

October 17, 2025

Japan System Techniques Co., Ltd.
Novo Nordisk Pharma Ltd.

Novo Nordisk Pharma and Japan System Techniques Launch Joint Initiative for Increasing Obesity Disease Awareness

Japan System Techniques Co., Ltd. (Head Office: Kita-ku, Osaka; President and CEO: Taku Hirabayashi; JAST) and Novo Nordisk Pharma Ltd. (Headquarters: Chiyoda-ku, Tokyo; President and Representative Director: Kasper Bødker Mejlvang) started a joint initiative today to increase the awareness and understanding of diseases caused by obesity. The objective is to enable people to receive the proper treatment for these diseases by providing a correct understanding of diseases involving obesity and information about treatments.

Diseases associated with obesity are a serious and chronic condition that can result in death. Complications caused by obesity are numerous and can include type 2 diabetes, chronic kidney disease, non-alcoholic fatty liver disease, cancer, and a higher risk of inflammation, cardiovascular issues such as heart attacks and strokes, and high blood sugar, cholesterol and blood pressure. Treating obesity-related diseases requires more than weight management. This serious and chronic problem must be diagnosed at an early stage to allow treatments to begin quickly. Obesity-related diseases are caused by a complex combination of factors that include personal, genetic, environmental and social influences. Unfortunately, there is still deep-rooted prejudice concerning obesity. As a result, many individuals who are obese do not receive treatment due to the widespread perception that being overweight is one's own fault.

According to a 2025 survey by Novo Nordisk Pharma to determine public awareness of obesity and diseases caused by obesity, the percentage of people who were aware of obesity as a chronic disease increased significantly to 13.0% from 8.7% in 2024 and 8.3% in 2023. Despite this progress, more than half of the respondents stated that they do not want to contact a healthcare provider regarding their own obesity. Clearly, people who are overweight are still reluctant to seek medical care. One reason is the belief that obesity is a psychological problem that is one's own responsibility. In addition, the survey revealed inadequate information about treating diseases linked to obesity because people do not know where to go for treatments and how much it will cost.

This joint project by Novo Nordisk Pharma and JAST uses health insurance invoice data^{*1}, which is real world data^{*2} concerning medical services provided, and regular medical check-up data to identify individuals with a body mass index (BMI) of at least 25 and a health problem who have not received medical treatment. This information was used to send educational leaflets by postal mail and use other methods to contact people who may have an obesity-related disease for increasing their understanding of these diseases and the need to contact a physician.

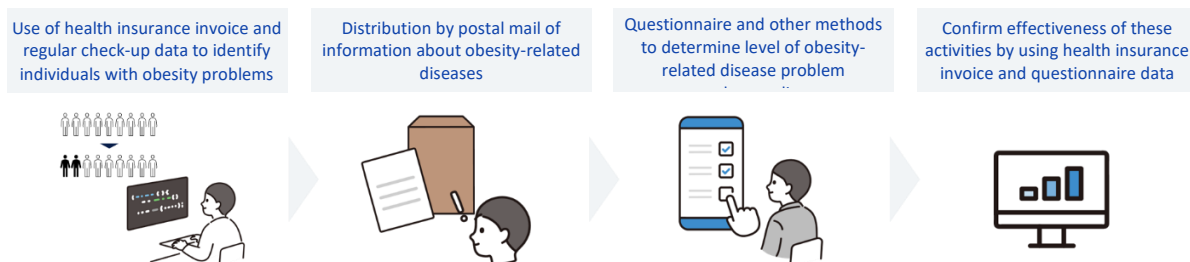
JAST is contacting the approximately 400 health insurance associations that use JAST services to seek insurers interested in cooperating with this project. Backed by its knowledge of healthcare services^{*3}, JAST will use health insurance invoice and regular medical check-up data to select individuals requiring information about obesity problems. These individuals will receive by postal mail information prepared by Novo Nordisk Pharma concerning the correct understanding and treatment of problems involving obesity. People who received this information will then be asked to complete and return a questionnaire. The plan is to use health insurance invoice data to determine the effectiveness of these activities at altering the behavior of these people.

Summary of this joint project:

Target: Of approximately 75,000 people covered by multiple health insurance associations, people who may need treatment for obesity

Period: October 17, 2025 to December 31, 2025

Flow chart:



Leaflet with information on obesity-related diseases and treatment (by Novo Nordisk Pharma):



As a company with many activities concerning obesity and diseases caused by obesity, Novo Nordisk Pharma is guided by the vision of creating an environment where everyone living with obesity has access to the best possible treatment and support. The company will continue to support the health of people with obesity-related diseases by giving obese people and all stakeholders an accurate understanding of diseases linked to obesity and how to treat these diseases.

