

# *The NovoJourney*

*Team Blessed*

# NovoJourney can Protect Novo Nordisk's Global Market Leadership Position

Executive Summary



## Situation

1) Novo Nordisk's customer journey is not patient centric

2) Obesity is surrounded by stigma; patients are discriminated against

## Question

“  
**How can Novo Nordisk stay ahead of competition and protect its global market leadership position in the Obesity Medications Market?**”

## Solution

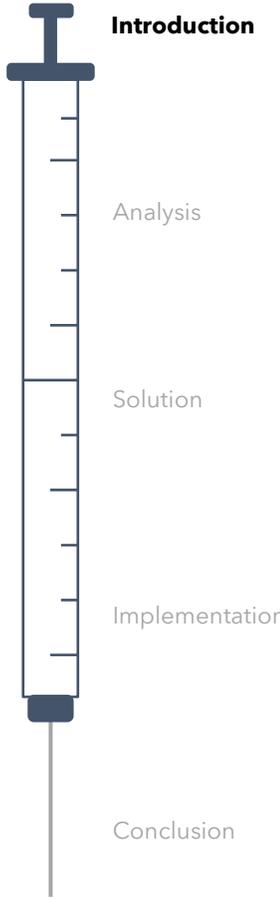


## Impact

**90,222**  
million DKK  
revenue in Obestria by 2024

**1.86**  
million  
patients reached with BetterHelp in 2024

**42.6%**  
CAGR from 2022 to 2026

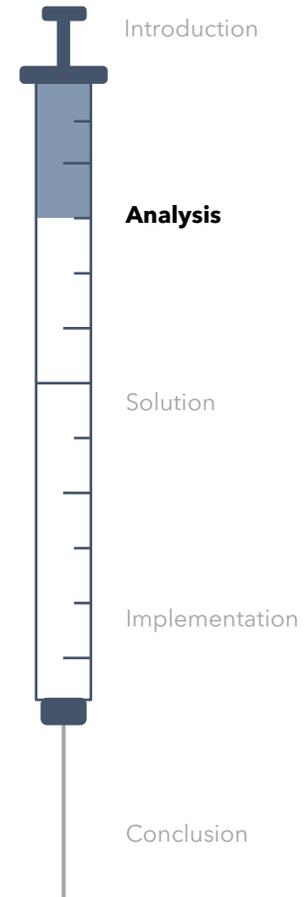


# Novo Nordisk's Core Strategy has Allowed it to Grow and Become a Global Market Leader

Company Background



In order to remain as the global market leader in the pharmaceutical industry and as the primary obesity care provider for *Obestria*, these are things that executives must consider:



These 4 strategic goals allow Novo Nordisk to cement its place as a global market leader



# Our Current Customer Journey in Obestria is not Patient Centric

## Problem Analysis



### Meet Ellie

"I carried about a painful burden of believing I was weak and a **failure** for struggling with food and weight."

Source: World Obesity Day



Steps with pain points

### Awareness

#### Pain Point 1 = Weight Stigma

- Public perception: lazy, irresponsible, ugly, undesirable
- **66%** of patients experience weight stigma from healthcare providers
- **Norvo Nordisk** partnered with non-profits to launch Stop Weight Bias campaign, but this is **not enough** to tackle the problem.

Source: GoodRx, Nature.com

### Diagnosis

#### Pain Point 2 = Inconvenient Consultation

- **69%** of people prefer telehealth to in person consultations due to more convenience
- **Norvo Nordisk must do more to make consultations and initial checkups for diagnosis more accessible**

Source: AHIP

### Begin Treatment

Limited Pain Points  
Low ROI to pursue



### Treatment

#### Pain Point 3 = Track Progress

- Progress tracking typically occurs during medical appointments
- Monitoring progress boosts patient motivation
- **55%** higher depression risk in obese adults
- Improved mental health possible with consistent tracking

**Key Takeaway:** The greatest opportunities for innovation lie in the **Awareness, Diagnosis, and Treatment** phases.

Introduction

Analysis

Solution

Implementation

Conclusion

## Wearable Technology



### Smart Watches

Smart watches such as the Samsung Galaxy Watch have Bioelectrical Impedance Analysis that measures body composition



### Current Use Cases (Blood Oxygen Levels)

The Apple watch currently provides Blood Oxygen (SpO2) monitoring beneficial for patients with respiratory or cardiovascular issues.

**240%** Growth in Apple Watches from 2018 - 2022

Sources: Samsung, Apple, Statista,

## TeleHealth



### Online Therapy

Online platforms such as BetterHelp provide counselling services 24/7 that we believe can be replicated to treat obesity

### TheTeleDentists<sup>®</sup> Use Cases (Dental Care)

TeleDentists are dental professionals available 24/7 for any emergencies or small issues that you may have at home with easy and accessible services.

