Changing Diabetes® is the Novo Nordisk response to the global diabetes challenge. That means stopping diabetes ruining peoples’ lives. Through our programmes and partnerships, we are working around the world to break the diabetes ‘Rule of Halves’ by increasing diabetes awareness and improving access to care and treatment options. Access to diabetes care is a global issue. Our key contribution is to discover and develop products, which serve the diverse needs of people with diabetes globally, and to make them accessible to patients across the world. We are committed to offering a product portfolio which includes low-priced insulin.

Scaling-up to improve global access to care
Our 90 years of innovation and leadership in diabetes care mean we have an important role to play in improving access to care. Our efforts across the world in recent years have shown us that business integration is essential to making access to care sustainable and work at scale. It is with this focus that we have embarked on a renewed strategy for global access to diabetes care.

As part of this strategy, we have set ourselves a long-term target to treat 40 million people with our diabetes medicines by 2020 – our 40by20 ambition. This equals a doubling of the number of people we treat and it means that reaching more people is part of our planning process – a way of integrating our efforts to improve access to care with our core business.

40by20 is also a contribution towards the World Health Organisation’s 25by25 target – a 25% reduction in premature mortality from NCDs by 2025. This targets admission to our partnerships that span NGOs, public institutions, diabetes organizations and other players to overcome the barriers to access to diabetes care. Let’s build on our experiences and the growing public impetus to tackle NCDs to ensure a healthier future.

Learn more about how we aim to change diabetes at novonordisk.com/sustainability and changingdiabetesaccess.com.
MODERATOR

Jeffrey L. Sturchio, PhD
Senior Partner, Sturchio, Sturchio & Co.

Jeffrey L. Sturchio is senior partner at Sturchio, Sturchio & Co. (SSC), a boutique Washington, DC law firm. He is a recognized legal expert in the global health arena, author, and speaker. Mr. Sturchio served as Senior Partner, Global Health & Development at the Steno Diabetes Center in Denmark. He is a former member of the staff of the Johns Hopkins Institute for Applied Economics, Global Health and the Environment, where he was also a Senior Fellow. Mr. Sturchio is a past president of the Minnesota Bar Association and is a member of the Council on Foreign Relations. His publications include, most recently, Global Health: How to Save Lives and Add Years to Life (Johns Hopkins University Press, 2014).

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