

- Chronic diseases constitute major financial and public health risk globally
- Need for multi-stakeholder collaboration in healthcare
- Launch of Wellness Alliance to promote employee health initiatives





# Health is becoming a business imperative

## Business has gone 'green', now it is time to go 'health'

- 72% trust a company more that is effectively engaged in health
  - 65% recommend or buy products from those companies
- 
- 51% state that business in general is doing only a fair or poor job in this arena
  - Only 36% trust business to fulfil its role in addressing health



Health engagement barometer 2010,  
presented at World Health Congress,  
Washington April 13

20 May 2010



# The Novo Nordisk story



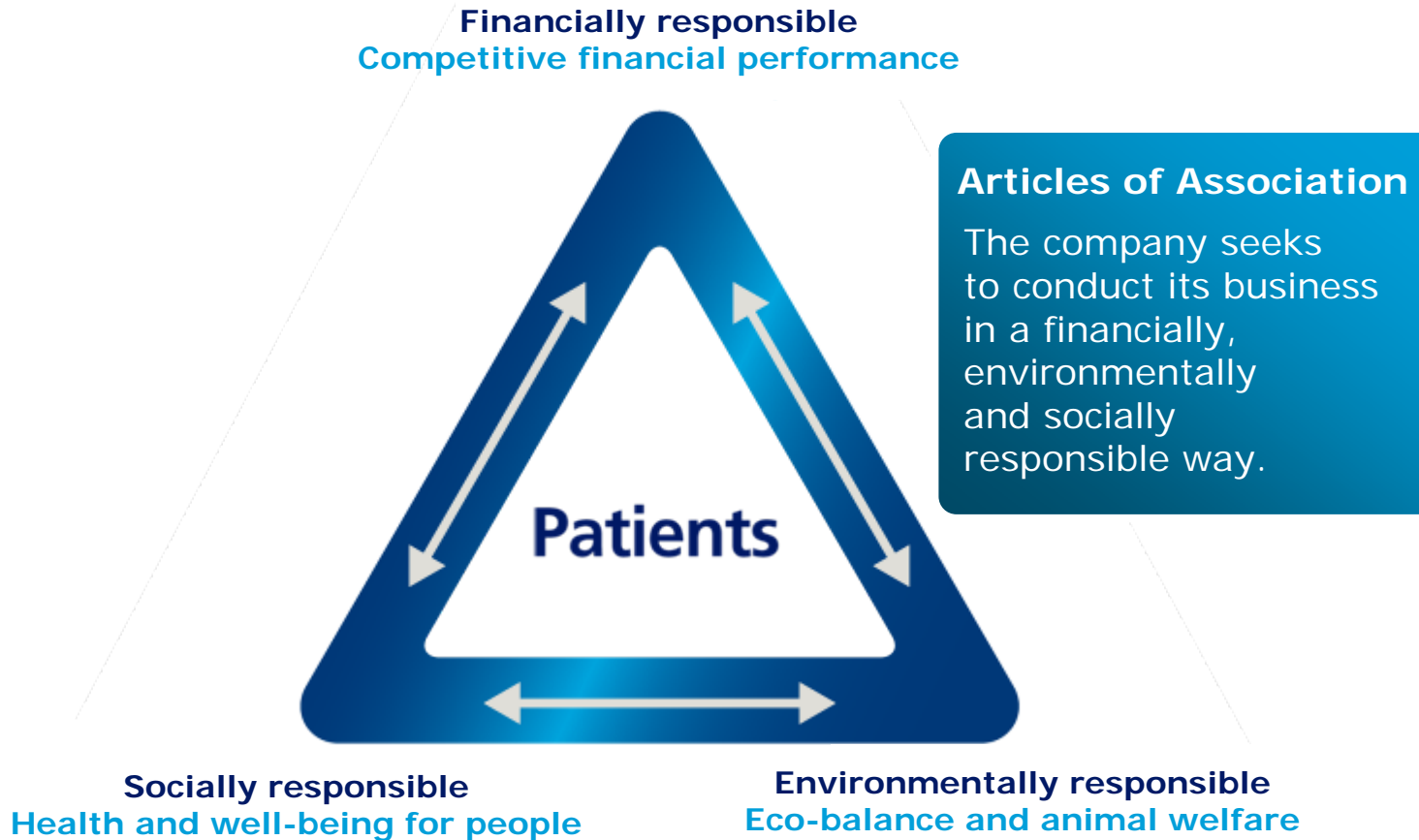
# Focused on diabetes care since 1923

## Dedicated to defeating diabetes



# The Triple Bottom Line business principle

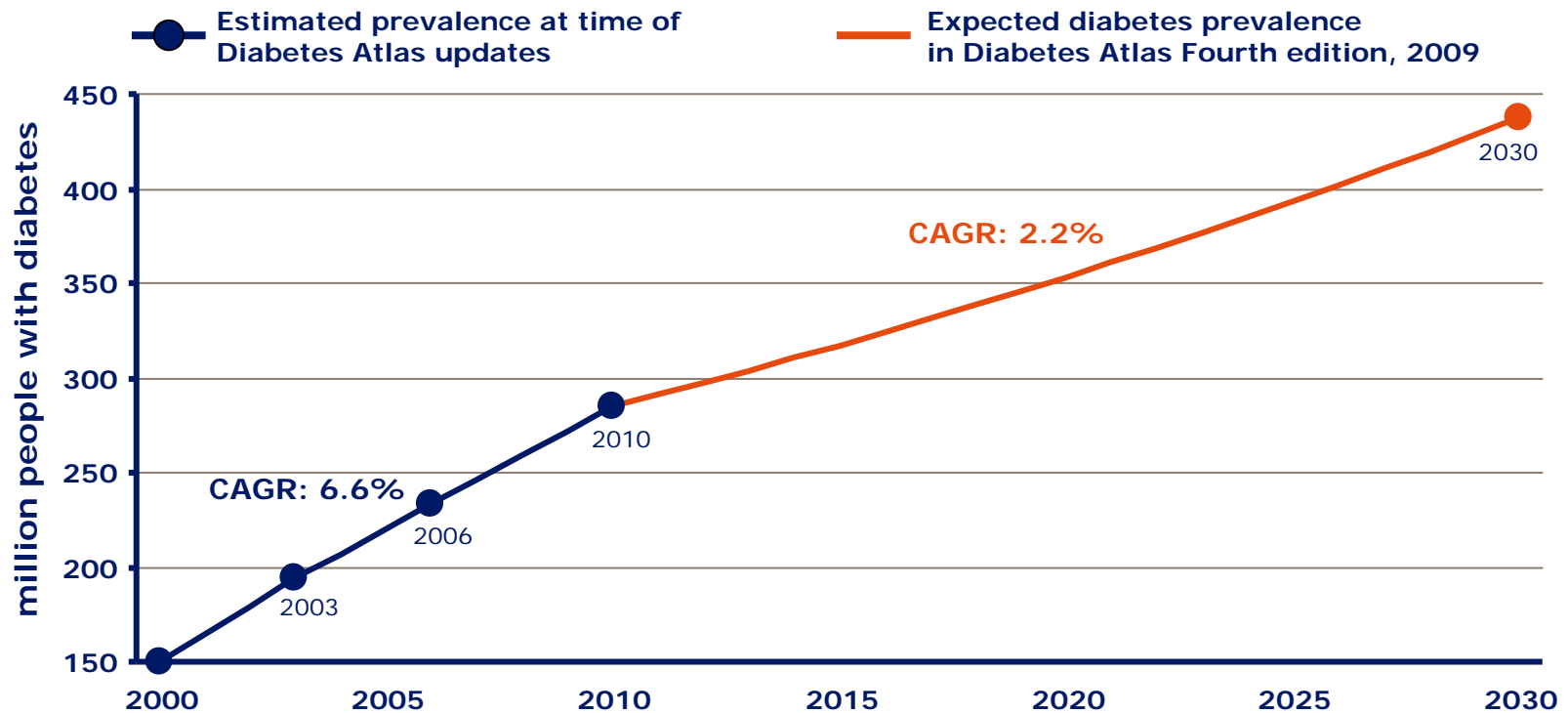
## Balancing short term decisions with long term considerations



# Diabetes today

## Rapid growth in diabetes prevalence

### Development in IDF diabetes prevalence estimates



Note: Data covers 20-79 age group. For fourth edition prevalence for intervening years extrapolated by applying a constant growth factor. Source: IDF Diabetes Atlas 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> edition, © International Diabetes Federation, 2000, 2003, 2006 and 2009, respectively.

# Promoting a healthy lifestyle

## NovoHealth: Practicing what we preach

### Smoke cessation

A smoke free workplace since 2007 – help to employees, who want to quit smoking

### Health check

All employees are offered personal health advice every second year

### Exercise opportunities

All employees are supported in staying physically active

### Healthy food

Food and beverages served support a healthy lifestyle



# Biking for health

- and supporting social responsibility



Bikers in Bagsvard, Denmark...

... and in Death Valley, California.