**237%** Projected growth in the telemedicine market by 2030

Sources: BetterHelp, TheTeleDentists, Statista

## Other Considerations



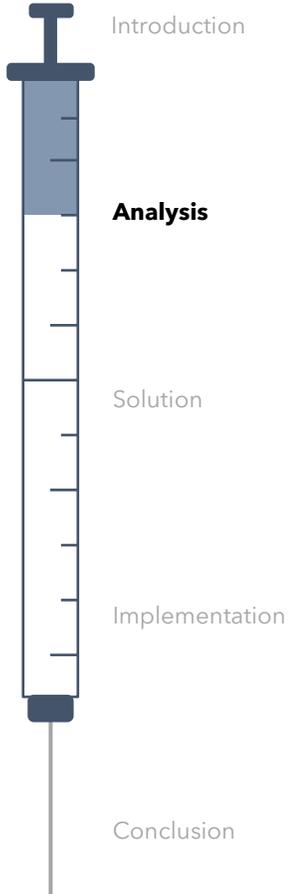
### Hardware for drug administration

- Improve current pens to include memory functions similar to that of NovoPen 5
- **Cons:** significant differences in drug composition and administration



### Drug in Pill and Powder Form

- Develop pill and powder form of drug for easy consumption
- **Cons:** complex regulations; Novo Nordisk faces shortage in active ingredient needed to test the drug



NovoJourney looks to merge the two most suitable and innovative technological innovations into the PwO customer journey

# NovoJourney Refines our Customer Journey to be More Patient Centric

Solution Introduction



>> introducing...

## NovoJourney



Meet Ellie



### Solution 1: Awareness

Kickstart an awareness campaign involving celebrity partnerships to **de-stigmatize obesity** and reduce discrimination against patients



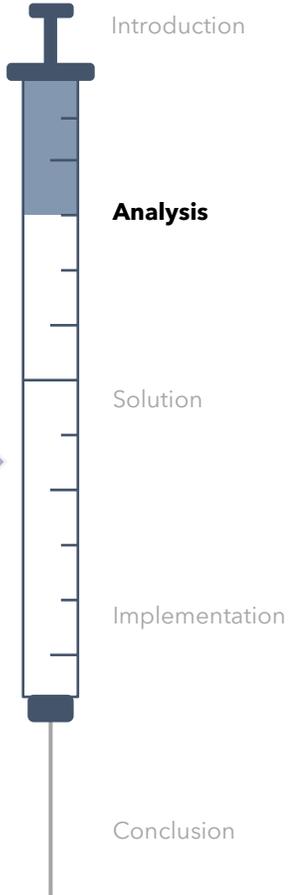
### Solution 2: Diagnosis

Partnership with mental health platform BetterHelp to launch **online service BetterHealth** for patients suffering from obesity.



### Solution 3: Treatment

Acquire LifeSum to develop an app to **leverage wearable technology** to sustain patient treatment



# 1.1 Our Awareness Campaign in Obestria Can Help De-Stigmatize Obesity

Solution 1



## Target Demographics



### People with Obesity (PwO)

For people with obesity, this campaign intends to

- Let PwO know they are supported with **65% of Obestria overweight**
- Inform them of the support systems in place



### People without Obesity

For people without obesity, this campaign intends to

- Encourage greater open mindedness towards individuals who are obese
- Studies show discrimination has increased by **66% over the last 10 years**

## Strategic Objectives

1

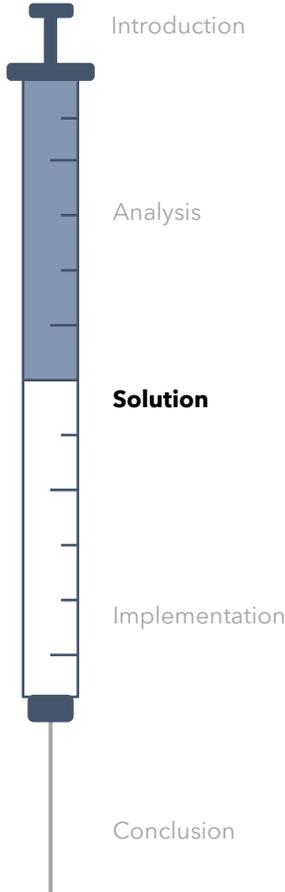
Normalize Obesity

2

Reduce Stigma

3

Encourage Seeking Help



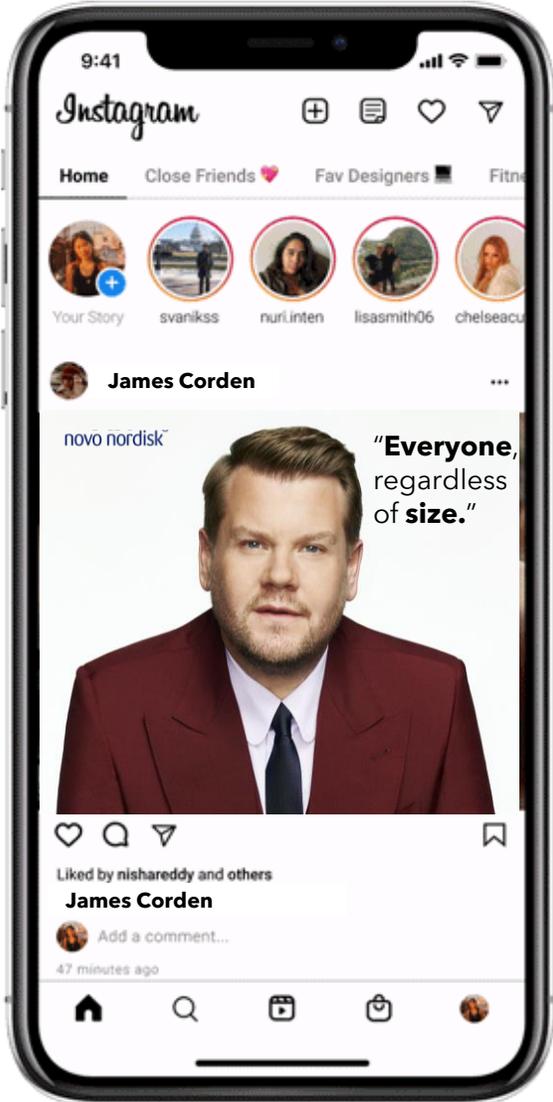
### Messaging and Tone Around Campaign

The campaign tone is inclusive of all people, optimistic, and uplifting. The purpose of the campaign should be around raising awareness and encouraging conversations