JAST provides services to health insurance associations, mutual aid associations, Japan Health Insurance Association, national health insurance and many other health insurers to support their activities for the health of policyholders and preventing diseases from becoming more serious. These services draw on JAST's extensive knowledge involving health insurance invoice and regular medical check-up data to support data health plans and encourage medical visits for a wide range of insurers, thereby promoting health improvement of their policyholders and preventing the progress of diseases.

This joint project has the goal of raising the awareness of diseases linked to obesity and increase the number of people with obesity problems who seek medical care. These initiatives are expected to improve the quality of life of people who have obesity problems and contribute to the long-term provision of healthcare support.

■ Obesity and obesity-related diseases

Japan defines obesity as the excessive accumulation of fat in adipose tissue that results in a body mass index (BMI) of at least 25. The term obesity disease is defined as obesity accompanied by a health problem induced by or related to obesity or by the high probability of the emergence of a related health problem, resulting in the medical need for weight reduction.

Health problems required to diagnose obesity as a disease:

1. Glucose intolerance (including type 2 diabetes and impaired glucose tolerance)
2. Dyslipidemia
3. Hypertension
4. Hyperuricemia / Gout
5. Coronary artery diseases
6. Cerebral infarction / Transient ischemic attack
7. Nonalcoholic fatty liver disease
8. Menstrual abnormality/Female infertility
9. Obstructive sleep apnea syndrome / Obesity hypoventilation syndrome
10. Musculoskeletal disorders (including osteoarthritis affecting the knee, hip, and finger joints; Spinal osteoarthritis (spondylosis))
11. Obesity-related renal disease

■ The “Truth About Weight” Website

Novo Nordisk Pharma operates the “Truth About Weight” website to give people the correct understanding of diseases linked to obesity. The website is a source of support for people living with these diseases as well as for their family members and has the goal of enabling these people to make improvements. Information in the website includes a variety of factors concerning obesity and related diseases, an obesity disease literacy test that uses a quiz format for lessons, interviews of people living with obesity and diseases caused by obesity, and many other types of information.

Please visit: <https://www.truthaboutweight.global/jp/ja.html>

Reference:

1. Novo Nordisk Pharma Announces Results of 2025 Survey on Japanese People’s Awareness of Obesity and Obesity Disease (published on September 30, 2025)
<https://www.novonordisk.co.jp/content/dam/nncorp/jp/ja/news/media/2025/09/25-47.pdf>
2. Japan Society for the Study of Obesity. Guidelines for the management of obesity disease 2022. Japan Society for the Study of Obesity. Tokyo: Life Science Publishing Co., Ltd.; 2022

*1. Health insurance invoice data contain the requests for the payment for healthcare services that are sent by medical institutions to health insurance associations and other health insurers based on the treatment provided to individual patients.

Reference: https://www.rezult-lp.com/column/250807_receipt/

*2. The term real world data encompasses a variety of medical data obtained from actual healthcare settings and living environments.

Reference: <https://www.rezult-lp.com/about/>

*3. Healthcare services are provided by health insurance associations and other health insurers for keeping policyholders healthy, improving their health and preventing diseases from becoming more serious.

About Japan System Techniques

Since its establishment in 1973, JAST has operated as a completely independent IT company, providing products and services that support education, healthcare, finance, telecommunications, the public sector and other components of the social infrastructure. The broad range of business operations include the development of business systems, the provision of enterprise resource planning packages, the use of medical big data and activities outside Japan. All operations are guided by JAST VISION 2035 that has the goal of becoming a problem-solving company recognized by everyone. Backed by its strengths and vision, the JAST Group is aiming to capture the leading market shares in many categories by directly supplying services that solve problems and IT-centered services for highly specialized problems.

For more information, please visit <https://www.jast.jp>.

About Novo Nordisk

Novo Nordisk is a leading global healthcare company that was founded in 1923 and is headquartered in Denmark. Its purpose is to drive change to defeat serious chronic diseases, building on its strong heritage in diabetes care. Novo Nordisk pioneers scientific breakthroughs, expands access to its drugs, and works to prevent and ultimately cure diseases. The company employs about 78,400 people across 80 countries and markets its products in approximately 170 countries. Its Japanese subsidiary, Novo Nordisk Pharma Ltd., was established in 1980.

For more information, please visit www.novonordisk.co.jp.

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