

# Digital Health Solutions to Improve Diabetes Care

Novo Nordisk, a global healthcare company with 95 years of innovation and leadership in diabetes care, needed an Internet of Things (IoT = sensors, meters, etc.) platform upon which they could build and operate their current and future digital health offerings aimed at improving diabetes care. In addition to needing an open, device-agnostic platform that could capture data from a variety of continuous blood glucose meters and insulin pens, Novo Nordisk needed a regulated platform built to meet healthcare's stringent privacy, security, regulatory and quality requirements.

After rigorous evaluation, BrightInsight was selected as it provides a unified IoT platform that enables Novo Nordisk to develop and host digital health devices, apps and algorithms at scale while maintaining compliance with privacy, security, quality and regulatory requirements across the globe.



## The Facts

**The number of people with diabetes has risen from 108 million in 1980 to 422 million in 2014.**

Source: <https://www.who.int/news-room/fact-sheets/detail/diabetes>

**In 2016, an estimated 1.6 million deaths were directly caused by diabetes.**

Source: <https://www.who.int/news-room/fact-sheets/detail/diabetes>

**At least 45% of patients with type 2 diabetes fail to achieve adequate glycemic control (HbA1c <7%). One of the major contributing factors is poor medication adherence.**

Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4966497/>

## The Challenge

Novo Nordisk, a global healthcare company with 95 years of innovation and leadership in diabetes care, needed an Internet of Things (IoT = sensors, meters, etc.) platform upon which they could build and operate their current and future digital health offerings aimed at improving diabetes care. In addition to needing an open, device-agnostic platform that could capture data from a variety of continuous blood glucose meters and insulin pens, Novo Nordisk needed a regulated platform built to meet healthcare's stringent privacy, security, regulatory and quality requirements.

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Traditional methods of managing diabetes have not kept pace with a world moving at digital speed," said Kal Patel, MD, President of BrightInsight. "BrightInsight securely unlocks real-world data and actionable insights, enabling biopharma and medtech companies to develop advanced regulated digital health solutions that enable automated clinical decisions and better engagement between clinicians and people with diabetes."



Novo Nordisk connected insulin pen

## The Solution

The BrightInsight Platform is the leading global regulated IoT platform for biopharma and medtech. Built under a Quality Management System, the BrightInsight™ Platform uses software and services to capture, transmit and analyze data from CE-marked and FDA-regulated medical devices, combination products, apps and Software as a Medical Device in compliance with security, privacy and regulatory requirements.

Novo Nordisk is leveraging the BrightInsight Platform to build and operate many of their digital health solutions and the corresponding data from these smart devices within a regulatory-compliant environment.

The BrightInsight Platform will capture data from Novo Nordisk's next-generation connected insulin pens and integrate data from leading third-party diabetes solutions, including the Abbott Freestyle Libre system, the Glooko Diasend platform, the Dexcom continuous blood glucose meters as well as diabetes solutions from Roche. Novo's non-exclusive partnership strategy is incredibly unique in an industry where data is historically very siloed. By safely and securely enabling data integration across Novo Nordisk's partner ecosystem, the BrightInsight Platform supports Novo Nordisk's goal of helping more people realize the full benefit of their innovative medicines and beginning to ease the burden of diabetes management for those individuals.



Addressing the growing diabetes epidemic takes more than best-in-class medicines alone. We need to engage with people on their level and integrate with the solutions they are already using to manage their diabetes," said Anders Dyhr Toft, corporate vice president of Commercial Innovation at Novo Nordisk. "Medical-grade digital health platforms like BrightInsight are key to helping us improve the conversation between people with diabetes and their caregivers."

## Regulated solution to minimize risk

BrightInsight enables Novo Nordisk to develop and host digital health devices and apps at scale while maintaining compliance with privacy, security and regulatory requirements across the globe.

- Quality Management System is ISO13485:2016 Certified
- BrightInsight Device Master File has been accepted by the FDA
- HITRUST CSF® Certified
- ISO/IEC 27001:2013 Certified
- HIPAA and GDPR compliant
- Certified under both the EU-U.S. and Swiss-U.S. Privacy Shield frameworks

## Pre-built platform to accelerate time to market

Instead of building a custom platform from the ground up, Novo Nordisk wanted to leverage our off-the-shelf BrightInsight Platform. Novo Nordisk made the decision to focus on developing digital applications and services on top of the BrightInsight Platform instead of diverting resources to build and maintain the underlying infrastructure.

- Move from feasibility to commercialization and global scale
- Accelerate time to market and lower total cost of ownership

## About Novo Nordisk

Novo Nordisk is a global healthcare company with more than 95 years of innovation and leadership in diabetes care. This heritage has given us experience and capabilities that also enable us to help people defeat obesity, haemophilia, growth disorders and other serious chronic diseases. Headquartered in Denmark, Novo Nordisk employs approximately 43,200 people in 80 countries and markets its products in more than 170 countries. For more information, visit [novonordisk.com](http://novonordisk.com), Facebook, Twitter, LinkedIn, YouTube.



## About BrightInsight

BrightInsight, a Flex Company, provides the leading global regulated digital health platform for biopharma and medtech. Our medical-grade Internet of Things (IoT) platform is built under a Quality Management System to support and optimize regulated drugs, devices and software through integrated data and actionable insights to enable customers to drive increased patient adherence and engagement. The BrightInsight™ Platform uses software and services to capture, transmit and analyze data from CE-marked and FDA-regulated medical devices, combination products, apps and Software as a Medical Device, in compliance with security, privacy and regulatory requirements.



For more information on the BrightInsight Platform and Professional Services, email [contact@brightinsight.com](mailto:contact@brightinsight.com) or visit [BrightInsight.com](http://BrightInsight.com).