

MEDIA RELEASE**12 June 2025****Novo Nordisk Teams Up with Heart of Australia to Expand Clinical Trial Access in Regional, Rural and Remote Queensland**

Sydney, Australia – 12 June 2025: Danish pharmaceutical company, Novo Nordisk, has partnered with innovative mobile healthcare delivery provider, Heart of Australia (HoA), to bring more clinical trial opportunities to regional, rural and remote communities in Queensland.

Novo Nordisk is the first alliance partner of the Heart of Australia Research Institute (HARI), an initiative launched by HoA in 2024 to help facilitate the inclusion of country patients into clinical trials.

Several joint clinical research initiatives between HARI and Novo Nordisk are currently in development, with the first rural-focused trial for people with heart failure and inflammation underway since November 2024, and a trial for chronic kidney disease patients expected to commence later this year.

The partnership is set to benefit both eligible patients seeking early access to innovative medications and healthcare professionals looking to participate in Novo Nordisk's clinical studies focused on cardiometabolic diseases.

Australia's clinical trial sector contributed \$1.6 billion to the national economy in 2022¹, yet regional, rural and remote communities remain underrepresented in medical research.

The partnership adopts a decentralised clinical trial approach specifically tailored to Australia's unique geography and aims to create equitable access to clinical research opportunities that have historically been unavailable to Australians living outside major metropolitan centres.

Bridging the Clinical Trial Gap across Regional, Rural and Remote Communities

The Heart of Australia Research Institute (HARI), with support of Novo Nordisk as an Alliance Member, aims to transform clinical study access and outcomes through:

- **Rural Clinical Trial Network Development:** Establishing Australia's first dedicated infrastructure for conducting clinical trials in remote and regional areas.
- **Patient Participation Expansion:** Creating direct pathways for rural patients to join studies without relocating to cities.

¹ MTP Connect, June 2024, [Australia's Clinical Trial Report](#)

- **Healthcare Professional Empowerment:** Developing rural healthcare providers' capabilities to conduct studies in accordance with Good Clinical Practice (GCP) standards.
- **Streamlined Rural Research Processes:** Implementing efficient protocols specifically designed for remote settings.
- **Knowledge Exchange:** Facilitating collaborative training to advance clinical research capabilities in underserved communities.

"This partnership represents a transformative approach to clinical trial accessibility in Australia. By teaming up with Heart of Australia, we're creating pathways for regional, rural and remote communities to participate in clinical studies that were previously inaccessible to them.

"This collaboration directly addresses the geographical barriers that have limited clinical trial diversity and ensures all Australians, regardless of location, can contribute to and benefit from advancing medical research," said Dr Ana Svensson, Vice President of Clinical, Medical and Regulatory at Novo Nordisk Oceania.

"We are excited to welcome Novo Nordisk as our first alliance partner for the Heart of Australia Research Institute," said Dr Rolf Gomes, Founder of Heart of Australia.

"This collaboration is a significant step forward for us as we strive to increase access to clinical trials in rural and regional communities who have previously been excluded from participation. With the support of Novo Nordisk, we aim to expand our footprint further to ensure more Australians are given an equal chance at accessing the treatments of tomorrow."

This collaboration aligns with Novo Nordisk's commitment to Diversity, Equity, and Inclusion in clinical research, while supporting Heart of Australia's mission to deliver specialist medical services to Australians living in regional, rural and remote areas.

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.

Novo Nordisk has been operating in Australia since 1976. We deliver medicines to more than 1.5 million patients in Australia for the treatment of diabetes, obesity, rare diseases and other serious chronic diseases. For more information, visit www.novonordisk.com.au

About Heart of Australia

Heart of Australia provides access to mobile specialist healthcare and testing in rural, remote, and First Nations communities. By bringing both the skilled workforce and the toolkit they need to diagnose and treat patients, Heart of Australia is bridging the gap in health equity and ultimately help country Australians live longer and healthier lives.

Since launching in 2014, Heart of Australia has seen almost 20,000 patients, saved over 800 lives, and offset over 40 million kilometres in travel for specialist appointments through operations of their six mobile clinics.

For media queries, please contact:

Chenny Wulandari
Communications Manager
Novo Nordisk Oceania
CNWD@novonordisk.com
0484027944

Leisa Ashton
Partnerships and Communications Manager
Heart of Australia
leisa@heartofaustralia.com
0421 716 551