





# 2 min Elevator Pitch

## Prelude

-  Highlight increasing burden of obesity/ overweight in T2DM
-  Core complications due to obesity in T2DM and increasing cost burden
-  Evolving Guidelines
-  Why Rybelsus® fits the bill ?

# Let's Lower #WeightofDiabetes with

FOR PEOPLE WITH UNCONTROLLED TYPE 2 DIABETES

# RYBELSUS<sup>®</sup>

semaglutide tablets

A GAME CHANGER. A LIFE CHANGER.

This is a model not a real patient

## HCP Belief

Treating uncontrolled T2D with Gluco-Centric approach and unaware about diabetes and obesity a deadly partnership.



“ **Open** ”

**Doctor**, as you would be aware that **~8 out of 10** People with **T2DM** are **over weight** or **living with Obesity** today in India, and this number is expected to grow exponentially in **3-5 years**.



“ **Discussion** ”  
**Establish the consequences of Obesity in uncontrolled T2DM** ”

**Doctor**, as you are aware that diabetes and obesity is a chronic condition. Unfortunately people living with Diabetes and obesity are unaware about the complications associated with overweight or obesity such as increased blood pressure, high blood glucose. Obesity can cut 5-20 years of your life.

**Doctor**, Obesity has a long lasting impact on the financial burden to people living with diabetes and obesity in a country like us.

*(Only for Reactive /Objection Handling)*

Patient with coexisting **T2D** and other comorbidities have high economic burden, direct per day could go as high as **INR 15000** per year.



## “ Introduce Concept of Lowering the weight ”

### **Doctor, let us Break The partnership between Diabetes and Obesity**

**2022** ADA/EASD consensus report recommends an increased focus on lowering weight in people with **T2DM**. When choosing glucose lowering therapies consider regimens with high to very high dual glucose and weight reduction efficacy.

Doctor there is a strong co-relation between weight loss and **HbA1c** lowering, every **1 Kg** of weight loss is associated with. **0.1%** HbA1c lowering, weight loss will impact the outcomes positively in T2D.

**Doctor**, Rybelsus<sup>®</sup> is World's first **Oral GLP-1 RA** rated very high in glucose-lowering and weight efficacy by global guidelines.

Doctor, Rybelsus<sup>®</sup> offers strong HbA1c lowering of **~1.5%** and **2.6%** in PwD with A1c greater than 9%. Rybelsus<sup>®</sup> is proven to reduce appetite and promotes weight loss, patient on Rybelsus<sup>®</sup> reported eating **40% less**, fewer cravings, feeling less hungry and more satisfied therefore sustaining the weight loss.

In addition to **~5Kg** weight loss, Rybelsus<sup>®</sup> also helps patients to have **~5 Cm** reduction in waist circumference which also reduces the **CV risk** factors in **T2D**.



## “ Summarize : Close the call ”

Dear Doctor thank you so much for an insightful discussion in summary Rybelsus<sup>®</sup> is an ideal brand for all your uncontrolled **T2DM** patients who are obese or over weight. I request you to help your patient with Rybelsus<sup>®</sup> for multiple benefits such as:

- Unprecedented **HbA1c** reduction **~1.5%**
- Unsurpassed weight loss **~5 kg**
- Consistent **CV safety** with **21% MACE** reduction
- Reduction in cardio-metabolic risk factors

More over doctor, Rybelsus<sup>®</sup> can be prescribed to a broad range of patients as there are no dose adjustments are recommended in elderly, renal and hepatic failure, also doctor, **>4 million** patients have been treated with semaglutide worldwide.

**Thank you so much.**