

Smartpatient and Novo Nordisk Expand Patient Support Partnership Across Additional Treatment Formats

The expansion builds on a digital obesity care program launched in 2025 and extended to Type 2 diabetes earlier in 2026.

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[Smartpatient](#) and Novo Nordisk are expanding their patient support partnership in Germany to include an additional treatment format, building on their established digital patient support program.



The partnership began in 2025 with the launch of a [joint digital obesity care program in Germany](#). It expanded to [Type 2 diabetes](#) earlier in 2026 and now extends the established obesity care program across treatment formats.

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Together with Novo Nordisk, we are extending an established obesity care program across treatment formats while keeping continuity at the center of the patient experience.”

*Marcelo Duhalde, Chief
Growth Officer at
smartpatient.*

This continued expansion reflects a patient support model designed to adapt as treatment options and patient needs evolve. For people living with obesity, the addition of a new treatment format is intended to extend an established support experience.

For pharma teams, the partnership illustrates how a digital support model can grow across conditions and formats while keeping patients at the center.

“This expansion shows how a patient support partnership can grow with changing treatment needs. Together with Novo Nordisk, we are extending an established obesity

care program across treatment formats while keeping continuity at the center of the patient

experience.” said Marcelo Duhalde, Chief Growth Officer at smartpatient.

“New innovation called for new support solutions. The expansion of our partnership with smartpatient allows us to build on an established digital obesity care program as treatment options evolve. Providing a consistent support experience across both treatment formats is an important part of supporting patients in Germany.” said Claudia Laven, Head of Obesity at Novo Nordisk Germany.

This latest milestone demonstrates how an established partnership can develop over time, extending patient support as conditions and treatment formats change.

About smartpatient

Smartpatient, part of Redcare Pharmacy, is the leading provider of direct-to-patient solutions for the pharmaceutical industry. Through MyTherapy, the world’s most widely used medication management app, smartpatient helps pharmaceutical partners reduce time to treatment, extend time on treatment, and generate longitudinal real-world evidence on treatment impact. Its integrated ecosystem connects ongoing patient support, telehealth, and e-pharmacy services across the treatment journey.

About Novo Nordisk

Novo Nordisk is a leading global healthcare company, founded in 1923 and headquartered in Denmark. Our purpose is to drive change to defeat serious chronic diseases, built upon our heritage in diabetes. We do so by pioneering scientific breakthroughs, expanding access to our medicines, and working to prevent and ultimately cure disease. Novo Nordisk employs about 77,400 people in 80 countries and markets its products in around 170 countries. For more information, visit [novonordisk.com](https://www.novonordisk.com), Facebook, Instagram, X, LinkedIn and YouTube.

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