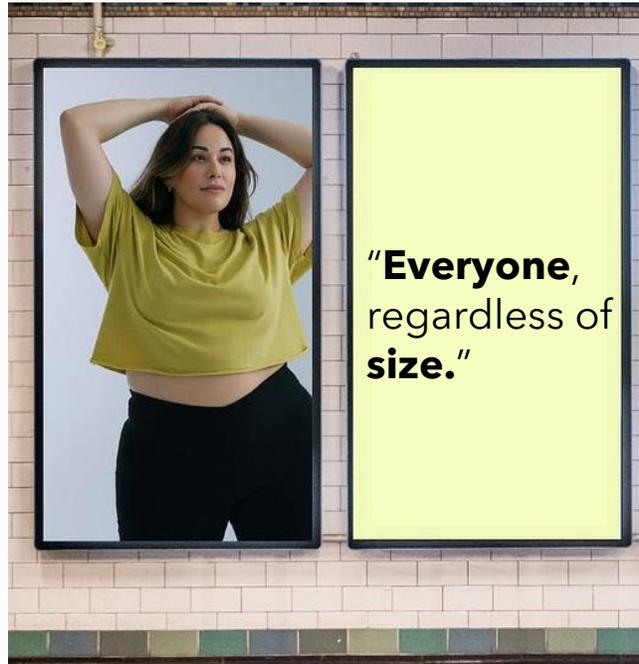


# 1.2 Work With Celebrities to Generate More Exposure for our Obesity Awareness Campaign

Solution 1



## Sample Campaigns on Social Media and in Subway Stations



These posters will be placed in **high traffic locations** aimed at using celebrities to encourage discussion

### Celebrity Engagement



We hope to work with aspirational **body positivity celebrities** such as Lizzo and James Corden. These celebrities can help generate awareness around the stigma of obesity.

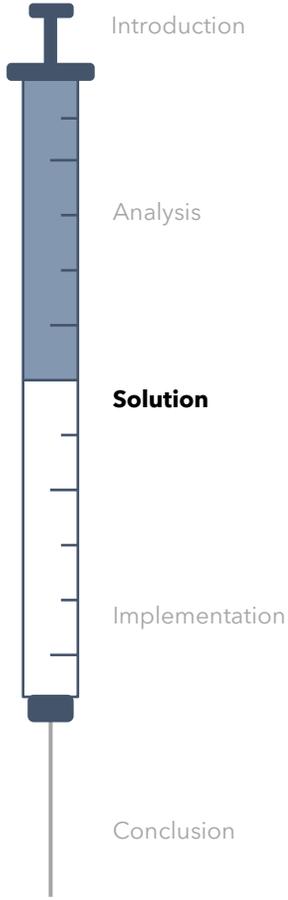
### Body Awareness Month



February is Eating Disorders and Body Image Awareness Month. We want to leverage this and use our campaign to **raise awareness for obesity** during this time.

**2.3** Million Impressions

**4** Platforms Utilized



# 2.1 Partner with BetterHelp to Increase Accessibility and Reach of Obesity Treatment

Solution 2



## Partner with BetterHelp to launch Online Obesity Counseling, BetterHealth



**362M**

Chat, phone, video sessions

**35,278**

Licensed Therapists

**4.4M**

Individuals Helped



Online BetterHelp Mental Health Therapy



**"66% of overweight patients"** face doctor discrimination. BetterHealth changes that.

Sources: NCBI, BetterHelp

## Partnership Logistics

### Nova Nordisk Provides



Initial Investment of **kr 190M**



Annual Maintenance and Ad Spend budget of **kr 1.4M**



Clinical Trial and **Treatment Data**

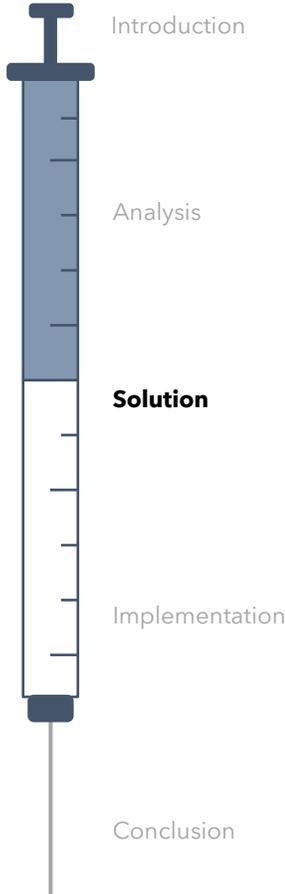


**Obesity Sensitivity Training** to all healthcare Provider

## Key Outcomes

**1.86M BetterHealth users** by 2026

**Cement Nova Nordisk** as the primary obesity care provider



# 2.2 BetterHealth Targets the Diagnosis and Treatment Phases of the NovoJourney

Solution 2



**You've been matched!**



Ellie Blomberg      Dr. Bekker

Ellie is matched to a **Christian, black, female doctor** who specializes in **eating disorders**



