Taking a 360-Degree View of Diabetes

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Type 1 Diabetes
Executive Summary

Definition of Diabetes Care Should be Revised & Expanded

Research has shown that a multitude of factors influence diabetes, demonstrating why patients and healthcare professionals (HCPs) call for treatment that goes beyond medicine. At Novo Nordisk, we’ve been changing diabetes for more than 95 years, so we wanted to see the whole picture — a 360-degree view of diabetes care from the perspective of both patients and HCPs. With this goal in mind, we created the Diabetes 360 Survey, the results of which revealed several treatment challenges beyond those related to medication, including a need for emotional support, help with lifestyle changes such as diet and exercise and broadening health coverage and care access. These findings and insights are important as they can shape how we look at diabetes care moving forward.

The Diabetes 360 Survey, which sampled 1,200 patients and ~500 HCPs, showed three key areas in which diabetes treatment challenges persist:

- **Emotional Support**: The majority of people with diabetes are emotionally or psychologically impacted by the disease, yet many HCPs do not feel equipped with appropriate resources to help patients manage these burdens.

- **Diet & Exercise**: Diet and exercise, widely recognized as impactful for diabetes management, are the biggest challenges for patients — and there’s a disconnect between the number of patients who say their doctor told them to lose weight and be more physically active and the number who actually enrolled in a program to help them do so.

- **Health Coverage**: Healthcare coverage for people with diabetes needs to address more than prescription costs; other key issues for patients include formulary structure and access to specialists.

These survey results confirm what many HCPs and their patients have long suspected — the issues that appear to be most meaningful to patients currently do not receive an adequate level of support and attention. Building on our more than 95 years of changing diabetes, we want to share insights from the Diabetes 360 Survey in hopes of informing and shaping the future of diabetes care.

Importantly, we are issuing a call-to-action to the diabetes community. At Novo Nordisk, we are committed to taking a holistic approach to diabetes care to better support patient needs. We are asking that we all step up and help support changing everyday life for all those living with diabetes.
Research Methodology:

Diabetes Community Insights Collected & Analyzed

The Diabetes 360 Survey was conducted via 20-minute web-based interviews in the United States between May and July of 2017 among 1,200 people with diabetes and 503 HCPs.1 Patients were between 18 and 79 years old, diagnosed with diabetes at least one year ago, and under the care of a physician for diabetes management.

Average Age: 54
Range: 18–79

HCPs included 202 board-certified primary care physicians (PCPs) who had been in clinical practice for at least two years, 100 diabetologists and endocrinologists, 101 nurse practitioners and physician assistants, and 100 certified diabetes educators and diabetes nurse educators, all of who had been in their current position for at least one year.1 HCPs interviewed were required to spend at least 50 percent of their professional time treating and/or interacting with patients, including prescribing diabetes medication; providing education about medication, compliance or adherence; providing emotional support; and assisting with economic issues directly and indirectly related to medication.

Diabetes 360 research and data analysis was conducted by Research Partnership with all significance tested at the 95 percent confidence interval. Patient data were weighted by gender and age to represent the universe of patients with diabetes.1

The survey was sponsored by Novo Nordisk Inc.
About Novo Nordisk

Novo Nordisk is a global health care company with more than 90 years of innovation and leadership in diabetes care. This heritage has given us experience and capabilities that also enable us to help people defeat other serious chronic conditions: hemophilia, growth disorders and obesity. With U.S. headquarters in Plainsboro, N.J., Novo Nordisk Inc. has nearly 5,000 employees in the United States. For more information, visit novonordisk.us or follow us on Twitter: @novonordiskus
Emotional Support:

Psychological Aspects Impact Patient’s Physical Health

The majority of people with diabetes are emotionally or psychologically impacted by the disease. Thirty percent of patients believe that diabetes is taking up too much of their mental and physical energy every day, and nearly 20 percent say they feel guilty or anxious when they get off track with their diabetes management. Thirty-two percent of patients say that they feel overwhelmed by their diabetes. And while physical health and mobility is the primary concern for middle-aged patients, diabetes has a larger negative impact on the emotional well-being of younger patients.

From a provider perspective, nearly half (45%) say that their success in caring for people with diabetes depends largely on understanding and managing emotional issues, but just a little more than half (56%) of HCPs asked their patients how diabetes impacted their lives. Additionally, many HCPs do not feel equipped with appropriate resources to help patients manage these burdens.

