

## **Novo Nordisk and the Ministry of Health Launch the Blueprint for Change Case on Diabetes in Indonesia**

On 3 September, Novo Nordisk and the Indonesian Ministry of Health launched a joint platform to guide efforts to address the rising prevalence of diabetes and its associated costs. The platform is built on the findings from Novo Nordisk's [Blueprint for Change case](#) on diabetes in the Indonesian society and its implications for action.

"If we want to change the course of diabetes in Indonesia, we need to create a stakeholder dialogue that revolves around a shared agenda. For this to happen, it is essential that we have a common problem statement that aligns and drives partnerships," says Niels Lund, vice president of public affairs, Novo Nordisk. "The Blueprint for Change case on Indonesia creates a common understanding of the diabetes situation, and how we together can enhance value creation for all."

According to the [Blueprint for Change case](#), among the 242 million people living in Indonesia, 7.6 million have diabetes but less than one per cent is achieving recommended treatment targets. The case demonstrates how improved diabetes care has the potential to prevent more than 37,000 diabetes-related heart attacks and more than 400,000 diabetes-related kidney failures and save nearly 6 billion USD in diabetes treatment costs.

"Preventing diabetes and improving treatment is complex. Novo Nordisk believes that working together with health authorities, investors and NGOs is the most effective way to overcome this complexity," says Sandeep Sur, general manager, Novo Nordisk Indonesia. "We must leverage all our joint capabilities and competences if we want to improve awareness, knowledge, treatment and better care."

The event brought together stakeholders with a common interest to improve diabetes prevention, awareness and treatment, including the Deputy Governor of Jakarta, the Director General for Disease Control and Environmental Health, the Danish Ambassador to Indonesia, the Indonesian Diabetes Patient Association and the Indonesian Society of Endocrinology.

[Download Novo Nordisk's Blueprint for Change case on Indonesia](#)

[View the video about the diabetes challenges in Indonesia](#)

**About the Blueprint for Change programme: The shared value of understanding**  
The [Blueprint for Change Programme](#) aims to enhance the understanding of how Novo Nordisk creates value through its Triple Bottom Line business principle. Its most recent case study provides insight into the barriers to diabetes care in Indonesia and demonstrates how Novo Nordisk is working in partnerships to address the issues. However, it also shows that changing diabetes in Indonesia is a journey that has just started.

## **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 strives to conduct its activities in a financially, environmentally and socially responsible way. The strategic commitment to corporate sustainability has brought the company onto centre stage as a leading player in today's business environment, recognised for its integrated reporting, stakeholder engagement and consistently high sustainability performance. In 2013, Novo Nordisk received the Pharmaceuticals and Biotechnology industry group top ranking on Corporate Knight's list of Global 100 Most Sustainable Corporations.

source: CSRwire

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