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FOR IMMEDIATE RELEASE

**SDI REPORTS: NOVO NORDISK TAKES TOP RANKING AMONG ENDOCRINOLOGISTS,
ACCORDING TO PHARMACEUTICAL COMPANY IMAGE STUDY**

Novo Nordisk Increased Sales Calls to Endocrinologists 30%

PLYMOUTH MEETING, Pa. – July 7, 2010 – According to [SDI](#)'s Pharmaceutical Company Image 2010 study, Novo Nordisk was ranked by endocrinologists as the top company overall. The company was mentioned by 62% of the endocrinologists who participated in the annual study – a substantial increase from last year, when it was mentioned by 52% of participants and ranked second.

Eli Lilly, ranked first by this specialty group in 2009, finished second this year even though its percentage of mentions was similar both years at 52% and 53%, respectively. Sanofi-aventis U.S. was ranked third.

During the 12 months ending April 2010, Lilly representatives made the most sales calls to endocrinologists, accounting for 12% of all calls to this specialty group, followed by Novo Nordisk, which accounted for 10%. The volume of calls made by each company increased from the previous 12 months, with Lilly's rising by 17% and Novo Nordisk's by 30%.

When Novo representatives called on endocrinologists, the products they discussed most often were Levemir; Victoza which was launched in February 2010; and NovoLog.

SDI's Company Image 2010, a comprehensive analysis of pharmaceutical company and industry image as perceived by key healthcare audiences, surveyed over 9,000 participants in March and April 2010, including physicians from 27 specialties, nurse practitioners, physician assistants, pharmacists, medical directors, pharmacy executives, and consumers, regarding their opinions of the pharmaceutical industry and industry trends.

The 2010 version represents the 11th edition of this landmark study that enables market researchers and brand management to:

- Evaluate a company's overall image relative to market success and increases in prescribing.
- Validate corporate initiatives to promote overall company image.
- Understand the importance of company attributes among key customer groups.
- Identify whether direct-to-consumer advertising drives consumer perceptions of pharmaceutical manufacturers.

About [SDI](#)

SDI is a leading healthcare market insight and analytics firm. It provides the industry's most comprehensive de-identified patient-level data to pharmaceutical, biotech, retail pharmacy, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. Founded in 1982, SDI counts the world's top 50 pharmaceutical and biotech firms as its clients.

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