

Perspectives on...

A day-in-the-life of Medical Affairs

Yuen Man
Senior Global Medical Advisor
Novo Nordisk

Novo Nordisk at a glance



Novo Nordisk at a glance

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.



PRODUCTS MARKETED IN 180 COUNTRIES

AFFILIATES IN COUNTRIES 75

R&D CENTRES
IN CHINA, DENMARK, INDIA AND US

OBESITY

EMPLOYS APPROXIMATELY 40,000 PEOPLE

DKK 88.8 BILLION
IN TOTAL REVENUE

200,000 SHAREHOLDERS

STRATEGIC PRODUCTION SITES
IN BRAZIL, CHINA, DENMARK, FRANCE AND US

GROWTH DISORDERS

SUPPLIER OF MORE THAN HALF OF THE WORLD'S INSULIN

24,400,000
PEOPLE USE OUR PRODUCTS

DIABETES

HAEMOPHILIA

Our global presence

5 REGIONAL HEADQUARTERS

CHINA, PACIFIC, EUROPE, US AND IO

5 STRATEGIC PRODUCTION SITES

BRAZIL, CHINA, DENMARK, FRANCE, US

5 R&D CENTRES

CHINA, DENMARK, INDIA AND US

DENMARK
GLOBAL HEADQUARTERS

75 AFFILIATES

NOVO NORDISK MARKETS
ITS PRODUCTS IN

180 COUNTRIES
WORLDWIDE

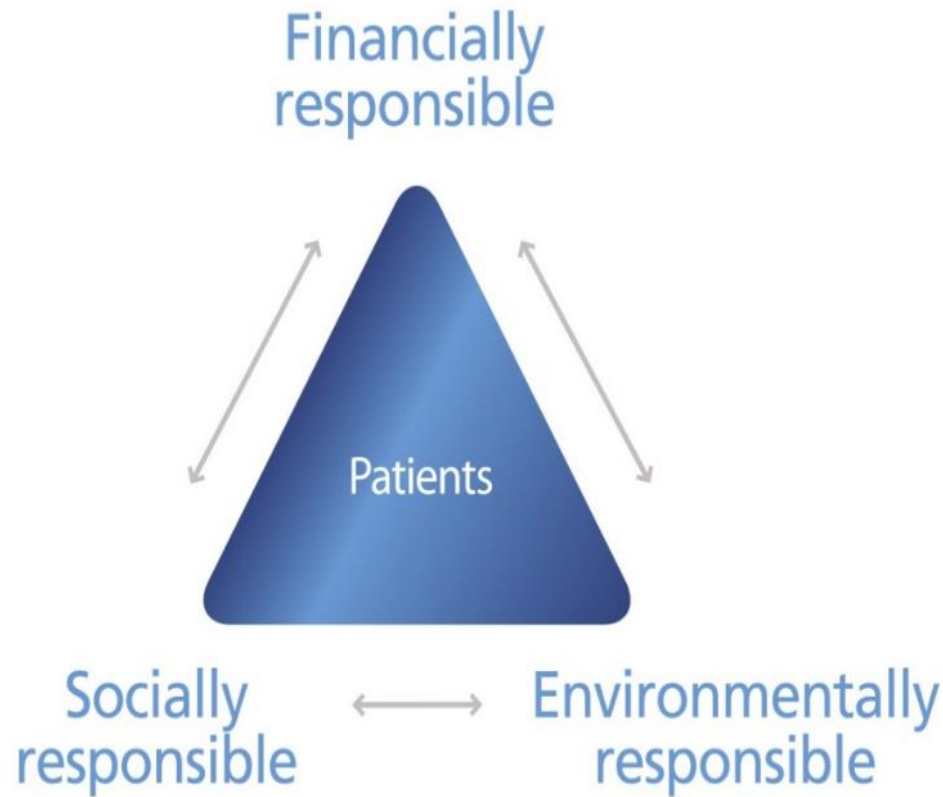


Global presence

- HQ in Denmark
- Novo Nordisk Health Care AG – Zurich, Switzerland
 - Global Medical Affairs and Marketing Biopharm
 - Haemophilia Foundation
 - International Operations
 - Region Europe

