



MANUEL MELENDEZ
Mexico
Manuel has haemophilia A

changing
haemophilia™

MEETING THE UNMET NEEDS IN HAEMOPHILIA CARE



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THE CHALLENGE OF HAEMOPHILIA

A person has haemophilia if their blood does not have enough clotting factor, a protein in the blood that controls bleeding.¹ People with haemophilia are born with it, and it is a lifelong condition² that not only impacts the health of the person with haemophilia^{3,4} but also has far-reaching consequences for family members.



AS MANY AS HALF OF THOSE IDENTIFIED HAVE SEVERE HAEMOPHILIA⁵

People with severe haemophilia who do not receive adequate treatment have greatly shortened lifespans and often do not reach adulthood.⁶



APPROXIMATELY 35% OF PEOPLE WITH HAEMOPHILIA HAVE INHIBITORS⁷ AND REACT ADVERSELY TO TREATMENT

Inhibitors are antibodies that develop against clotting factor treatment. They represent the most serious side effect of haemophilia management and can be a challenge both in terms of managing bleeds and dealing with the inhibitor itself. Frequently, inhibitors are not accurately diagnosed.

THE UNMET NEEDS IN HAEMOPHILIA CARE

Because haemophilia is a rare, hereditary condition, it is often not recognised and, as a result, those affected do not receive the treatment and support they need to live a life free from discomfort and pain. During their lifetime, a person with haemophilia may have to overcome several barriers to care to achieve the quality of life they deserve.

MORE THAN **440,000** PEOPLE HAVE HAEMOPHILIA WORLDWIDE⁹⁻¹¹ | AS MANY AS **75%** OF THOSE AFFECTED LIVE IN LESS DEVELOPED COUNTRIES¹²



ONLY 1 IN 4 PEOPLE WITH HAEMOPHILIA RECEIVES ADEQUATE TREATMENT¹³

There is no cure as yet for haemophilia, but with regular treatment, people can live normal, healthy lives.⁶ Optimal care for severe haemophilia includes accurate diagnosis, early and adequate factor replacement products, and ongoing care.⁸



HAEMOPHILIA MOSTLY AFFECTS MALES¹⁴



WOMEN CARRY AND PASS ON THE HAEMOPHILIA GENE¹⁴

TYPES OF HAEMOPHILIA¹⁵



A: 83% OF PEOPLE WITH **HAEMOPHILIA A** LACK CLOTTING FACTOR VIII | **B: 17%** OF PEOPLE WITH **HAEMOPHILIA B** LACK CLOTTING FACTOR IX

OPPORTUNITIES IN ADDRESSING THE UNMET NEEDS

Novo Nordisk is committed to driving fundamental and ongoing change for people with haemophilia in the future. Changing Haemophilia™ reflects this commitment and is the driver behind a number of initiatives aimed at supporting people with haemophilia and allied bleeding disorders.

Together with global partners such as the World Federation of Hemophilia, Novo Nordisk is working to develop sustainable programmes to the benefit of those affected.

In countries where Novo Nordisk has a presence, our focus is aligned with five key strategic areas, which provide a framework for organising and addressing barriers to care. Working with authorities and the haemophilia community, this framework is used to identify opportunities to improve access to diagnosis and care for people with haemophilia, according to local priorities and needs.

AWARENESS OF HAEMOPHILIA

Knowledge of haemophilia, including who can be affected, the symptoms, treatment and care available, is important for people living with haemophilia and for the general public, policymakers and the media.

AVAILABILITY OF TREATMENT AND CARE

Healthcare facilities should be ready to treat people with haemophilia, and services and treatment, including medications such as factor replacement, should be available.

ACCESSIBILITY OF HEALTHCARE

People with haemophilia need to be able to access healthcare services. Healthcare facilities and services should be geographically and physically accessible to everyone.

AFFORDABILITY OF TREATMENT AND CARE

Equitable and sustainable financing solutions need to be in place to ensure people with haemophilia receive quality care without discrimination.

INNOVATION AND QUALITY OF CARE

Continuous improvement through innovation is key to delivering quality care and treatment, which includes state-of-the-art factor supply.

SUPPORTING PEOPLE WITH HAEMOPHILIA

More freedom for people with haemophilia through innovation

Even though Novo Nordisk has a broad portfolio of haemophilia therapies and drives research and development in this area, our pursuit to develop better and more convenient treatment options in haemophilia continues. By focusing on science and innovation, Novo Nordisk strives to provide more treatment choices for people with haemophilia, giving them greater freedom from their condition to live life to its fullest.

Going beyond medicine

Living with haemophilia can be a serious daily challenge, especially for the majority living in developing countries who do not have a proper diagnosis or access to care.

Novo Nordisk therefore seeks to grow the understanding of the personal and institutional hurdles people with haemophilia face, raise awareness of haemophilia and support the local haemophilia community in making a difference in the lives of people with the condition.

Taking action to improve the quality of haemophilia care

Despite advances in treatment and care, joint bleeding and arthropathy are still among the most common complications of haemophilia. Damage to joints as a result of joint bleeds affects the mobility and quality of life of those impacted. Novo Nordisk is working to address this challenge by increasing expertise in joint care among healthcare professionals working in haemophilia through our TalkingJoints® programme and the Novo Nordisk Haemophilia Fitness Camp.

To learn more, visit: novonordisk.com/changinghaemophilia



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Pattarakon has haemophilia A



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Walid has haemophilia A

About Novo Nordisk

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. Headquartered in Denmark, Novo Nordisk employs approximately 41,600 people in 75 countries and markets its products in more than 180 countries.

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