



with

RYBELSUS[®]
semaglutide tablets

A GAME CHANGER. A LIFE CHANGER.

5 min Elevator Pitch

Prelude



Explain Trinity effect in T2DM



Treating Trinity today to prevent tomorrow's complications



Introduce Patient Profile- Evolving CV risk
How Rybelsus can treat the trinity ?



Mohan, 47

I need a diabetes treatment plan to help me holistically manage diabetes, CKD and CV risk factors.



Current HCP Belief

Treating uncontrolled diabetes with a glucose-centric approach and unaware of the deadly **Trinity** with cardiovascular and CKD risk.



Open

Dear Doctor, treating the **Trinity** of T2DM and the associated risks of cardiovascular disease (CVD) and chronic kidney disease (CKD) is crucial for improving patient outcomes.



Introduce the Trinity

Establish the trinity- prevalence and consequences. T2DM with cardiovascular and CKD risk.

Doctor, as you are aware, diabetes, cardiovascular disease, and chronic kidney disease are chronic conditions that can significantly impact patients' lives. The risk of CV events increases with increasing BMI (HR 1.69 male and HR 1.85 female).



PwDs have 2 - 4 times increased CV risks.



Excess weight in diabetes can increase the likelihood of developing CV event by 15x.



1/4 PwDs may develop CV complications in 7 years.



High Body Weight Complicates CV Risk in PwT2D.



Importance of Multifactorial Approach in Evolving CV risk PwDs.

Targeting **CV Risk** in T2D Involves an Early Multifactorial Approach. 7.9 Years of life gained by multifactorial intervention in patients with T2DM. The increase in lifespan is matched by time free from incident cardiovascular disease. Multifactorial approach in **CV risk** patient lead to reduction in mortality by 45% , and reduction in microvascular complications while the time to first CVD event increased by 8.1 years. (Stenos Trial) .

Therefore we require a treatment that provides a solution to treat the trinity - with benefits of glycaemic control , weight loss & cardiometabolic risk lowering effect & CV safety.

Treat today with a multifactorial approach to prevent tomorrow's CV events.



Introduce the Profile- Evolving CV risks.

Doctor, patients such as Mohan need a diabetes treatment plan to help holistically manage T2D, CKD, and CV risk factors.

Profile : Mohan, has a BMI of 28kg/m² , A1c of >8.5% and comorbidities of dyslipidemia ,CKD and hypertension .

Current Medications : He's currently on Metformin , ARBs and statins & SGLT2is .

Start early with combination therapy to provide a solution with synergistic benefits for patients like Mohan.



How Rybelsus[®] can Treat the Trinity?

Doctor, it is now possible for PwDs to maintain control while staying on an oral regimen.

I request you to help your patient with Rybelsus[®] 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 (Blood Glucose, Reduced UACR, Improved Lipid Profile and TG and 37% reduced HSCRP)



Synergistic Benefits with Rybelsus[®] and SGLT2is

Doctor, with new possibilities in diabetes care, it is now possible for PwDs to maintain control while staying on an oral regimen.

- GLP1-RAs have shown upto an additional 1.1% HbA1c reduction, as well as an additional 5kg weight loss when added to metformin + SGLT2i.
- GLP- 1RA+SGLT2i combination was associated with a 30% lower risk of MACE.
- GLP-1 RA+SGLT2I combination was associated with a 65% lower risk of cardiovascular mortality



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 all your uncontrolled T2DM patients with cardiovascular and CKD risk. This would greatly help patients like Mohan, who need a diabetes treatment plan to help them holistically manage diabetes, CKD and CV risk factors. I request you to help your patient with Rybelsus® 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

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 the trinity of costly diabetes complications arising from cardiovascular and CKD risks and uncontrolled T2D.

***Looking forward to your continued support
and treating the Trinity with Rybelsus®.***