

## press release

### **Novo Nordisk and Glooko partner to develop digital health solutions for people with diabetes**

**Bagsværd, Denmark and Mountain View, California, 9 January 2017 -**

Novo Nordisk and Glooko today announced that the two companies will work together to deliver jointly-developed and branded digital health solutions for people with diabetes. The non-exclusive collaboration will combine Novo Nordisk's deep knowledge of diabetes with Glooko's digital platform and data analytics expertise.

Building on Glooko's mobile and web platforms, the companies aim to deliver personalised, digital services to support people with diabetes in areas including treatment adherence and blood glucose management. The partnership's joint offerings will also assist healthcare professionals to engage and manage patients with the aid of population-wide data reporting. By integrating these offerings within its Digital Health Platform developed with IBM Watson Health, Novo Nordisk aims to generate increasingly valuable insights into diabetes management and treatment outcomes.

Commenting on the agreement, Christian Kanstrup, senior vice president, Strategy, Access & Marketing, Novo Nordisk said: "We are excited to partner with Glooko and to take another step towards delivering digital health offerings that help people with diabetes to improve their blood glucose control. Working in partnerships will furthermore enhance our ability to demonstrate the real-world value of our portfolio of diabetes treatments."

Glooko is a leading population health platform for diabetes management and enables people with diabetes to more easily track and better manage their condition using mobile, web and cloud technology. Glooko's award-winning mobile health app enables individuals to synchronise their data from a majority of the world's most popular diabetes and exercise devices including blood glucose meters. Glooko's population health application enables care teams to remotely support people with diabetes to improve patient satisfaction and outcomes at a lower cost.

“Glooko’s partnership with Novo Nordisk aims to empower tens of millions of patients with digital tools to make diabetes management easier”, said Rick Altinger, Glooko CEO. “We look forward to delivering jointly-branded capabilities that will enhance the collaboration between patient and healthcare professionals and enable us to provide joint offerings to people living with diabetes around the world.”

### **About Novo Nordisk**

*Novo Nordisk is a global healthcare 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: haemophilia, growth disorders and obesity. Headquartered in Denmark, Novo Nordisk employs approximately 42,100 people in 75 countries and markets its products in more than 180 countries. For more information, visit [novonordisk.com](http://novonordisk.com), [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#)*

### **About Glooko**

*Glooko is the leading remote patient monitoring platform for diabetes and is trusted by the world’s leaders in diabetes care. Over 4,800 health systems in 27 countries use Glooko’s FDA-cleared, HIPAA-compliant Web and Mobile application designed to improve health outcomes for people with diabetes and to enable diabetes population health for providers. Glooko seamlessly syncs with the world’s most popular diabetes devices and major fitness and activity trackers and supplies timely, verified patient data such as blood glucose, carbs, insulin, blood pressure, diet and weight data. For more information visit: [glooko.com](http://glooko.com), [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#).*

### **Further information**

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