PATIENT CENTRICITY IS NOT JUST A BUZZ WORD – IT IS A REALITY!

Disease Experience Expert Panels (DEEPs) are patients or relatives living with a chronic disease, who can provide disease specific insights and advice. The DEEPs are being recruited across four therapy areas – type 1 diabetes, type 2 diabetes, obesity, NASH and arthrosclerosis conditions.

As individuals, patients and patient advocates, the members of Novo Nordisk Disease Experience Expert Panels have expert knowledge and an unique insight into what it is like to live every day with their condition. As we work towards developing treatments for chronic diseases, it is essential that patients’ expertise, knowledge and experience is included in what we do.

Learn more about the DEEPs and patient driven projects at novonordisk.com/patients/DEEP
Disease Experience Expert Panel (DEEP)

DEEP operates on a truly global scale by having representatives form more than 18 countries. DEEP members are divided into four different categories:

**DEEP 1**
- Patients that lead patient organisations
- Regional patient leaders **
- Global patient leaders **

**DEEP 2**
- Patients that are members of a patient organisation
- National patient leaders **

**DEEP 3**
- Patients that are not members of a patient organisation

**DEEP 4**
- Employees

**Represent “Me” knowledge**
- My story
- My perspective
- My experience
- My need
- My preferences
- My fears
- My expectation
- My knowledge
- My data
- What I hope

**Represent “We” knowledge**
- Our story
- Our perspective
- Our experience
- Our need
- Our preferences
- Our fears
- Our expectation
- Our knowledge
- Our data
- What we hope