

MEET SOPHIA



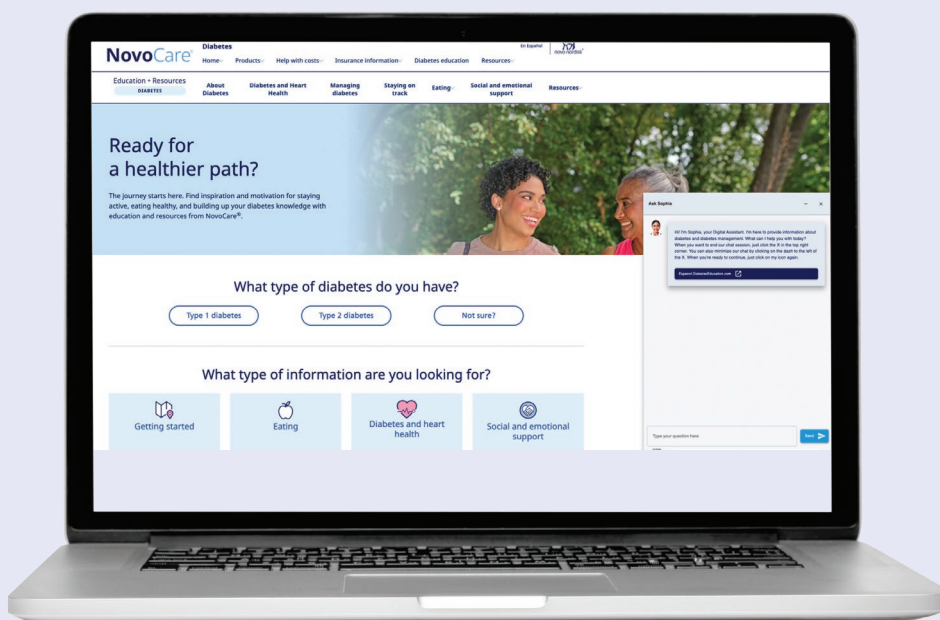
**Novo Nordisk's
Digital Assistant**



If you're looking for information about diabetes, Novo Nordisk medicines that help manage it, or how to receive support from our health coaches, Sophia is ready to help 24/7!

Sophia is Novo Nordisk's AI-driven digital assistant. Her role is to help address your diabetes questions and concerns. Whether you're newly diagnosed or a care partner for someone who needs help managing their condition, Sophia is always available to answer questions and point you to the right resources.

Diabetes doesn't take a break and neither does Sophia! She is always ready to assist on our many websites: NovoCare® Diabetes Education and Resources (English and Spanish), GLP-1 RA products, and insulin products.



**A resource you
can count on**

Sophia's tone is professional, intuitive, empathetic, smart, and supportive.

Sophia is eager to help you navigate your way through Novo Nordisk's websites and get the answers you're looking for as quickly as possible, or refer you to the right channel/department.

Sophia is not a health care professional. If you have questions about your health that need to be addressed by a health care professional, please contact yours.

Visit **DiabetesEducation.NovoCare.com** or scan the QR code to ask Sophia a question today!



By scanning, we may collect aggregate data for analytics but not any personal information.



Questions? I Can Help



ARE YOU A REAL PERSON?

I am an AI-driven digital assistant, I am not a human, but I can help you. I am learning and evolving every day. What is your question?

WHAT'S YOUR JOB?

My job is helping people with diabetes as well as their care partners, and I love what I do! I know a lot about diabetes and how to find the right information for you. Ask me a question and I will try my best to help you. I'm learning every day.

CAN YOU REMIND ME HOW TO TAKE MY MEDICINE?

Yes. I know it can sometimes be a lot to remember. I can provide the Instructions for Use for taking your medicine so that you can get a quick refresher for the information provided by your health care team.

CAN YOU HELP ME LEARN MORE ABOUT DIABETES?

Absolutely! I can provide everything from general information about diabetes and how to manage it to more specific information about the Novo Nordisk diabetes medicine you're taking.

CAN YOU ANSWER MY HEALTH INSURANCE QUESTIONS?

I'm happy to help since this is sometimes a confusing and frustrating topic. I can either direct you to the proper place to find out about your insurance coverage or provide a phone number so you can speak to a Customer Care representative about it.

CAN I TRUST YOU?

I am very honest and will do my best to answer your questions. If I can't provide an answer, I'll always try to point you in the right direction.

ARE YOU A DOCTOR?

No, I am not a health care professional. If you have questions about your health that need to be addressed by a health care professional, please contact yours.

WILL YOU ASK FOR MY PERSONAL INFORMATION?

Never! I'm here to answer your questions and lead you to additional helpful information, but your personal information is just that—personal. I don't ask for it, store it, or share it with anyone.

WHERE ARE YOU FROM?

I was designed and built at Novo Nordisk US headquarters in Plainsboro, NJ. I can help you just like a real person can. What else would you like to know?

WHAT OTHER KINDS OF THINGS CAN YOU HELP ME WITH?

I am here to provide 24/7 support for a wide range of questions. I can help you find savings offers, get tips on diabetes management, receive support toward meeting your goals, and more.

WHAT IF I AM UNSATISFIED WITH YOUR ANSWER?

I am always learning and improving, but I understand you may still need to speak with a live agent. If necessary, I am able to provide contact information for one of our representatives who may be able to assist you.

CAN YOU PROVIDE INFORMATION OR RESOURCES ON DIET AND MEAL PLANNING?

Following a healthy meal plan is an important part of managing your diabetes. We have an entire section about food on our site that I can point you to. There you'll find healthy recipes, tips for dining out, information on serving sizes, nutrition labels, desserts, what you should and shouldn't eat, and much more.

I can also help you find free fact sheets and educational booklets on eating healthy foods.

It is important to consult with your doctor about any medical concerns or questions you may have about your diet.