

The diabetes pandemic



Today, diabetes is recognised as a pandemic. According to data from the International Diabetes Federation, 194 million of the adult population around the world have diabetes, and the projected figures indicate this will double within a generation. Added to the fact that the majority of these people are not currently receiving proper treatment and care, or even diagnosed, the social and economic impacts are huge. Aging populations in the North and the population growth in the South accelerate the prevalence of diabetes, as do sedentary lifestyles and unhealthy diets.

Strategies for access to health

Novo Nordisk has built its strategy for improved access to diabetes care on WHO's recommendations.

WHO priorities

Novo Nordisk response

Development of national healthcare strategies



National Diabetes Programme and DAWN

Building national healthcare capacity



Best possible pricing



Best possible pricing scheme in LDCs

Additional funding



World Diabetes Foundation