



Keeping you up to date on association news

The PAR team works to advance Novo Nordisk's position as a leader in our industry and our therapeutic areas by strengthening relations with credible and impactful association partners. With this newsletter we aim to provide you valuable insight and keep you up-to-date on key association activities and collaborations. **Your PAR team: Michel Farhat, Kristie Yadro, Marni Lun**

association news

Q3 highlights



AMGA and ADA: Together 2 Goal® Symposium

Together 2 Goal. AMGA Foundation

Together with ADA, AMGA hosted a one-day Together 2 Goal® Diabetes Symposium for members to share best practices from leading health systems who have successfully improved the care of patients with type 2 diabetes (T2D) in their communities.



NP/PA Certificate of Advanced Clinical Education in Obesity Medicine

Designed to increase the knowledge and skills of Nurse Practitioners and Physician Assistants specializing in obesity medicine, this certificate aligns with ABOM Diplomat requirements for obesity-related CME.



Scientific Statement on Obesity

Despite decades of research and an estimated \$147 billion spent each year on treatment, understanding the underlying causes of obesity remains limited. In response, ES issued a new scientific statement calling for more research into the factors that make it difficult to maintain long-term weight loss.



PAR associations engage in FDA Hypoglycemia Workshop



PQA, ES, and ASHP participated in an FDA public hearing, providing public comments on their work in adverse drug events and hypoglycemia. At this one-day hearing, public and federal partners discussed the importance of individualizing glycemic control targets for older patients with diabetes, risk reduction for serious hypoglycemia, medication safety, and future areas of research.

Q4 2017 events

Month	Event	Location
OCT	7-11 AOA	OMED 2017 – Philadelphia, PA
	16-19 AMCP	Nexus 2017 – Dallas, TX
	19 AMCP	Patient Reported Outcome Forum – Dallas, TX
	29-Nov 2 TOS	Obesity Week 2017 – Washington DC
NOV	11-15 AHA	AHA Scientific Sessions 2017 – Anaheim, CA
	13-15 NAHPC	2017 National Alliance Conference – Arlington, VA
DEC	3-7 ASHP	Midyear Clinical Meeting & Exhibition – Orlando, FL

Raising the bar for obesity education and clinician competency

Although more than one-third of U.S. adults have obesity, few health professionals receive training in obesity prevention and management. While some schools have prioritized obesity education, there's no standard minimum level of training that's required for health professionals.

To address this gap, the Bipartisan Policy Center and 20+ other leading health organizations have developed a set of core competencies for the many health professionals engaged in obesity prevention and management.

To build upon this momentum, the Obesity Medicine Education Collaborative (OMEC) – including a steering committee of TOS, OMA, and ASMBS along with a dozen other partner organizations –



has teamed up to develop obesity-focused competencies and evaluation benchmarks that can be directly incorporated into training for undergraduate, graduate, and fellowship obesity training, set for a 2018 release.

ES hosts Growth Hormone Summit

The Endocrine Society recently hosted a Growth Hormone Summit to discuss barriers to treatment for patients who require this therapy. Representatives included patient groups MAGIC Foundation and Growth Hormone Network; payers Kaiser, Aetna, and AHIP; manufacturers NNI, Versartis, and Pfizer; as well as clinicians from ES, AAP, PES and PENS. All agreed on the need for standardization and greater transparency into the pre-authorization process. There's an opportunity to establish an association to act as a clinician liaison to payer P&T committees. Next steps include a meeting between NNI, ES and QuintilesIMS to de-brief and provide key learnings.

featured internal partner

In this issue we focus on the Fiasp® launch team.

Managing glucose with Fiasp®



“NNI has a great opportunity with Fiasp® to improve glucose management in people with diabetes. The Fiasp® launch is aligned with NNI’s must-win battle of Leading Insulin Volume. However, we need to ensure our organization stays focused on driving the success of our basal franchise with Tresiba® and Xultophy®. Through PAR, we collaborate with patient and HCP partner associations to educate their members on the need for a faster-acting meal-time insulin with minimal distraction to other parts of the organization. As the primary source for driving education and awareness, associations are a vital component to the launch of the Fiasp® brand.”

Chip Amrein
Senior Brand Director for Basal Insulin Franchise

Diabetes associations helping hurricane survivors

JDRF is working with the American Diabetes Association, Insulin for Life USA, Novo Nordisk, and other diabetes organizations to deliver insulin and testing supplies to hurricane survivors with diabetes. Donated supplies include syringes, pen needles, blood glucose meters and test strips, as well as analogue and human insulins.

featured association partner



Meet our partner: JDRF

JDRF is the leading global organization dedicated to discovering breakthroughs to cure, prevent, and treat type 1 diabetes (T1D). To accomplish this, JDRF funds studies and advocates for government support of research and new therapies to ensure these treatments come to market.

Founded by parents determined to find a cure for their children with T1D, JDRF has become a powerhouse in the scientific community with dozens of U.S. locations and six international affiliates. The organization has funded more than \$2 billion in research to date and made significant progress in understanding and fighting the disease. Currently, JDRF is funding more than 50 human clinical trials, several of which are in the advanced stages of testing.

Novo Nordisk partnerships with JDRF include PEAK, TypeOneNation Patient Summits, Children’s Congress, research initiatives, and chapter events.



“Novo Nordisk’s passion for helping people with type 1 diabetes (T1D) is evident through their wide-ranging partnership with JDRF. I enjoy working with a company whose employees take such great pride in the work they do and truly care about the T1D community.”

Sarah Noel,
National Director of Industry Partnerships, JDRF

Why partnerships matter



“JDRF’s goal is to cure type 1 diabetes and along the way make sure people live healthy, happy lives. We can’t do that without amazing partners like Novo Nordisk who deliver life-changing therapies and support initiatives such as our PEAK program to help people overcome barriers to exercising with type 1 diabetes.”

Aaron Kowalski,
Chief Mission Officer, JDRF

JDRF Children’s Congress



In July, over 150 children living with type 1 diabetes (T1D) gathered in Washington, D.C. for the 2017 JDRF Children’s Congress. The children, ages 4 to 17, met face-to-face with top decision-makers in the U.S. government to help them understand what life with T1D is like and why research is so critical.

JDRF key facts

JDRF key facts	Reach
Membership	<ul style="list-style-type: none"> 38,000 TypeOneNation members Over 100 local chapters
TypeOneNation Research Summits	10,000 attendees at 30 summits
JDRF Blog	17 million yearly visitors to website

JDRF key affiliates and partnerships

- Partners for Better Care membership (NNI is also a member)
- Partnered with AACE to support the National Clinical Care Commission Act (passed in Senate in Sept 2017)
- Developed *T1D Sourcebook for Clinicians* with ADA (2013)

For more information on PAR activities, contact MHFH or visit <http://nni.globeshare.novonordisk.com/org/cmr/USMA/Pages/PAR.aspx>