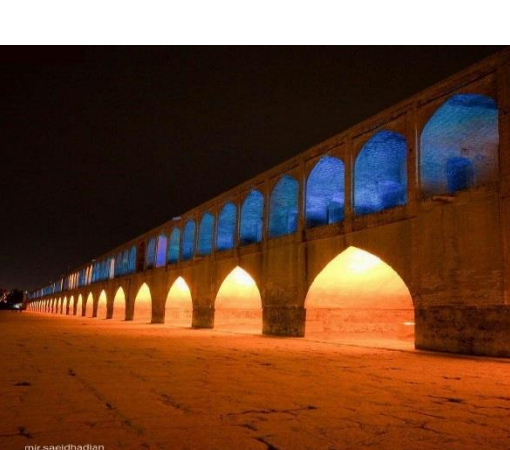




Making a
difference for
patients
in Iran





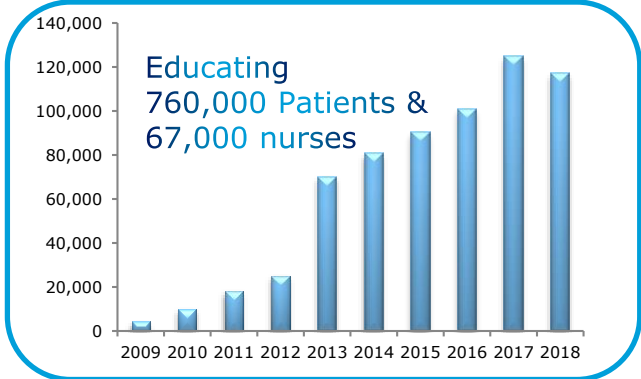
SHIRLEY STEWART
Shirley has type 2 diabetes
US

"[...]recognize that it's not just about the products we make. We also need to show leadership in our commitment to patients, and give them the support they need to live lives without complications"

Lars Fruergaard, CEO

Advocacy Raising Diabetes Awareness

During COVID-19 outbreak all education activities are running through digital platforms



- Iran Support Programs
- ✓ NovoCare
 - ✓ V-Care
 - ✓ Obesity club





Education in
Medical Centers,
mosques and
schools in
Diabetes,
Growth
Deficiency and
Obesity area





Novo Nordisk Pars official Instagram Page @novo_nordisk_iran



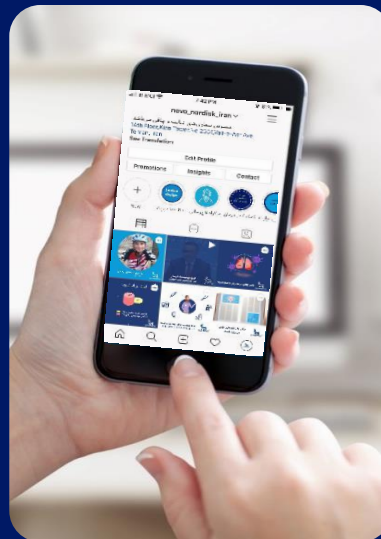
**Obesity and Diabetes
awareness**



**Unbranded
events**



**Education
Activities**



Patient story



**NN social
responsibilities:
Take action &
Diabetes buses**



**Novo Nordisk Pars
culture**



**Medical
Applications**



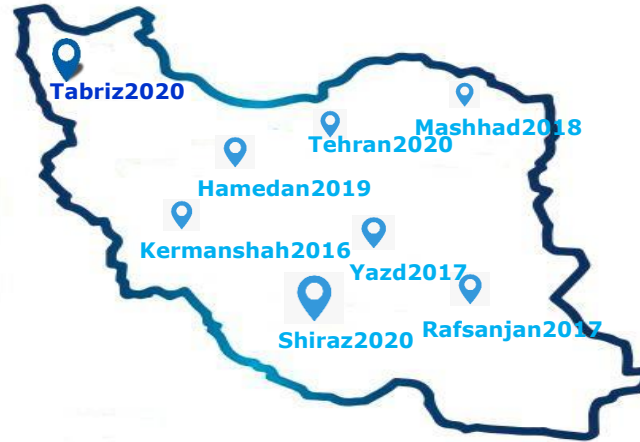
News



**Please follow us on
novo_nordisk_iran page**

Diabetes Bus

A Mobile Diabetes
Billboard!

First Novo Nordisk Bus
in Iran has started
working in **2012**



-  Active: Tehran, Kermanshah, Yazd, Rafsanjan, Mashhad, Hamedan, Shiraz
-  To Be Active: Tabriz



And now in 2020 there are **7**
buses across Iran and so far
around **249,000** people have been
visited in our buses.

What will our PSP offer to patients?

An industry-leading global support programme that provides a personalised package of support to help patients find the support they need, when they need it



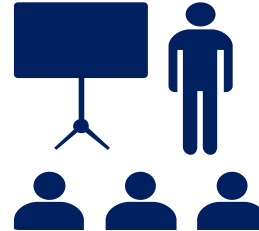
A starter pack complete with support tools



Personalised coaching calls with experts



Motivational text messages



F2F Education sessions



Online Education configure PSP

Q & A

