

# Novoeight® is designed to fit into your world



## Keeps up with you

Novoeight® offers the highest storage temperature of up to 86°F for the longest storage time of 12 months.<sup>a</sup> Novoeight® can also be stored at up to 86°F for the longest time (4 hours) after being mixed.<sup>a</sup>



## Reliable bleed control

Patients taking Novoeight® during clinical trials reported reliable bleed control.



## Proven safety

One of the largest clinical trials of a recombinant factor VIII to date had zero inhibitors confirmed in previously treated patients.<sup>b</sup>



## High standards for purity

Novoeight® is the first recombinant factor VIII to use state-of-the-art double nanofiltration as part of a 5-step purification process.



## Support for life's journey

Access to personalized tools and services designed for the bleeding disorders community.



*Michael, 30 years old, lives with hemophilia A.*



Please see [Prescribing Information](#) for complete storage instructions.

<sup>a</sup>Compared with other recombinant factor VIII products.

<sup>b</sup>People with previous inhibitors and those new to treatment were not included in the trial. People with hemophilia A may develop inhibitors to factor VIII.

## Indications and Usage

Novoeight® (Antihemophilic Factor [Recombinant]) is an injectable medicine used to control and prevent bleeding in people with hemophilia A. Your healthcare provider may give you Novoeight® when you have surgery.

Novoeight® is not used to treat von Willebrand Disease.

## Important Safety Information

You should not use Novoeight® if you are allergic to factor VIII or any of the other ingredients of Novoeight® or if you are allergic to hamster proteins.



Please see additional Important Safety Information throughout.

Please see [Prescribing Information](#).

**novoeight®**  
Antihemophilic Factor  
(Recombinant)

# Helping patients get started with Novoeight®

Novo Nordisk provides tools and resources that help make it easy to get patients started on treatment. Contact your Novo Nordisk Hemophilia Treatment Sales Manager (HTSM) to learn more about Novoeight® and the support available to you and your patients.

## Determining your patient's dose of Novoeight®

Novoeight® is administered intravenously. You will determine the dose and duration of treatment based on the severity of your patient's hemophilia, the location and extent of his bleeds, and his clinical condition. If your patient is having major surgery or is experiencing a life-threatening bleeding episode, carefully monitor treatment with Novoeight®.<sup>1</sup>

Use the following formula to determine your patient's dose of Novoeight®<sup>1</sup>:

$$\text{Body weight (kg)} \times \text{desired FVIII increase (IU/dL or \% normal)} \times 0.5$$

**For example:** 70 kg x 50% x 0.5 = 1750 IU

The final dose of Novoeight® is written as IU/kg or IU/dL. Remember, a patient's response to Novoeight® may vary. Base the dose and frequency of Novoeight® on his individual clinical response as well as his activity level.<sup>1</sup>



Each vial comes with an appropriately pre-filled syringe with diluent.

## Talking with your patient about how to take Novoeight®

Use the tearsheet below to help your patient remember his dose of Novoeight® and his dosing regimen. Keep your patient's activity level in mind when determining his dosing regimen. Be sure to note your patient's standard dose, as well as an alternate dose for days when he may be more active or need to adjust his dose.

## Making your patient aware of support resources

Novo Nordisk is committed to providing your patient with the support and resources to help him have a positive experience with treatment. Provide him with the **Novoeight® Conversation Kit**, and ask your HTSM for a Reconstitution Kit that demonstrates how to prepare and administer a dose, to help him have a good start.



- **Product assistance:** your patient can call **1-844-NOVOSEC** (1-844-668-6732) to learn if he qualifies for co-pay support, a free trial of Novoeight®, or other product assistance
- **Patient support program:** your patient can call **1-844-NOVOSEC** (1-844-668-6732) to get personalized support, resources, and financial assistance
- **NovoeightPro.com:** learn about Novoeight®, download resources, and watch a video that demonstrates the reconstitution process
- **HemaGo™:** an app that lets your patient track treatment anytime, anywhere. Available from the App Store<sup>SM</sup> or Google Play

**References:** **1.** Novoeight® [package insert]. Plainsboro, NJ: Novo Nordisk Inc.; 2014. **2.** Thim L, Vandahl B, Karlsson J, et al. Purification and characterization of a new recombinant factor VIII (N8). *Haemophilia*. 2010;16(2):349-359. **3.** Data on File at Novo Nordisk Inc.; Plainsboro, NJ. Nov 2012. **4.** Kogenate® [package insert]. Tarrytown, NY: Bayer HealthCare LLC; 2014. **5.** Advate® [package insert]. Westlake Village, CA: Baxter Healthcare Corporation; 2014. **6.** Eloctate™ [package insert]. Cambridge, MA: Biogen Idec Inc.; 2014.

