

American Diabetes
Association (ADA) 2026

Post-conference survey

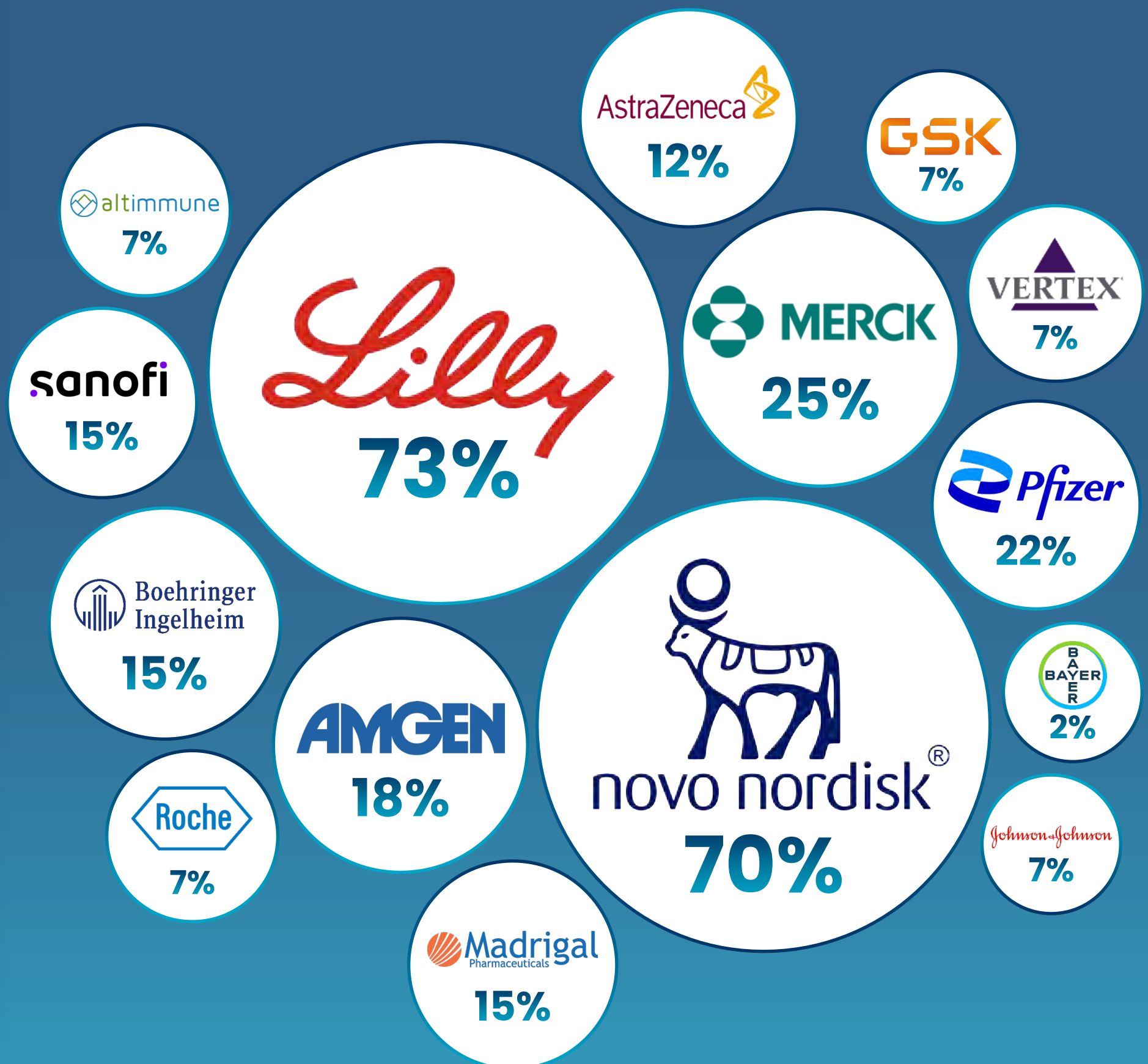
Are you interested to hear
what Healthcare Professionals
were most interested in?