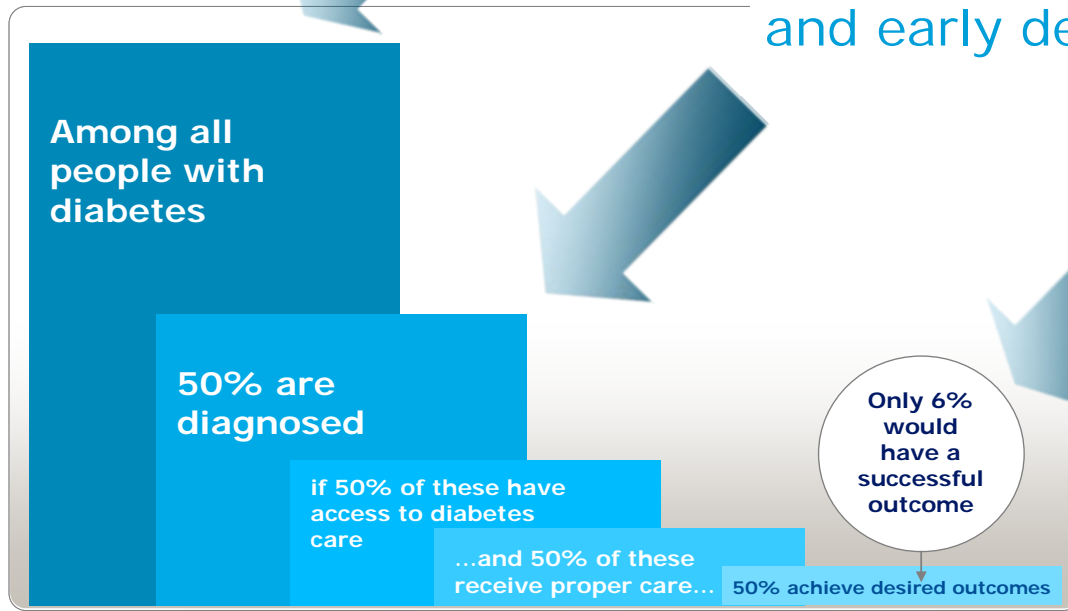
# Changing diabetes®

## Making a difference where change is needed

Public awareness on the need to take action on diabetes

More resources to prevention and early detection of diabetes

Better treatment and care for people with diabetes



# Changing Diabetes in China

## Getting diabetes on the public agenda



**Diabetes Leadership Forum  
2009 China**  
中国在行动  
糖尿病国际峰会 2009 北京



# Tackling diabetes among the poorest

The World Diabetes Foundation builds capacity and knowledge

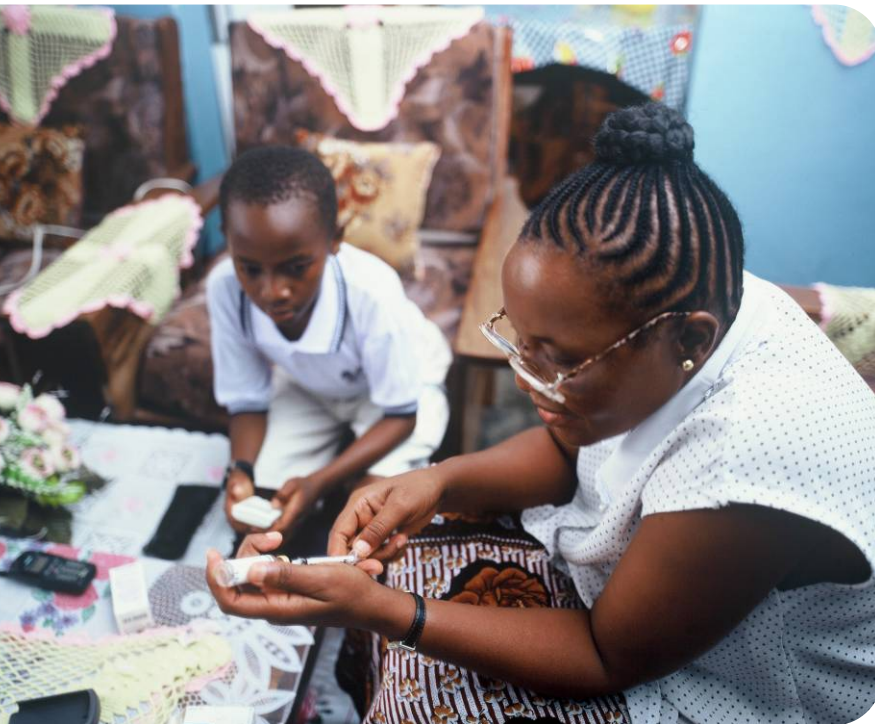


WORLD **DIABETES** FOUNDATION

- An independent trust established by a 15-year commitment from Novo Nordisk of +1 billion DKK
- Supports prevention and treatment of diabetes in developing countries.
- For every dollar spent, the WDF raises approx 2 dollars in cash or in-kind donations from other sources.

# Differential pricing

Addressing affordability of insulin



- Differential pricing for all least developed countries (as defined by the UN)
- Working together with Ministries of Health and local partners to improve access to insulin
- Investigating and addressing barriers for access to insulin at the right price

## Investing in the next generation

# Changing Diabetes in children



### **Programme rolled out in 6 countries:**

Bangladesh      Cameroon

Guinea            DR Congo

Tanzania         Uganda

### **Children enrolled to date:**

More than 900 children

### **2015 ambition:**

10,000 children enrolled in programme

## Investing in the next generation

# Changing Diabetes in pregnancy

To defeat diabetes, we must start with the next generation



# Change starts from within

Healthy people – healthy planet



# Thank you for your attention

