

THE PATH TO INNOVATING DIABETES CARE IN TURKEY

The **Blueprint for Change** Programme

7.2 MILLION
PEOPLE HAVE DIABETES IN TURKEY



**HIGH HbA_{1c}
THE AVERAGE LEVEL
IS 10.6%**

HbA_{1c} is a measure of blood sugar and diabetes control. People with diabetes should aim to have a HbA_{1c} level below 7% to reduce the risk of complications.

**60%
OF PATIENTS HAVE
AT LEAST ONE
COMPLICATION**



COMPLICATIONS ARE COSTLY TO TREAT

23%
OF TOTAL HEALTH EXPENDITURES IS ON DIABETES

74%
OF TOTAL COST OF DIABETES IS RELATED TO COMPLICATIONS

WE ARE WORKING WITH STAKEHOLDERS TO IMPROVE DIABETES CARE

WE INVEST IN
**LOCAL R&D
CAPABILITIES**

97% of physicians believe that conducting clinical trials is beneficial for patient outcomes. Over the last ten years, we have conducted one-third of all clinical trials on diabetes in Turkey.

WE ADVOCATE FOR
**INNOVATION TO MEET
PATIENT NEEDS**

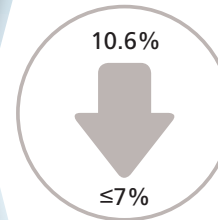
Innovation in treatment and care helps meet patient needs. Recently we hosted and supported an International Diabetes Leadership Forum and an Innovation Roundtable in Turkey.

WE BUILD
**DIABETES CARE
CAPABILITIES**

Together with the Turkish Ministry of Health and other partners, the Turkish Diabetes Control Project has enabled countrywide training for healthcare professionals.

WE HELP PEOPLE WITH DIABETES
**TAKE BETTER CARE
OF THEMSELVES**

Proper self-management is essential for reaching treatment targets. We support projects that enable people with diabetes to bring knowledge to rural communities as peer educators.



**LOWERING HbA_{1c}
LEVELS IS KEY**

TO REDUCE THE RISK
OF COMPLICATIONS

VALUE FOR SOCIETY AND NOVO NORDISK

SHARED VALUE

COST SAVED

24 billion euros could be saved between now and 2035 if the average HbA_{1c} level is reduced to that of treatment guidelines.

**IMPROVED
QUALITY OF LIFE**

Reducing HbA_{1c} levels within one year of diagnosis to 7%, can extend life without diabetes complications by up to 6.5 years.

**IMPROVED
ACCESS TO CARE**

Today, we provide diabetes care products to more than 530,000 people in Turkey.

JOBS CREATED

For each job in clinical research, six additional jobs are created in the surrounding economy.

TOGETHER, WE CAN ACHIEVE EVEN MORE

FOR REFERENCES AND THE FULL STUDY, PLEASE VISIT
novonordisk.com/blueprint