The Triple Bottom Line is how we do business

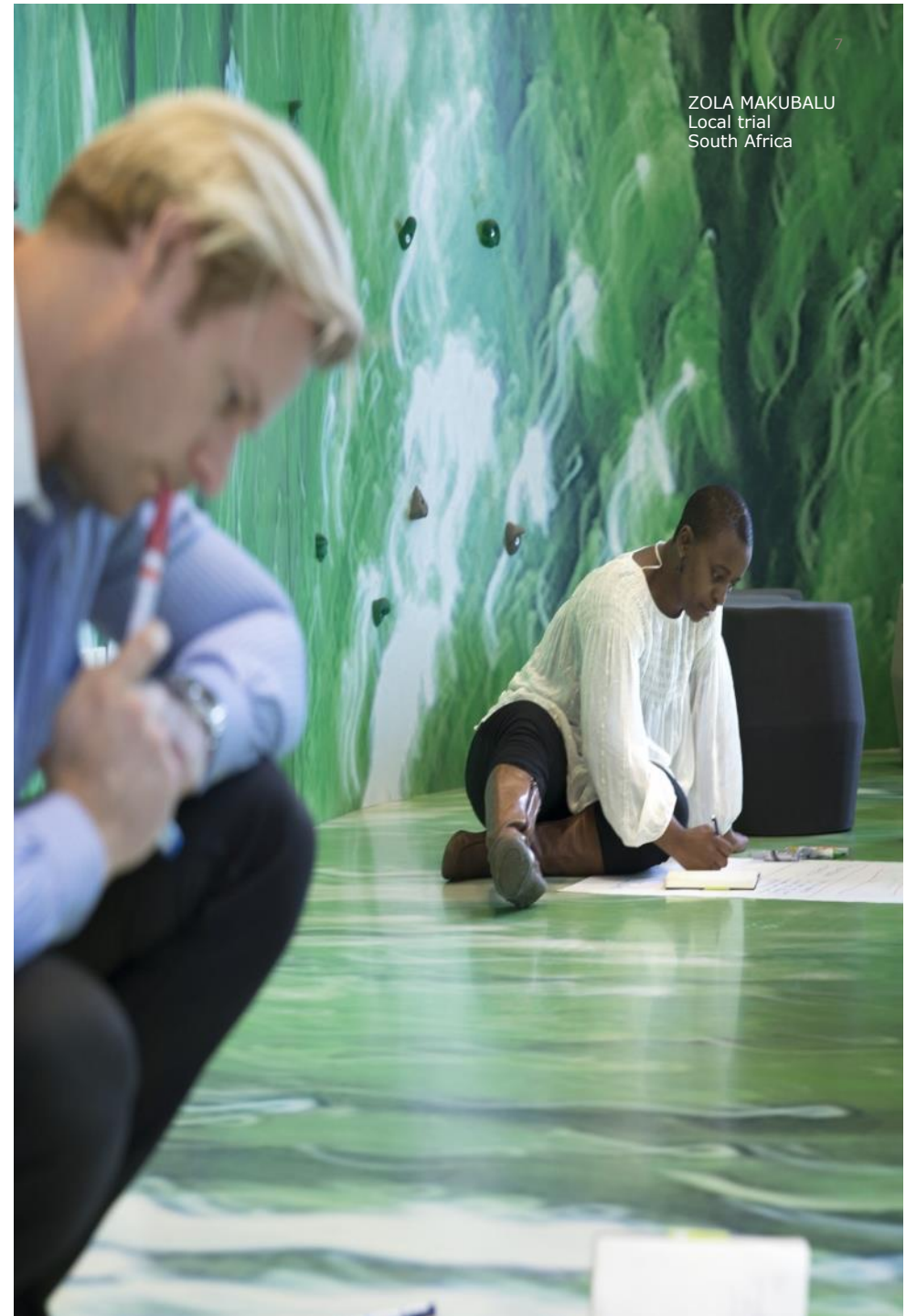
Integrated into the Novo Nordisk Way and our bylaws



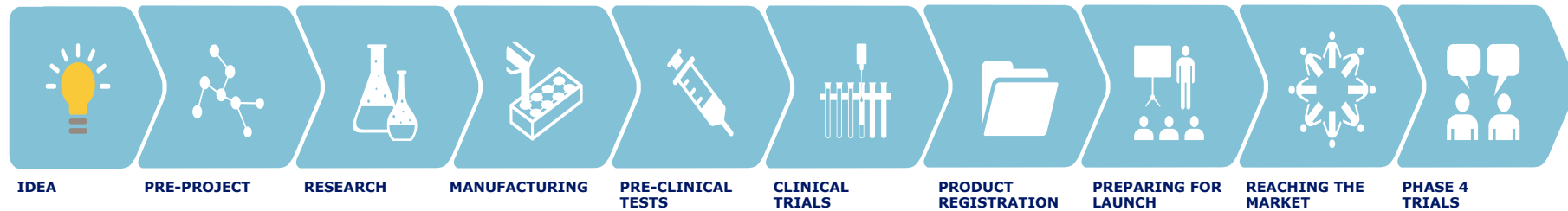
NOVO NORDISK
WAY

The Novo Nordisk Way

- Our ambition is to strengthen our leadership in diabetes.
- We aspire to change possibilities in haemophilia and other serious chronic conditions where we can make a difference.
- Our key contribution is to discover and develop innovative biological medicines and make them accessible to patients throughout the world.
- Growing our business and delivering competitive financial results is what allows us to help patients live better lives, offer an attractive return to our shareholders and contribute to our communities.
- Our business philosophy is one of balancing financial, social and environmental considerations – we call it '**The Triple Bottom Line**'.
- We are open and honest, ambitious and accountable, and treat everyone with respect.
- We offer opportunities for our people to realise their potential.
- We never compromise on **quality and business ethics**.