Onboarding form and matching system

**How do you want to communicate?**



Ellie can **schedule a virtual meeting** or have a **text chat** with Dr. Bekker at **her leisure**



Booking, chat and Meeting system

**See you soon!**



Ellie Blomberg

Ellie books **follow-ups** when needed and **keeps up with her medications** as prescribed



Complete patient focused ecosystem



**Customer Matched to Professional based on profile**

**Key Benefits**

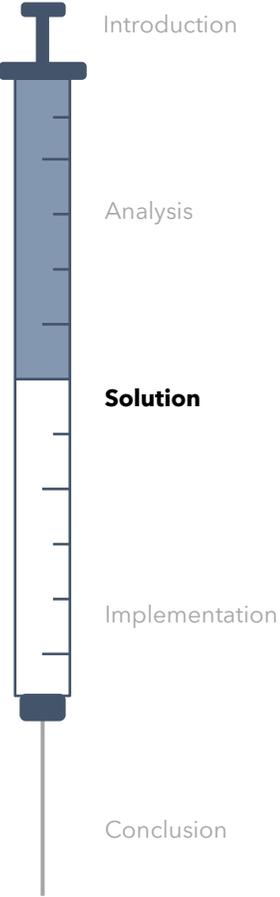
- Personalized Care
- Decreased Stigma
- Low friction onboarding

**Customer chooses method of communication**

- Easy Scheduling
- Lower Cost
- Low barrier communication methods

**Repeat usage and lifetime health providers**

- Improve adherence to treatment
- Create patient community
- Patients begin to refer each other



# 3.1 Novo App Monitors Health and Offers Personalized Recommendations to Patients

Solution 3



## 1 Partner With Healthcare Providers



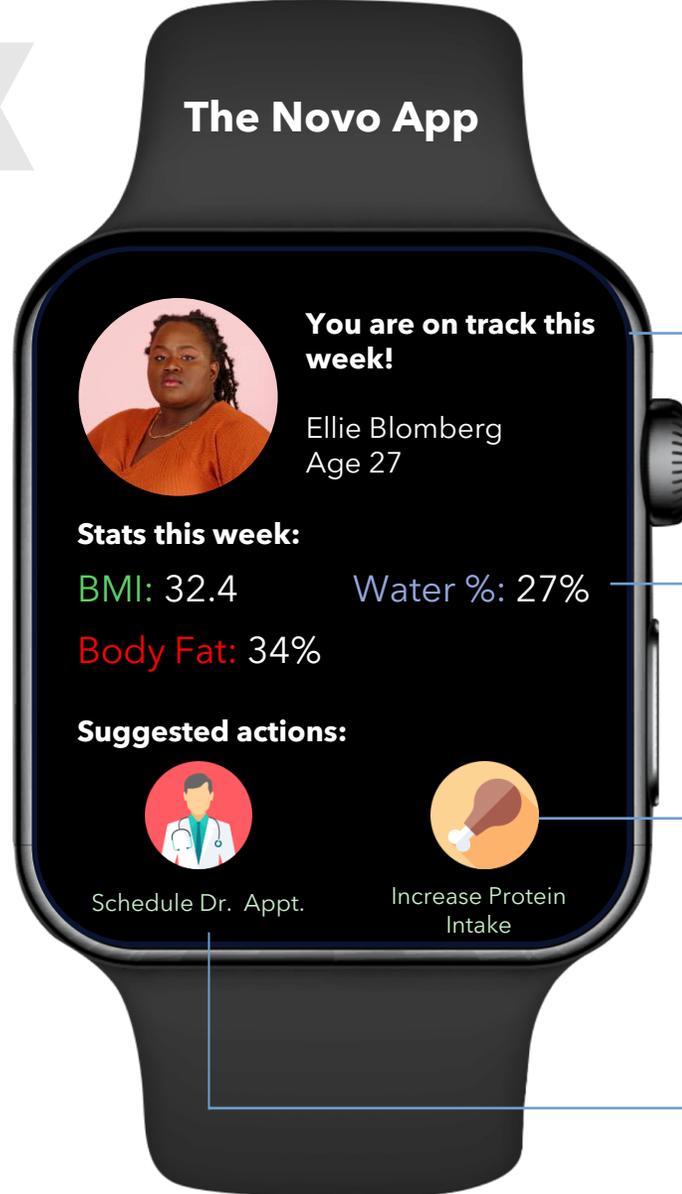
Doctor onboard patient with obesity onto the Novo App for improved long-term outcomes and monitoring. Novo Nordisk information provides pamphlets.

