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## press release

Embargoed until 30 September 2021 at 00:01 (BST)

### **Novo Nordisk named UK's top haemophilia company for fourth year in a row**

**Gatwick, 30 September 2021** – Novo Nordisk has been named the UK's top haemophilia company in 2021, for the fourth consecutive year, in an annual independent survey benchmarking how the haemophilia community views UK haemophilia companies.<sup>1</sup> The survey, conducted by IPC Associates, asks healthcare professionals and patient groups to rank each company on a variety of aspects including supply chain, medical and patient support, technical expertise and literature provision.

**Sanjay Verghese, Vice President, Biopharm UK, Novo Nordisk UK** said: "I am really proud that for the fourth year running Novo Nordisk has been rated as the best haemophilia company in the UK. This is a testament to the hard work of our team, especially under the challenging circumstances of the pandemic, to provide UK-leading services and support to healthcare professionals and people living with haemophilia. We are especially pleased with the positive feedback we received around our medical, technical and patient support, alongside our near "outstanding" score for our sales function. However, we will not stop here. We will continue to expand and improve our support and treatment options for clinicians and people living with haemophilia in the UK."

The survey revealed that Novo Nordisk scored well above the average expected of the industry with 9/10 (90%) of ratings scoring between 'very good' and 'outstanding'.

As detailed in the report from IPC Associates: "Novo remains firmly at the top of the UK ratings and, after four years in that position, is still considered to be a consistent and committed market leader in this specialist area of medicine."

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#### **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 43,500 people in 80 countries and markets its products in around 170 countries. For more information, visit [novonordisk.co.uk](http://novonordisk.co.uk), Facebook, Twitter, LinkedIn, YouTube.

### **Further information**

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<sup>1</sup> IPC Associates. 2021. Data on file