
Novo Nordisk CEO Faces U.S. Test

BY PETER LOFTUS

In April, Danish drugmaker **Novo Nordisk** formed what was supposed to be a long-term collaboration to promote its weight-loss drug Wegovy on the telehealth service **Hims & Hers**.

The deal was Novo Nordisk's bid to grab back market share from the cheaper, knockoff versions that Hims & Hers and other telehealth companies were selling.

But within weeks, Novo Nordisk's partnership crumbled amid a war of words. Novo Nordisk accused Hims & Hers of continuing to deceptively sell large volumes of copycats of Wegovy. Hims & Hers blasted Novo Nordisk, saying Novo Nordisk improperly pressured it to steer patients to brand-name Wegovy.

Hims & Hers is still selling compounded Wegovy, which the Food and Drug Administration allowed while the drug was in shortage, even though

Please turn to page B11