**50% of patients** with chronic conditions are estimated to **not adhere to their medications**

Source: Front Med Technol

**Up to 94% improvement of medication adherence with health apps**

Source: WMAR 2 News Balitmore



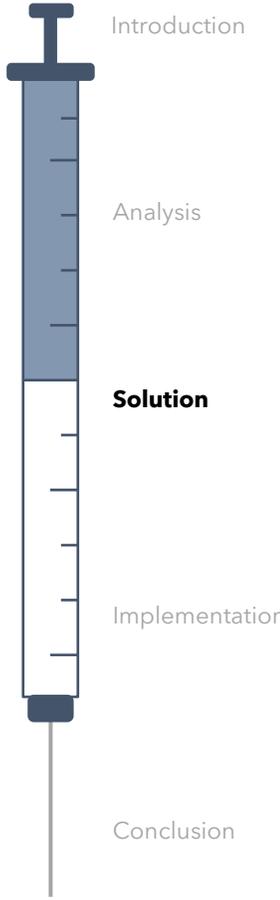
## 2 Monitor and Improve Health

Engagement and motivation reminders

Doctors and patients track key biometrics

Diet recommendations based on biometrics

Predictive Machine learning suggests appt. time



# 3.2 Novo Nordisk Will Acquire Together by Renee to Unlock Synergies

Solution 3



## Acquire Together by Renee to develop the Novo App

### Novo Nordisk Competency

#### Obesity Expertise

Novo Nordisk brings 100+ years of diabetes and obesity patient expertise

Source: Case

#### Existing Health Provider Network

Novo Nordisk has an active contact list of over 12,000 prescribers to distribute the app through

Source: Fortune

#### Clinical and Trial Data

More than 25,000 people participate in a Novo Nordisk clinical trial each year.

Source: Novo Nordisk Trials

### Together Competency

#### Software Expertise

Developed the Together App over 3 years focusing on user experience

Source: Together

#### 40,000 Existing Users

Existing user base provides a perfect test group to pilot the new app into

#### User Data

Learnings from existing user base helps to optimize the app for projected 1.01 Million by 2026

Source: Bospar

novo nordisk

together  
by Renee



Excellent Patient Centric Experience leveraging synergy between Novo Nordisk and Together.

## Key considerations

### Purchase Price

**\$4.2 M** Raised (USD) **20%** Equity Given

**190M DKK** Acquisition Cost

### Key Impacts

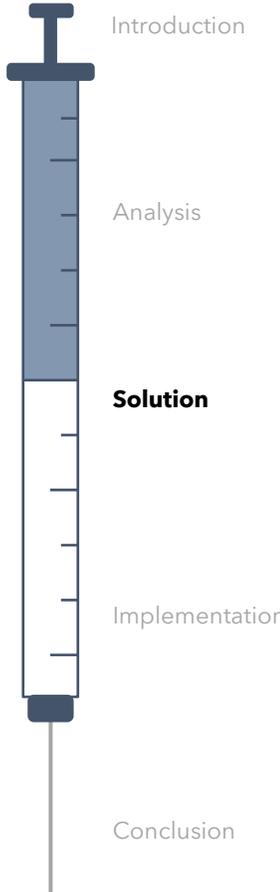
**Increase Rx adherence by 94%** amongst 19,000+ current users of Together App.

