

2 min Elevator Pitch Prelude



Early initiation lowers the burden of complications in T2D



Early initiation for T2D leads to Endless possibilities for PwDs with excess weight and CVD



Evolving Guidelines



Why Rybelsus plays a major role in early initiation

Early for Endless
Possibilities

FOR PEOPLE WITH UNCONTROLLED TYPE 2 DIABETES

RYBELSUS[®]
semaglutide tablets 3mg | 7mg | 14mg

A GAME CHANGER. A LIFE CHANGER

**9/10 PwDs like Varsha
are overweight**

Varsha, 35

HbA1c: 8.5%

BMI: 30Kg/m²

Medication: Metformin

History: Sedentary lifestyle, family history of T2D+CVD

Not a real patient. The images of person depicted are for illustration purposes only.



Current HCP Belief

Treating uncontrolled diabetes with a glucose-centric approach and unaware of the deadly endless possibilities comes with early initiation.



Open

Dear Doctor, you would be agreeing early initiation play an important role in T2DM, excess weight,, excess weight, and the associated health risks that go along with it is crucial for improving patient outcomes, particularly in younger patients for providing them endless benefits.



Discussion

Establish the consequences of uncontrolled T2DM with excess weight.

Doctor, as you are aware, diabetes and excess weight are chronic conditions that can significantly impact patients' lives in T2DM if not initiated early, early initiation it may leads to consequences such as increased blood pressure, high blood glucose, insulin resistance, dyslipidemia, and inflammation, which could lead to micro vascular and macrovascular complications.



Global Guidelines

The link between uncontrolled T2DM, excess weight, and CVD is now well established and recognized by global guidelines such as ADA and EASD.



Introduce Concept of Early Initiation for Endless Possibilities

Doctor, let us break the partnership between diabetes and excess weight. The 2022 consensus report recommends an increased focus on managing weight and glycemic control in people with T2DM. When choosing glucose-lowering therapies, consider regimes with high to very high dual glucose and weight reduction efficacy.



Early initiation for unprecedented weight loss

Doctor, there is a strong correlation between weight loss and HbA1c lowering. **Every 1 kg of weight loss is associated with a 0.1% HbA1c lowering.** Weight loss will positively impact outcomes in T2D. A 5-15% weight loss may lead to blood pressure reduction, lower glucose levels, lower bad cholesterol, lower heart diseases, and lower mortality in people living with T2D.



Endless possibilities with Rybelsus®

Doctor, Rybelsus® is the only oral treatment rated very high in glucose-lowering and weight efficacy by global guidelines. **While 7 out of 10 patients achieved an HbA1c target <7%**, Rybelsus® is proven to reduce appetite and promote weight loss. Patients on Rybelsus® reported eating 40% less, fewer cravings, feeling less hungry, and more satisfied, thereby sustaining the weight loss.



Clinical Outcomes

Doctor, 1 in 2 patients, or 50% of patients treated with Rybelsus®, achieved >5% and ~20% achieved >10% weight loss from the baseline. This weight loss is also sustained over a period of 56 weeks. **In addition to ~5 kg weight loss, Rybelsus® helps patients have a ~5 cm reduction in waist circumference, which also reduces CV risk factors in T2D.**



Summarize and Close the Call

Dear Doctor, Thank you so much for an insightful discussion. In summary, Rybelsus® is an ideal brand of choice for early initiation for all your young, uncontrolled T2DM patients with excess weight. I request you to help your patient with Rybelsus® for multiple benefits such as :

- Early initiation leads to unprecedented HbA1c reduction upto 2.6%
- Early initiation leads to unsurpassed weight loss ~5kg
- Early initiation leads to achieve targeted HbA1c <6% by 45%
- Early initiation leads to CV safety with 21% MACE reduction

Moreover, Doctor, Rybelsus® can be prescribed to a broad range of patients as no dose adjustments are recommended in elderly, renal, and hepatic failure patients. Also, >4 million patients have been treated with Rybelsus® worldwide. Rybelsus® can help your patients achieve glycemic control and potentially avoid costly diabetes complications arising from excess weight and uncontrolled T2D.

Looking forward to your continued support.