

Jay Hedlund
Head of Medicare Diabetes Screening Project
Novo Nordisk

Jay Hedlund manages the Medicare Diabetes Screening Project: A National Drive to Find the Undiagnosed for Novo Nordisk Inc. The goal of the Project is to promote utilization of free Medicare diabetes prevention screening benefits for the more than 16 million beneficiaries with undiagnosed diabetes or pre-diabetes.

Mr. Hedlund has more than 30 years experience developing and managing public policy advocacy campaigns. He has consulted on health policy issues related to diabetes for the American Diabetes Association and Novo Nordisk Inc. and developed and managed the Campaign for Alcohol-Free Sports TV for the Center for Science in the Public Interest.

Previously Mr. Hedlund was the first President and CEO of the National Prostate Cancer Coalition, Director of Government and Community Affairs at the Children's Defense Fund, vice-president of Common Cause, and on the faculty of the Johns Hopkins University School of Public Health.

Mr. Hedlund is a native of Massachusetts and a graduate of Brown University. His wife, Elizabeth, is Program Coordinator in the Oral History Department at the United States Holocaust Memorial Museum. They live in Washington, DC.