Source: WMAR 2 News Baltimore

**970,000 users** within the first two years of launching in Obesteria

Source: Appendix Calculations

**3 Corporate strategies** employed to position Novo Nordisk as a full ecosystem care provider

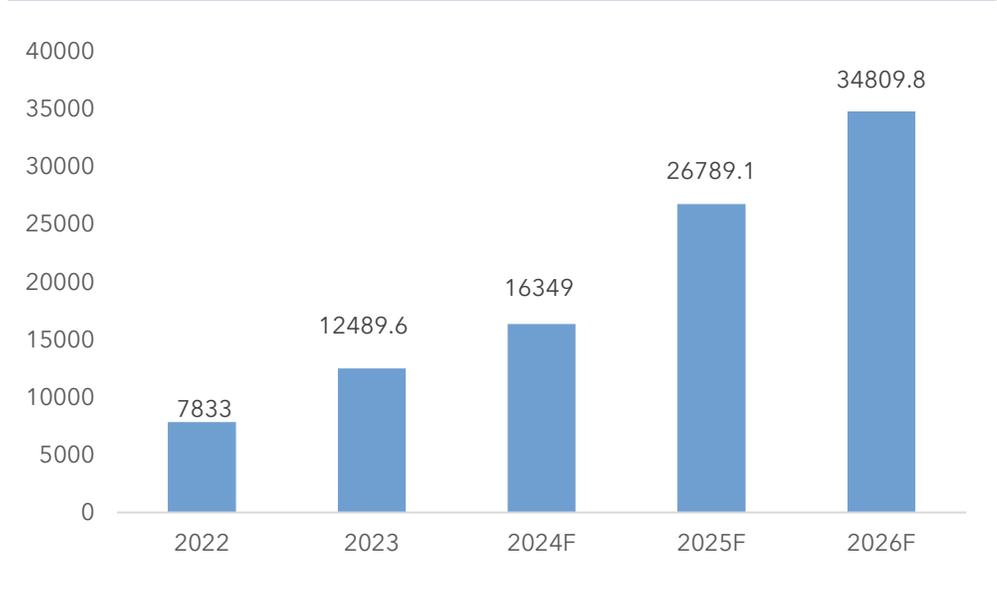


# Pursuing NovoJourney Will Help Double its Net Sales Figures in Three Years

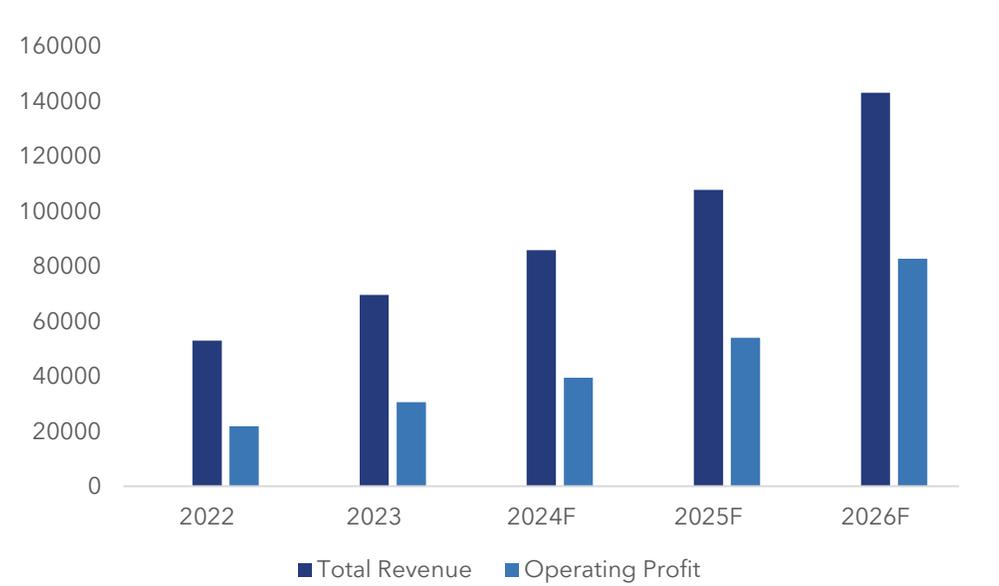
Financials



## Novo Nordisk will achieve more than 25 billion DKK in Obesity sales by 2025 in Obestria



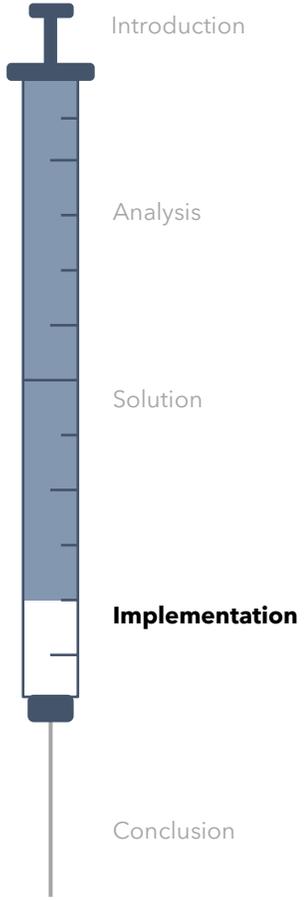
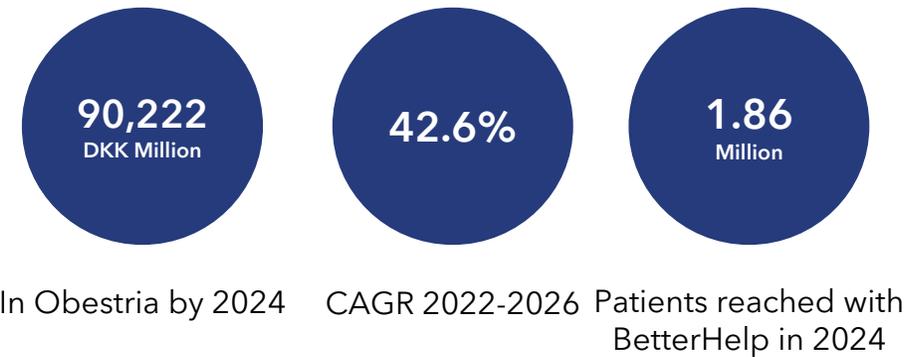
## Incremental Revenue (DKK Millions)