## Understanding your dose of Novoeight®

### For prophylactic treatment:

My dose of Novoeight® is: \_\_\_\_\_ IU (\_\_\_\_\_ IU/kg)

or: \_\_\_\_\_ IU (\_\_\_\_\_ IU/kg)

I will infuse: \_\_\_\_\_

### For on-demand treatment:

My dose of Novoeight® is: \_\_\_\_\_ IU (\_\_\_\_\_ IU/kg)

or: \_\_\_\_\_ IU (\_\_\_\_\_ IU/kg)

I will infuse: \_\_\_\_\_

| Sunday               | Monday               | Tuesday              | Wednesday            | Thursday             | Friday               | Saturday             |
|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

For questions about my Novoeight® dose, contact:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_



**Please see Important Safety Information on back.**  
**Please see your healthcare provider or click here for [Prescriber Information](#).**

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## Important Safety Information (cont'd)

Call your healthcare provider right away and stop treatment if you get any of the following signs of an allergic reaction: rashes or hives, difficulty breathing or swallowing, tightness of the chest, swelling of the lips and tongue, light-headedness, dizziness or loss of consciousness, pale and cold skin, fast heartbeat, or red or swollen face or hands.

Before taking Novoeight®, you should tell your healthcare provider if you have or have had any medical conditions, take any medicines (including non-prescription medicines and dietary supplements), are nursing, pregnant or planning to become pregnant, or have been told that you have inhibitors to factor VIII.

Your body can make antibodies called "inhibitors" against Novoeight®, which may stop Novoeight® from working properly. Call your healthcare provider right away if your bleeding does not stop after taking Novoeight®.



**Please see additional Important Safety Information throughout.**  
**Please see [Prescribing Information](#).**

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Your body can make antibodies called “inhibitors” against Novoeight®, which may stop Novoeight® from working properly. Call your healthcare provider right away if your bleeding does not stop after taking Novoeight®.

Common side effects of Novoeight® include swelling or itching at the location of injection, changes in liver tests, and fever.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch), or call 1-800-FDA-1088.

**Please see your healthcare provider or click here for [Prescribing Information](#).**

# Talking with your patients about Novoeight®

## Understand your patient's needs

To help you and your patient align on the features of a product that are most important to him, simply read the statements below aloud. Ask your patient to rate how much each statement applies to him or his loved one.

| On a scale from 1 to 5, where 1 means "Never" and 5 means "Always," how much do you agree with these statements? |   |   |   |             |
|--|---|---|---|-------------|
| <b>I am always on the go. I need a treatment that is easy to take with me.</b>                                   |   |   |   |             |
| 1<br>Never   | 2 | 3 | 4 | 5<br>Always |
| <b>I need a treatment that I can rely on to manage my hemophilia.</b>  |   |   |   |             |
| 1<br>Never   | 2 | 3 | 4 | 5<br>Always |
| <b>It is important that my treatment is manufactured using state-of-the-art technology to ensure purity.</b>     |   |   |   |             |
| 1<br>Never   | 2 | 3 | 4 | 5<br>Always |
| <b>I need help covering the cost of my treatment.</b>  |   |   |   |             |
| 1<br>Never   | 2 | 3 | 4 | 5<br>Always |
| <b>I look for treatments that offer programs and services to support my health and wellness.</b>                 |   |   |   |             |
| 1<br>Never   | 2 | 3 | 4 | 5<br>Always |

These surveys are also available on [Novoeight.com](http://Novoeight.com). Simply ask your patient to download the Conversation Guide in the Support and Resources section of the website and bring his answers with him on his next visit.

## Now that you and your patient agree on what is important, see how Novoeight® fits into his world.

Once you and your patient agree on what is most important to his care, use the key attributes highlighted on the reverse side to explain the features of Novoeight® and help him take an active role in his care. Below are some key talking points that can help.

|   |                    |
|---|--------------------|
| <b>Highest storage temperature for the longest duration<sup>1,a</sup></b>                                       | PORTABILITY        |
| <b>Patients in clinical trials experienced reliable bleed control with 0 inhibitors confirmed<sup>1,b</sup></b> | RELIABILITY        |
| <b>Uses double nanofiltration as part of a 5-step purification process<sup>1-3</sup></b>                        | PURITY             |
| <b>Product assistance programs, including a free trial, are available</b>                                       | PRODUCT ASSISTANCE |
| <b>Robust support program for all patients with hemophilia A</b>  | PATIENT SUPPORT    |

Please see [Prescribing Information](#) for complete storage instructions.

<sup>a</sup>Compared with other recombinant FVIII products.<sup>4-6</sup>

<sup>b</sup>Patients with previous inhibitors were excluded from the trial. Individuals with hemophilia A may develop inhibitors to FVIII. Monitor patients taking Novoeight® for inhibitor formation.<sup>1</sup>

### Important Safety Information (cont'd)

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You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch), or call 1-800-FDA-1088.

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