Enhancement to Novo Nordisk Patient Assistance Program
Core messages
For internal and external use
FINAL April 13, 2020

People with diabetes facing economic hardship due to COVID-19 may be eligible for free Novo Nordisk insulin

- COVID-19 is a serious pandemic that has implications for all of us, and especially for people with diabetes who might be at high risk for severe illness from COVID-19, particularly if their disease is not well-controlled. While we already offer many affordability options like My$99Insulin, in these extraordinary circumstances we want to find additional ways to help because we know that people with diabetes who rely on our insulin are facing financial hardship.

- Starting today, people with diabetes using our insulin who have lost health insurance coverage because of a change in job status due to COVID-19 may be eligible for enrollment in our Diabetes Patient Assistance Program (PAP) and receive insulin free-of-charge for 90 days. We will make this available through the end of the year as we monitor how the pandemic continues to affect our nation. There are eligibility requirements, but we are making the process as quick and easy as possible.
    - If someone is facing a loss of healthcare benefits, Novo Nordisk will not require documented proof of income to qualify. We will require documentation showing loss of healthcare benefits through job termination notice or job status change, or proof that COBRA benefits are being offered. And, in situations where required documentation is not quickly accessible and there is a risk of rationing, we have an Immediate Supply option available that may help by providing what amounts to a free, one-month supply (up to three vials or two packs of pens) for many.

- Assistance can be extended to the end of 2020, after the 90-day window, for otherwise eligible patients who have been denied Medicaid coverage.

- Most importantly, whether COVID-19 related or not, NovoCare® is our one-stop resource to help people with diabetes to identify long-term solutions based on their needs.

During this COVID-19 pandemic, we know more people than ever may need insulin affordability support so we're helping to increase awareness of NovoCare.com through direct-to-consumer (DTC) advertising.

- Starting April 15, we are launching an advertising campaign to quickly raise targeted awareness that NovoCare® is the resource for patients seeking information and support to afford their Novo Nordisk medicines during the COVID-19 pandemic.

- Focused on our commitment to affordability, ads featuring NovoCare.com will run on connected tv, online radio, newspapers and brief mentions on network television programming.

- We've heard the concerns about long wait times, burdensome paperwork and too many obstacles to be eligible. We made modifications to address this feedback so it's easier for patients to find and understand their options. Complete information about every Novo Nordisk diabetes affordability option can be found on one website - NovoCare.com (or by calling us at 1.844.NOVO4ME) - and many eligible patients can get a solution for Novo Nordisk medicines in minutes.

In addition to our COVID-19 response efforts, we want people to know that we already have and will continue to offer a broad, diverse collection of affordability options to help those with insurance and those without

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- We believe this is a timely and well-needed enhancement to the Novo Nordisk Diabetes PAP that has the potential to help many people who are affected financially by COVID-19. It's built upon an already broad and diverse collection of affordability offerings for people in different, challenging circumstances. Importantly, we continually assess our offerings based on relevant shifts in the healthcare market affecting patients. For instance, starting April 1, Novo Nordisk removed a requirement that Medicare Part D patients pay $1,000 in out-of-pocket prescription drug expenses before becoming eligible to participate in the Novo Nordisk Diabetes PAP. This change will expand access for eligible Medicare Part D patients to receive their Novo Nordisk medication at no cost. Our offerings include:
    - **My$99Insulin:** For $99, people with diabetes needing to pay for their medication without using insurance, can get up to three vials or two packs of FlexPen®/FlexTouch®/PenFill® pens, of any combination of Novo Nordisk Inc. insulins with a prescription. For many, this amounts to a month's supply of insulin.
    - **Immediate Supply:** A short-term, immediate-need program for those at risk of rationing while working to identify a longer-term solution. We may be able to help these people by providing a free, one-time, immediate supply of up to three vials or two packs of pens of Novo Nordisk Inc. insulin with a prescription. For many, this amounts to a month's supply of insulin.
    - **Follow-on brand (also known as authorized generics) insulins:** Follow-on brand versions of NovoLog® and NovoLog® Mix, from Novo Nordisk Pharma, Inc. (NNPI), a Novo Nordisk A/S US company, can be ordered at one's local pharmacy, and cost 50 percent off the current list prices of the branded medicines.
    - **Novo Nordisk human insulin**, named ReliOn™, available at Walmart for about $25/vial and for about $44/box of FlexPen®. Similar offerings are found at CVS and other national pharmacies.
    - **Copay Savings Cards** to help defray the costs for commercially insured patients who are experiencing high out-of-pocket costs for insulin. For example, if you have insurance through your employer or private insurance, you may pay as little as $5 per 30-day supply of Tresiba® (maximum savings of $150 per 30-day supply) and/or $25 per 30-day supply of Novolog® (maximum savings up to $100 per 30-day supply) for up to 24 months.
    - Our long-standing **A Patient Assistance Program (PAP)**, which has provided free medicines to eligible patients since 2003, has also been enhanced to reflect today's public health crisis. In 2019, nearly 50,000 Americans received free insulin from Novo Nordisk through this program. To be eligible, a person must:
        - Be a US citizen or legal resident.
        - Have a total household income at or below 400% of the federal poverty level (FPL) (See NeedyMeds for a list of the current FPL guidelines)
        - Be uninsured, or in the Medicare program.
        - Not be enrolled in or qualify for any other federal, state or government program such as Medicaid, Low Income Subsidy or Veterans (VA) Benefits.
        - Exceptions include patients who are Medicaid eligible who have applied for and been denied Medicaid.
        - A family of four with an annual income up to $104,800 may receive free medications through our PAP. For individuals, the annual income limit for participation is $51,040.

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We encourage anyone who is having difficulty affording their insulin, whether it's COVID-19 related or not, to visit NovoCare.com or call us at 1.844.NOVO4ME (668.6463) for complete information, including terms and conditions, for our different offerings.