## Growth Trends of Solutions (Users/Impressions)

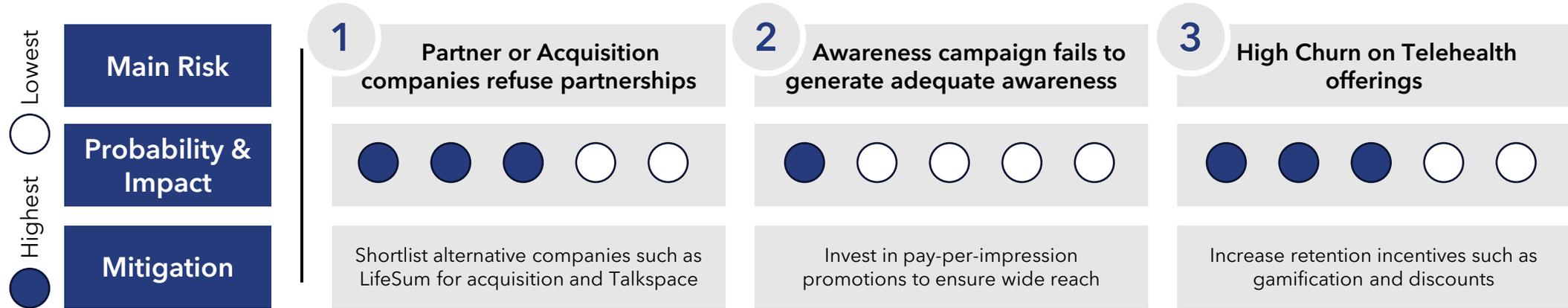
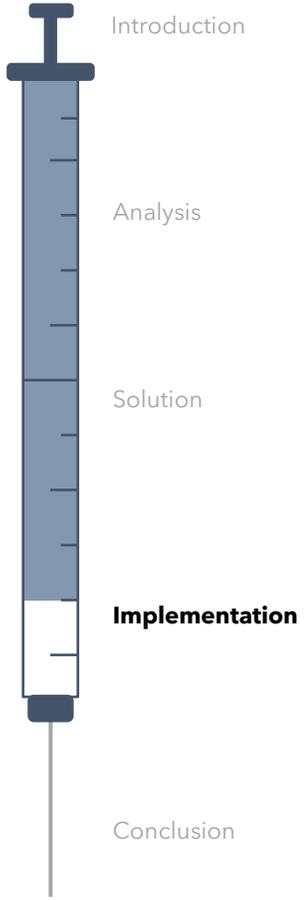
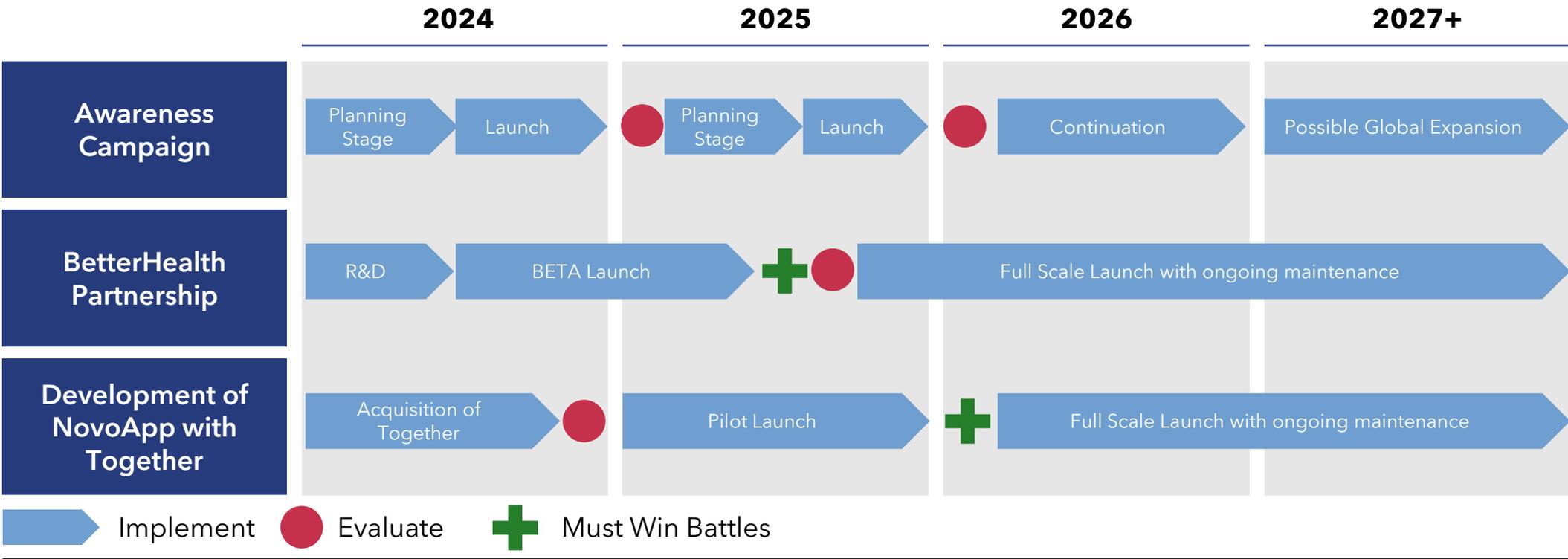


## Key Takeaways



# NovoJourney will Be Slowly Rolled Out Over the Course of 3 Years

## Implementation Timeline



# NovoJourney Will Help Novo Nordisk Stay Ahead of Competition

Conclusion



## UN Sustainable Development Goals

**3** GOOD HEALTH AND WELL-BEING  
Addressed through our awareness campaign and throughout our solution

**17** PARTNERSHIPS FOR THE GOALS  
Partnership with BetterHelp to develop the BetterHealth platform

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE  
Innovating the healthcare industry with our NovoApp

