

The value of clinical research

The need for better diabetes treatment

Diabetes is a pandemic affecting 425 million people today and the number continues to increase. Despite improvements in diabetes treatment options over the years, there is still a clear need for better prevention and treatment. Novo Nordisk takes action by developing new medicines, and it is our responsibility to rigorously test our products to document efficacy and safety through clinical research.

425 MILLION 
PEOPLE LIVE WITH DIABETES TODAY, RISING TO
629 MILLION BY 2045¹

Value is created for the involved stakeholders

Clinical research is a complex and highly regulated process and includes collaboration between the industry, hospitals, patients, healthcare professionals, governments and health authorities. Novo Nordisk has published a global study identifying the shared value of clinical research. The study concludes that when we align our focus on the medical needs, value is created for all involved stakeholders. Below are some of the key findings:

Global key findings:

CLINICAL RESEARCH HAS A POSITIVE IMPACT ON SURROUNDING ECONOMY

Clinical research may result in job creation in the surrounding economy as well as improved health economics.

74% of health care professionals have diagnosed one or more diabetes complications during trial screenings²

 **JOBS** for each clinical research employee hired, a number of jobs are created (In US 1 clinical employee results in 5 jobs; Ratio Denmark 1:3; India 1:9)²

CLINICAL RESEARCH ENHANCES HOSPITAL AND CLINIC CAPABILITIES



The skills that health care professionals (HCP) gain from participation in clinical research can ultimately lead to improvements in patient care and research conduct at the hospital or clinic.

75% of health care professionals believe that clinical trials contribute to overall improvements in treatment and patient care at their hospital/clinic²

69% of health care professionals are intensifying treatment targets or goal setting with all their patients as a result of participation in clinical research²

CLINICAL RESEARCH LEADS TO IMPROVEMENTS IN PATIENT CARE



The training that patients receive through participation in clinical research may enhance their self-management capabilities, leading to overall health improvements and benefits extending beyond the duration of the trial.

74% of health care professionals agreed that the benefits of participation for patients extend beyond the duration of the clinical trial²

71% of patients reported improved eating habits as a result of trial participation²

CLINICAL RESEARCH HELPS DRIVE SCIENTIFIC PROGRESS



The scientific advancements deriving from clinical research are spread through networks and scientific journals, encouraging best practices in patient care.

91% of health care professionals say that participation in clinical trials gives them access to new scientific networks²

597  articles published in scientific journals from Novo Nordisk-sponsored diabetes research in 2014–2018³ (approximately 40 % more scientific publications compared to the company ranked as number two)

GLOBAL investments:



188 Novo Nordisk trials were conducted globally including **60,416** patients 2014–2018³

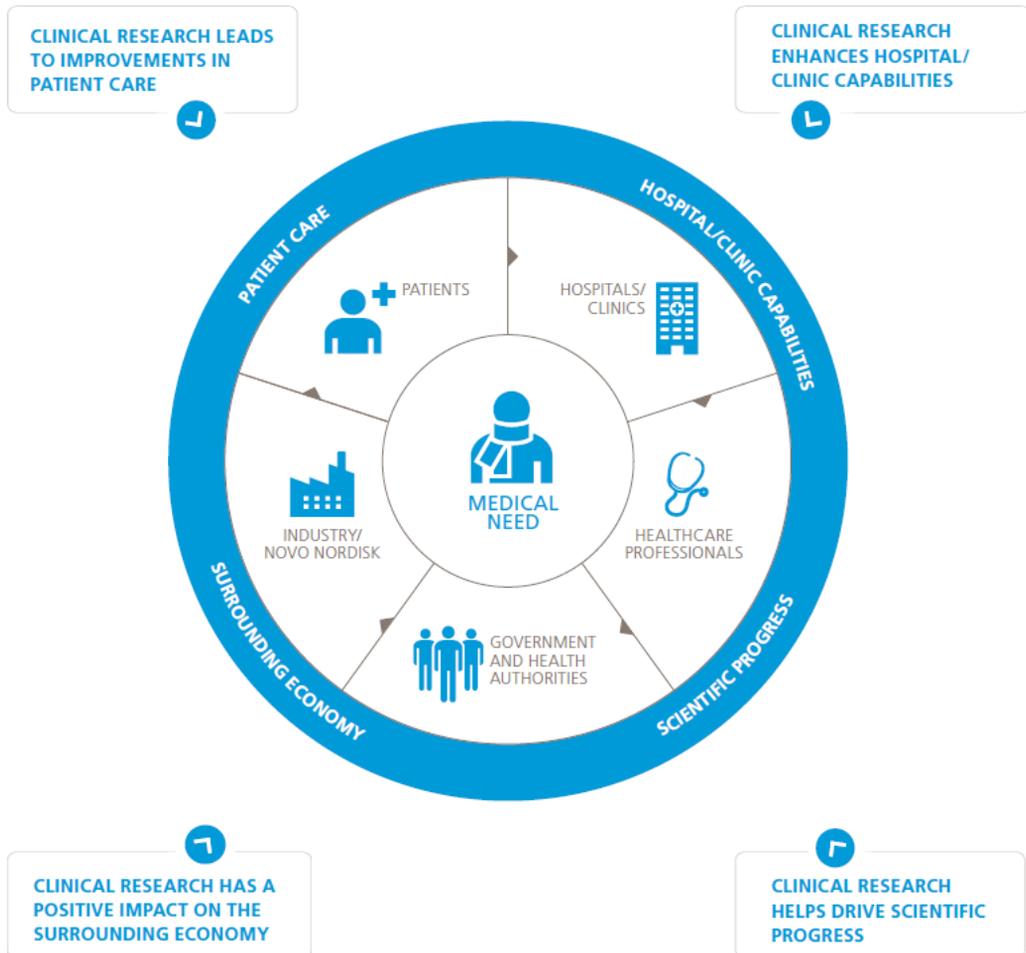
~11 billion USD Novo Nordisk R&D investments globally 2014–2018³

1. International Diabetes Federation (IDF). IDF Diabetes Atlas, 8th edn. Brussels, Belgium: IDF. 2017.
2. Data on file. Qualitative interviews, HCP and patient survey, Novo Nordisk, 2014.
3. Data on file. Novo Nordisk, 2019.

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SHARED VALUE COMES FROM COLLABORATION

The sum of what stakeholders can achieve together far exceeds what any single actor can achieve in isolation. When the five stakeholder groups align their focus on medical needs, value is created for all within four key areas (blue ring).



Dialogue and collaboration creates even more value for stakeholders involved and society at large

Our hope is that the study will be a catalyst for discussions about how clinical research can create even more value for all stakeholders involved and society at large. For patients and all other stakeholders involved in clinical trials, it is essential to work towards common goals.

Clinical research is an essential part of product development and is conducted in collaboration with multiple stakeholders who work together in accordance with regulated procedures. The value created for the involved stakeholders in the process of clinical research is often under recognised.

Our assessment shows that value is created in the process of diabetes clinical research beyond efficacy and safety data generation.