

Communication on prevention and mitigation measures in Norway

Workshop on GLP-1-analogues 01.07.24
Yngvil Knudsen, Communication Advisor,
Norwegian Medical Products Agency (NOMA)

Pressure on reimbursement

On the market in Norway:

- Two «popular» products with semaglutide
 - different name
 - different patient groups
 - **And different price!**
- Only diabetes patients reimbursed
- Economic reasons for off-label prescribing

Norge | Overvekt

Legemiddelprodusenten vil at flere skal få dekket slankesprøyte

 **Lytt til saken** • 5 minutter  **1X** 

Over 40.000 nordmenn har betalt selv for slankesprøyten. Nå vil legemiddelprodusenten igjen prøve å få staten til å ta regningen.

“Over 40,000 Norwegians have paid for the weight loss injection themselves. Now, the pharmaceutical manufacturer will once again attempt to get the national authorities to cover the cost.” Aftenposten 18.05.24

Our statements in February

NOMA advises against off-label prescribing of Ozempic:

"We now ask doctors to prescribe Ozempic only to diabetes patients. We also encourage pharmacies to dispense the medicine for only four weeks at a time," says senior medical consultant Sigurd Hortemo at NOMA. Today's Medicine 21.02.24

"At the same time, we expect MAHs to take its social responsibility seriously and prioritize the production of semaglutide products for diabetes patients"



IKKE OFF-LABEL: DMP fraråder off-label-forskriving av Ozempic på grunn av mangelsituasjonen. Foto: Frederik Ringnes / NTB Frederik Ringnes

DMP fraråder off-label-forskriving av Ozempic: – Svært kostbart

– Vi ber nå legene om kun å skrive ut Ozempic til diabetespasienter. Vi oppfordrer også apotek til å bare levere ut legemidlet for fire uker av gangen, sier overlege Sigurd Hortemo ved DMP.

- Very well received and supported by all stakeholders – doctors, pharmacies and patient organisations
- But also feeding ongoing debate concerning reimbursement for weight loss

Communication effective?

Difficult to measure effect:

- Need to look at new prescriptions to patients who are not eligible for reimbursement
- These are predominantly off-label for weight loss
- Number not significantly lower in May vs February - doctors still prescribe off-label
- 26.000 of these prescriptions are still in the system (valid for one year)

Off label message has a certain normative effect, but not sufficient during serious shortage situations

More efficient to stop dispensation of off-label prescriptions in pharmacies

Month	New Ozempic prescriptions
December 23	3416
January 24	3501
February 24	2988
March 24	2062
April 24	2444
May 24	2302
1/6-15/6-24	1061

Statistics from the Norwegian electronic prescriptions system per 15.06.24

Communication - supporting new measures

Create an understanding for the need to:

- boost access by improving control of reimbursed prescriptions
- introduce controlled distribution, rationing from pharmacies in order to “protect” diabetic patients and prevent stockpiling
- reduce the expenses by removing the reimbursement and use of foreign packages

Revised National Budget:

Boosting access to diabetes medications and reducing national insurance user fees

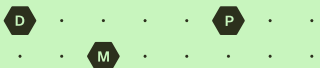
News story | Date: 16/05/2024

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The government’s revised national budget contains proposals for individual grants for the diabetes medication Rybelsus and the rationing of Ozempic in pharmacies.

Reimbursement costs for the diabetes medication Ozempic have risen significantly since 2019, and these costs now account for approximately ten per cent of total national insurance drug costs.

The medication is being used extensively for the treatment of obesity, which is not included in the approved uses for the blue prescription scheme. High levels of demand for Ozempic around the world have resulted in a global shortage of the drug.



Messages 24.06.24

"On 1th of July 2024, several changes will come into effect to ensure diabetes patients have access to necessary medicines and to reduce the National Insurance Scheme's expenses"

- ◆ Doctors must apply for individual grants for Ozempic on behalf of the patient.
- ◆ Patients who meet the criteria and have previously had reimbursement for Ozempic are still entitled to it.
- ◆ The use of expensive foreign (unauthorised) packages of Ozempic is not a sustainable solution.
- ◆ To compensate for the reduced number of packages, Rybelsus (semaglutide-tablets) will also be reimbursed for diabetes patients.

Messages 01.07.24

"On 1th of July 2024, several changes will come into effect to ensure diabetes patients have access to necessary medicines and to reduce the National Insurance Scheme's expenses"

- Pharmacies are not allowed to dispense Norwegian packages of Ozempic to patients with off-label prescriptions. The purpose is to ensure that available packages are dispensed to diabetes patients who are entitled to reimbursement.
- To ensure fair distribution to diabetes patients eligible for reimbursement, pharmacies have been instructed to only dispense Ozempic for a four-week supply at a time.
- Pharmacies are permitted to sell their holding stocks for foreign packages of Ozempic to patients with off-label prescriptions until 15th of July.

Media in Norway

- Important channel for us to reach out with our messages
- Reporting balanced
- Covered from both socioeconomic – political and consumer angle
- Stakeholders are active contributors and have their own agenda



Interaction with stakeholders

- The Norwegian Association for General Practice
- The Norwegian Pharmacy Association
- The Norwegian Diabetes Association



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  Direktoratet for medisinske produkter