## Awareness



## Diagnosis



## Treatment

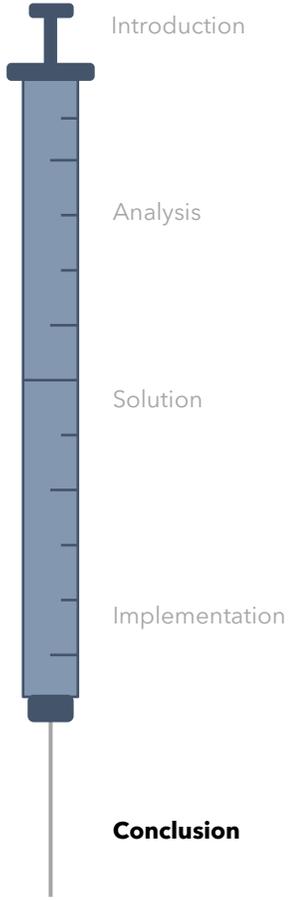


## Key Impact

**1.86** Million new patients reached by 2026

**1.01** Million BetterHealth users reached by 2026

**2.28** Million impressions by 2026



# NovoJourney Revenue and Expenses

## Appendix



### Revenue Schedule

In DKK Million	Units	Revenue Build					Sources
		2022	2023	2024F	2025F	2026F	
<b>Obesity and Diabetes</b>							
Net Sales	kr	46,924	64,529	80,016	104,021	144,590	Case
Baseline Growth Contribution	%			7%	7%	5%	Case
Betterhealth Growth Contribution	%			7%	10%	15%	
Ads Campaign Growth Contribution	%			2%	3%	5%	
Wearables Growth Contribution	%			8%	10%	14%	
<b>Rare Disease</b>							
Net Sales	kr	6,163	5,149	5,967	6,267	6,070	
<b>Total Revenue</b>	<b>kr</b>	<b>53,086</b>	<b>69,678</b>	<b>85,983</b>	<b>110,288</b>	<b>150,660</b>	
Revenue Growth Rate	%		31.26%	23.40%	28.27%	36.61%	
<b>Ad Campaign Impressions</b>							
Impressions per Platform							
TikTok	#		420,000	450,000	470,000		TikTok
Instagram	#		300,000	320,000	375,000		Instagram
YouTube	#		550,000	590,000	650,000		YouTube
Physical Ads	#		670,000	740,000	780,000		
<b>Total Impressions</b>	<b>#</b>		<b>1,940,000</b>	<b>2,100,000</b>	<b>2,275,000</b>		
<b>Betterhealth Users</b>							
New Patients	#		1,430,000	1,544,400	1,867,180		BetterHelp
Obese Population Penetration Rate	%		5%	5%	5%		
New Patients Growth Rate	%			20%	30%		
Churn Rate	%			10%	7%		
<b>Wearables Users</b>							
New Users	#		907,500	926,376	1,017,161		Statista
Obese Population Penetration Rate	%		3%	3%	3%		
New Users Growth Rate	%			16%	22%		
Churn Rate	%			12%	10%		

### Key Assumptions

- Obestria's revenues is 30% of the revenue of the global projected revenue
- Obestria has 55 million citizens with 65% of the population overweight and 50% of the citizens are overweight
- Inflation rate 3%

### Expenses Schedule

In DKK Million	Units	Operating Expense Build					Source
		2022	2023	2024F	2025F	2026F	
<b>Obesity and Diabetes</b>							
Net Costs	kr	27,240.3	34,642.5	41,197.0	48,397.0	54,493.0	Case
Costs of goods sold	kr	7,021.5	9,144.9	10,333.8	11,677.2	13,195.2	
Sales and distribution costs	kr	12,717.6	15,743.1	17,789.7	20,102.4	22,715.7	
Research and development	kr	6,047.1	8,421.9	11,369.7	14,726.1	16,467.0	
Administrative costs	kr	1,186.5	1,330.5	1,701.0	1,887.0	2,110.2	
Other Operating Costs	kr	267.6	2.1	3.3	4.5	4.8	
<b>Rare Disease</b>							
Net Costs	kr	4,023.6	4,339.2	4,837.8	5,434.8	5,925.0	Case
Costs of goods sold	kr	1,512.9	1,584.6	1,703.4	1,809.6	1,963.8	
Sales and distribution costs	kr	1,147.5	1,279.8	1,471.2	1,703.4	1,856.7	
Research and development	kr	1,167.0	1,311.0	1,499.7	1,736.7	1,913.4	
Administrative costs	kr	153.6	126.0	127.5	147.0	150.6	
Other Operating Costs	kr	42.6	37.8	36.0	38.1	40.5	
<b>Awareness Campaign</b>							
Net Costs	kr			12.6	14.3	16.1	
Cost of Annual Social Media Online A	kr			1.1	1.7	1.8	WebFX
Cost of Annual Physical Ads	kr			0.5	0.6	0.8	Management.org
Celebrity Partnerships	kr			11.0	12.0	13.5	GRIN
<b>BetterHealth Partnership</b>							
Net Costs	kr			172.2	1.7	2.0	
Initial Investment	kr			172.0			Bank of Canada
Annual Maintenance	kr				1.3	1.5	ILPA
Ad Spend Budget	kr			0.2	0.4	0.5	WebFX
<b>Wearables Aquisition</b>							
Net Costs	kr			191.5	1.5	1.7	
Acquisition of Together	kr			190.0			Crunchbase
Operation of Together	kr			1.2	1.3	1.5	IONOS Canada
Developmental of app	kr			0.2	0.1	0.1	SpaceCeo
Ad Spend Budget	kr			0.1	0.1	0.1	WebFX
<b>Total Expense</b>		31,263.9	38,981.7	46,411.1	53,849.3	60,437.8	
Expense Growth Rate	%		24.69%	19.06%	16.03%	12.24%	

### Profit Schedule

In DKK Million	Units	2022	2023	2024F	2025F	2026F
<b>Consolidated</b>						
Total Revenue	kr	53,086.2	69,678.3	85,983.5	110,288.4	150,659.9
Total Operating Expenses	kr	31,263.9	38,981.7	46,411.1	53,849.3	60,437.8
Operating Profit	kr	21,822.3	30,696.6	39,572.4	56,439.1	90,222.1
Profit Margin	%	41.11%	44.05%	46.02%	51.17%	59.88%