

press release

Only 45.8% of people with diabetes in India report that their doctors ask them for input for their own treatment plans

Melbourne, Australia, 5 December 2013 – Results from the global Diabetes Attitudes, Wishes and Needs 2 study (DAWN2™) presented today at a symposium during the World Diabetes Congress of the International Diabetes Federation (IDF), show that only 45.8% of people with diabetes in India report that their healthcare team ask for their input when making their treatment plans. Furthermore, only 43.3% said they were encouraged by their healthcare professional to ask questions in the consultation.

These results are surprising given the importance of active involvement of people with diabetes in their own treatment and care. In fact, 84.3% of healthcare professionals who took part in the study from India said it would be helpful if their patients prepared questions in advance of the consultation¹.

“People with diabetes who feel supported and capable of self-managing their condition are more likely to have a successful treatment outcome and therefore have the opportunity to live a better life with diabetes,” explained Ingrid Willaing, head of Education Research at the Steno Diabetes Center and lead national investigator for DAWN2™ in Denmark, during her symposium presentation. “The DAWN2™ study highlights that far too few people with diabetes are supported to take an active role”.

To help break down communication barriers and misconceptions about diabetes treatments and thereby improve effective self-management of type 2 diabetes, a theatre play called “Getting Straight to the Point” was held at the Congress on 4 December. Here, a panel of leading diabetes experts called for both healthcare professionals and people with type 2 diabetes to create opportunities for open dialogue, shared decision-making and active engagement for better physical and emotional outcomes.

A series of other global DAWN2™ results were announced during the Congress highlighting the insufficiencies relating to quality of life with diabetes, support for families, access to diabetes education and psychosocial support, positive awareness of diabetes in society and attention to the special needs of vulnerable populations with diabetes.

“The DAWN2™ study calls for united efforts across stakeholders and nations to advance a person-centred approach to improve prevention, care, education and support for people with diabetes and their families,” says Sir Michael Hirst, president of the International Diabetes Federation.

DAWN2™ represents the voices of more than 15,000 people with diabetes, their family members and healthcare professionals in 17 countries across 4 continents.

About DAWN2™

DAWN2™ is a global Novo Nordisk initiative conducted in collaboration with the IDF, the International Alliance of Patients' Organizations (IAPO), the Steno Diabetes Center and a range of other national, regional and global partners. The DAWN2™ results highlight opportunities for improving diabetes care, education and community support by putting people with diabetes and their families centre stage. The DAWN2™ study will be used internationally and nationally to facilitate dialogue among patient organisations, health care professionals and other key stakeholders to develop action plans for improvement of the lives of people with diabetes. Further information is available at www.dawnstudy.com.

About Novo Nordisk

Headquartered in Denmark, Novo Nordisk is a global healthcare company with 90 years of innovation and leadership in diabetes care. The company also has leading positions within haemophilia care, growth hormone therapy and hormone replacement therapy. Novo Nordisk employs approximately 37,000 employees in 75 countries, and markets its products in more than 180 countries. For more information, visit novonordisk.com.

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References

¹ I. Willaing, DAWN2™ Study Results: Involvement and Education. Oral Lecture, DAWN2™ Symposium, 5 December 2013, World Diabetes Congress of the International Diabetes Federation (IDF).