

national
changing diabetesSM
program



A photograph of a Black man with a mustache, wearing a dark blue t-shirt, sitting on a light-colored sofa. He is holding and reading a newspaper. The background shows a window with a view of a house and trees. The image is partially overlaid by a dark blue banner at the top and a light blue text box on the right.

It's time to **change everything** you know about diabetes

Think of 10 people in your life; chances are one of them has diabetes. More than 20 million Americans suffer from diabetes—and that number is projected to grow. Diabetes can also contribute to other conditions and complications, such as cardiovascular and kidney disease. Unless we do something to reverse these trends, one in three of America's children will develop the disease during the course of their lifetime.

Our children will also inherit the increasing economic burden of diabetes. One out of every 10 health care dollars is spent on diabetes. Reports indicate that diabetes accounts for a total of \$132 billion in direct and indirect health care costs.¹

1. *Honeycutt, AA, et al. "A Dynamic Markov Model for Forecasting Diabetes Prevalence in the United States through 2050." Health Care Management Science 2003; 6: 155–164*



We're **changing diabetes** because the human and economic toll is staggering

The National *Changing Diabetes* Program's vision is to change diabetes—to improve the lives of people affected by this disease by creating change in the U.S. system of health care that will provide dramatic improvement in the prevention and care of diabetes. We are working with the diabetes community, business, government, advocates and patients on five key objectives:

1. Facilitating patient education and empowerment to drive improved health outcomes
2. Implementing a system of benchmarks, tracking the state of diabetes and improvements in care and outcomes
3. Identifying and removing barriers in the U.S. health care system to quality diabetes care
4. Identifying and causing adoption of positive incentives for good care and wise choices
5. Supporting medical education and training in chronic care

Together, we will change diabetes. We have to. America's future health depends on it.

Visit ncdp.com for more information.



Our national initiatives and activities work toward solutions

But we can't do it alone. Through the active involvement of all diabetes stakeholders, we can affect meaningful and lasting change. It is in this spirit that the National *Changing Diabetes* Program is tackling a range of initiatives.



Novo Nordisk is a health care company dedicated to **changing diabetes**

The National *Changing Diabetes* Program (NCDP) brings together innovators in diabetes education, treatment and policy to shift attitudes and change the way patients and health care professionals think about diabetes.

Launched in 2005, the National *Changing Diabetes* Program is a plan of action—operating on multiple fronts—that will lead to improved diabetes outcomes that will impact the lives of countless Americans. Our vision is to change diabetes—to improve lives by causing change in the health care system to dramatically advance the prevention, care and management of diabetes. The National *Changing Diabetes* Program represents a long-term commitment to transform diabetes care by addressing the systemic problems in the health care system that have led to serious deficiencies in the delivery of chronic care.

The National *Changing Diabetes* Program is a program of Novo Nordisk, a visionary health care company with an 80 year history of innovation and achievement in diabetes care. Novo Nordisk's business is driven by the Triple Bottom Line: a commitment to economic success, environmental soundness and social responsibility to employees and customers.

**National *Changing Diabetes* Program
Novo Nordisk Inc.**

100 College Road West
Princeton, NJ 08540
609-687-5800
novonordisk-us.com