More than half (56 percent) say they need more training or support in management of the psychological aspects of the disease. In fact, 10 percent of HCPs have no resources to offer patients who are emotionally distressed and/or at risk for depression, and among HCPs with a lower population of people with diabetes, that percentage reaches 12.
Diet & Exercise:
Gap Remains Between Patient Knowledge & Patient Compliance

Diet and exercise, widely recognized as impactful for diabetes management,¹ are the biggest challenges for patients, according to this research. Both HCPs and patients say there needs to be significant improvement in their weight and level of physical activity. Seventy-five percent of HCPs believe that their patients need to lose weight and 69 percent say their patients need to be more physically active, while 70 percent of patients say they need to lose weight and 68 percent say they need to be more physically active.¹ Despite this, there is lower compliance with physical activity, and 63 percent of patients feel very anxious about their weight.¹

Nearly one quarter (22 percent) of patients reported that diabetes impacts their physical health either negatively or very negatively,¹ and more than half (51 percent) of patients say they would be willing to start a new weight loss or physical activity program if their doctor recommended it.¹ However, there’s a significant difference between the number of patients who say their doctor told them to lose weight and be more physically active and the number who actually enrolled in a program to help them do so.¹
Health Coverage:

Expanded Access Would Help Patients & Providers

According to our research, both HCPs and patients feel that diabetes care should be given a higher priority (61 percent and 49 percent, respectively), and both groups identify a need for more training among diabetes professionals (66 percent of HCPs and 61 percent of patients). Additionally, health coverage for people with diabetes needs to address more than just the cost of medicines, including formulary structure and access to specialists.

HCPs would like more training and support in providing diabetes self-management education to patients (47 percent), guiding patients in dietary and nutrition management (58 percent) and managing the psychological aspects of diabetes (56 percent). Across specialty areas, prevention of type 2 diabetes is seen as the area that most requires major improvement.

Nearly two-thirds (63 percent) of HCPs believe that patients need coverage for appointments with specialists for diabetes treatment, and nearly four in ten (38 percent) of patients want coverage for specialist appointments. This is likely due to the fact that nearly half of HCPs report not having the resources to ensure equal and appropriate care for people with diabetes. Meanwhile, patients surveyed are not familiar with all of the resources that are available to them for managing diabetes.
There were also issues concerning medication, with two-thirds of HCPs believing access to new medicines should be improved. Additionally, 70 percent of HCPs said they prescribe different medications depending upon the unique needs of their patients, and 68 percent say it's important to have access to a variety of insulin.

Patients admitted to avoiding medication, but reasons among them are varied and nuanced. While price is a factor for some, eight percent of patients say they haven’t filled prescriptions due to cost, six percent did not want to deal with side effects, four percent did not want to add another medication, and four percent said they considered the medication unnecessary.

Still, half (51 percent) of patients would like medications to be more affordable, though that's many more than have faced financial hardship. Twenty-two percent reported difficulty in paying for their diabetes medications.

We recognize that people with diabetes are finding it harder to pay for their healthcare, including the medicines we make. As a company focused on improving the lives of people with diabetes, this is not acceptable. That’s why in November 2016, we committed to limiting our future price increases to single-digits annually. We also believe strengthening collaboration is critical to improving patient affordability — and we want to be a part of the solution.
Conclusion:

Collaboration is Critical for Diabetes Care with a 360 Mindset

Despite the many medical and scientific advances made in diabetes treatments, information gaps and challenges remain. Our research has confirmed what many HCPs and their patients have long suspected — the issues that appear to be most meaningful to patients currently do not receive an adequate level of support and attention.

In the next era of health care, everyone in the diabetes community must collaborate to develop and implement tools and resources that help patients manage their emotional needs. Additionally, patients and HCPs need to prioritize discussions about diet and exercise. Healthy living can only improve if these challenges are addressed on an ongoing basis. Finally, patients and HCPs are looking for enhanced health coverage that provides resources beyond just medicines, and the entire community has a responsibility to ensure health care coverage meets patient needs.

“Successful diabetes care management is about much more than the medicines used to help treat each patient. Truly improving care means fully understanding this chronic disease and all the contributing factors,” said Novo Nordisk Chief Medical Officer Todd Hobbs, MD.
Building on our more than 95 years of changing diabetes, we’ll continue to explore and share these research insights with the intention of informing and shaping the future of diabetes care. In addition, we will also continue to explore integrated solutions such as our Cornerstones4Care® program, providing people with diabetes tools to manage their health including a meal log, calorie counter, physical activity educational content and personalized reports.

Importantly, we are issuing a call-to-action to the diabetes community. At Novo Nordisk, we are committed to taking a holistic approach to diabetes care to better support patient needs. We are asking the everyone else to step up and help support changing everyday life for all those living with diabetes.

To learn more about the results from the Diabetes 360 survey, please visit NovoNordisk.us

“And that can only happen if we are consistently and persistently looking at how patient and HCP concerns evolve in the constantly changing healthcare landscape, including the definition of wellness and how we get there.”

References:
NADINE ABRAHAMS
Type 1 Diabetes