Medical Affairs involvement throughout milestones



Early stage development:
Ensuring optimal programme design as well as resources for progression of early stage development projects

Late stage development:
Controlling progress of late stage development projects to ensure competitive data and label

Marketed products:
Ensuring data to support LCM activities of marketed products and fulfilment of post-approval commitments

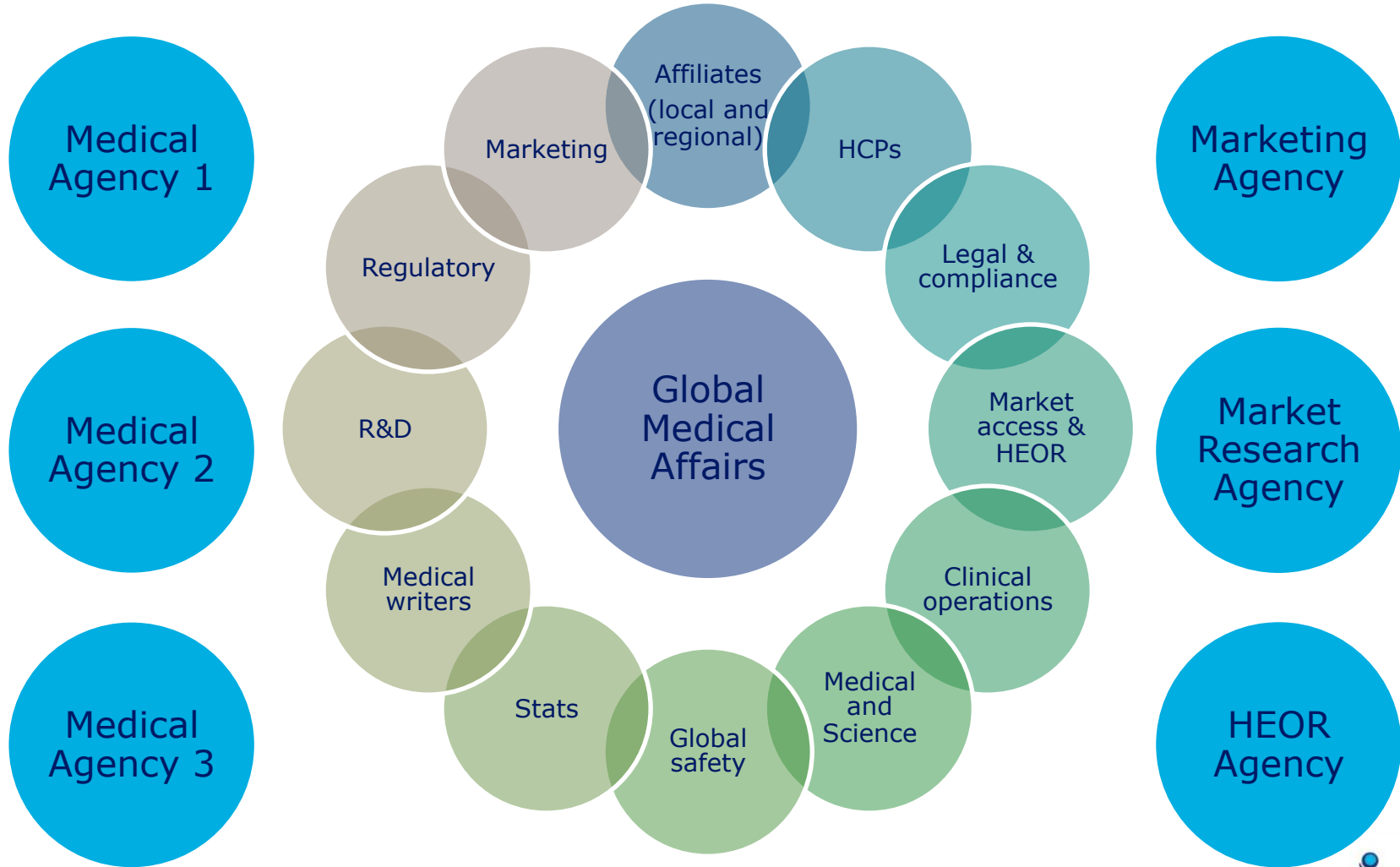
Counterparts



Air traffic control



Counterparts



Medical agency support – what are we looking for?

- Understand scientific content
 - Reflect on content
 - Effective communication
 - Continuity of developed materials
- Efficient / fast
- Creative
- Engaged
- Up to date on compliance, business ethics
- Good KOL management
- Excellent project management

A really good medical agency...

- Is a 3rd arm to Medical Affairs
- Understands the strategy
- Is up-to-date on the therapy area and changing competitor landscape
 - Strategic input and guidance
 - Facilitation of meetings/workshops /slide reviews (internal and external)
- **Common sense**
- **Partner to trust**

Thank you for your attention

