

press release

Novo Nordisk UK collaborates in a unique partnership with NHS and Diabetes UK to support people living with diabetes during COVID-19 via Helpline

Gatwick, May 20 2020 – As the biggest insulin supplier in the UK with over 95 years of innovation in diabetes care, Novo Nordisk is dedicated to supporting people with diabetes during the current Coronavirus outbreak.

Today, the NHS has expanded its offer to help people with diabetes by providing a new dedicated helpline. The helpline will support people living with diabetes and their families during the COVID-19 outbreak. Novo Nordisk and the pharmaceutical industry were asked to volunteer to support the Advice Helpline.

In March, we worked closely with NHS England and Diabetes UK to develop and set up the Helpline to advise those who need help with insulin. We are delighted to support the helpline with volunteering diabetes specialist nurses' time and expertise, as well as leading the coordination of the industry support. So far, the Helpline has over 18 volunteers from Novo Nordisk, alongside others with more volunteers joining over the next few weeks.

The service is designed to help adults living with diabetes who use insulin to manage their condition by providing immediate advice from a team of diabetes advisors. With many health care professionals pulled into the front-line management of people infected by COVID-19, this service will assist insulin therapy users where routine care has been disrupted and they need immediate advice to help them understand how to effectively manage their diabetes.

The help line number is 0345 123 2399.

Pinder Sahota, General Manager of Novo Nordisk UK, said *"We understand this is a deeply concerning time for everyone, but especially so for people with diabetes. The Helpline is a fantastic resource, particularly during the COVID-19 pandemic when there are many more questions and many more people in need. As a company, and as individuals, we are committed to giving our time and expertise to further support the diabetes community. Novo Nordisk has always been proud to work with Diabetes UK and the NHS and we welcome this opportunity to expand our collaboration further."*

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Background Information

The NHS Diabetes Advice Helpline provides people with specialist support for people over eighteen years old. The helpline does not replace clinical care and can't offer support to pregnant women.

About Novo Nordisk

Novo Nordisk is a leading global healthcare company, founded in 1923 and headquartered in Denmark. Our purpose is to drive change to defeat diabetes and other serious chronic diseases such as obesity and rare blood and endocrine disorders. We do so by pioneering scientific breakthroughs, expanding access to our medicines and working to prevent and ultimately cure disease. Novo Nordisk employs about 42,700 people in 80 countries and markets its products in around 170 countries. For more information, visit novonordisk.co.uk.

Further information

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