Perspectives on...

A day-in-the-life of Medical Affairs

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Novo Nordisk
Novo Nordisk at a glance
Novo Nordisk

at a glance

Novo Nordisk is a global healthcare company with more than 90 years of innovation and leadership in diabetes care.

This heritage has given us experience and capabilities that also enable us to help people defeat other serious chronic conditions: haemophilia, growth disorders and obesity.
Our global presence

5 REGIONAL HEADQUARTERS
CHINA, PACIFIC, EUROPE, US AND IO

5 STRATEGIC PRODUCTION SITES
BRAZIL, CHINA, DENMARK, FRANCE, US

5 R&D CENTRES
CHINA, DENMARK, INDIA AND US

DENMARK
GLOBAL HEADQUARTERS
75 AFFILIATES
180 COUNTRIES WORLDWIDE

NOVO NORDISK MARKETS ITS PRODUCTS IN

COUNTRIES WORLDWIDE
Global presence

• HQ in Denmark

• Novo Nordisk Health Care AG – Zurich, Switzerland
  • Global Medical Affairs and Marketing Biopharm
  • Haemophilia Foundation
  • International Operations
  • Region Europe
The Triple Bottom Line is how we do business
Integrated into the Novo Nordisk Way and our bylaws
The Novo Nordisk Way

- Our ambition is to strengthen our leadership in diabetes.
- We aspire to change possibilities in haemophilia and other serious chronic conditions where we can make a difference.
- Our key contribution is to discover and develop innovative biological medicines and make them accessible to patients throughout the world.
- Growing our business and delivering competitive financial results is what allows us to help patients live better lives, offer an attractive return to our shareholders and contribute to our communities.
- Our business philosophy is one of balancing financial, social and environmental considerations – we call it ‘The Triple Bottom Line’.
- We are open and honest, ambitious and accountable, and treat everyone with respect.
- We offer opportunities for our people to realise their potential.
- We never compromise on quality and business ethics.
Medical Affairs involvement throughout milestones

**Early stage development:**
Ensuring optimal programme design as well as resources for progression of early stage development projects

**Late stage development:**
Controlling progress of late stage development projects to ensure competitive data and label

**Marketed products:**
Ensuring data to support LCM activities of marketed products and fulfilment of post-approval commitments
Counterparts

Global Medical Affairs

- Affiliates (local and regional)
- HCPs
- Legal & compliance
- Market access & HEOR
- Clinical operations
- Medical and Science
- Medical writers
- Stats
- Global safety
- R&D
- Regulatory
- Marketing
Air traffic control
Counterparts

- Medical Agency 1
- Medical Agency 2
- Medical Agency 3
- Marketing Agency
- Market Research Agency
- HEOR Agency

Global Medical Affairs

- Marketing
- HCPs
- Affiliates (local and regional)
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- Market access & HEOR
- Clinical operations
- Medical and Science
- Global safety
- Stats
- Medical writers
- R&D
- Regulatory
Medical agency support – what are we looking for?

- Understand scientific content
  - Reflect on content
  - Effective communication
  - Continuity of developed materials

- Efficient / fast
- Creative
- Engaged

- Up to date on compliance, business ethics
- Good KOL management
- Excellent project management
A really good medical agency...

• Is a 3rd arm to Medical Affairs

• Understands the strategy
• Is up-to-date on the therapy area and changing competitor landscape
  • Strategic input and guidance
  • Facilitation of meetings/workshops /slide reviews (internal and external)

• Common sense
• Partner to trust
Thank you for your attention