Swipe to see the results



Lilly and Novo Nordisk dominated excitement at ADA 2026

Company excitement

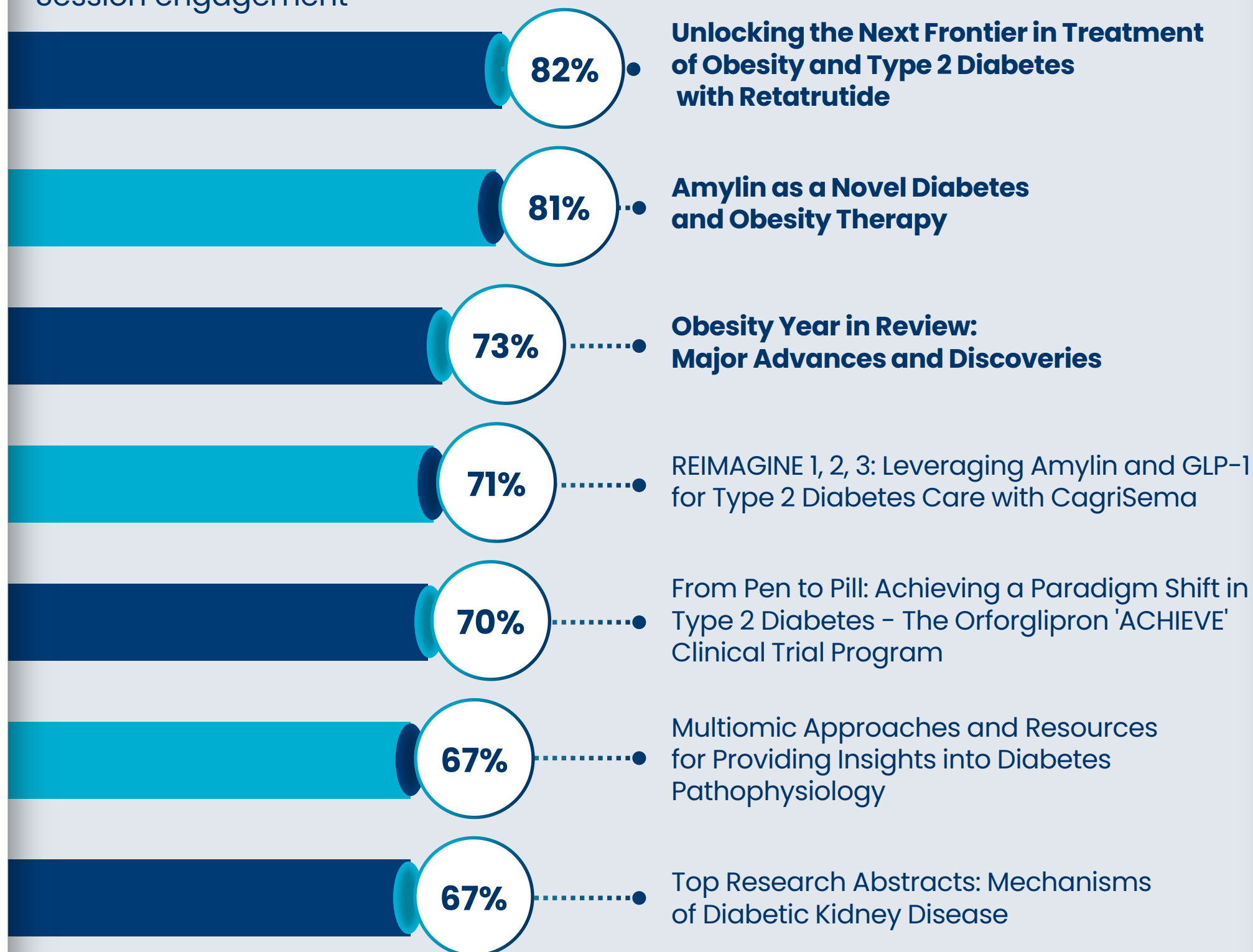


Which companies were you most excited to hear about at ADA 2026?
Please select the top 3 companies.

Source: Adelphi Research, post-ADA online global study n=60 HCPs.
Fieldwork completed by Konovo.

Retatrutide and Amylin sessions had the highest engagement

Session engagement

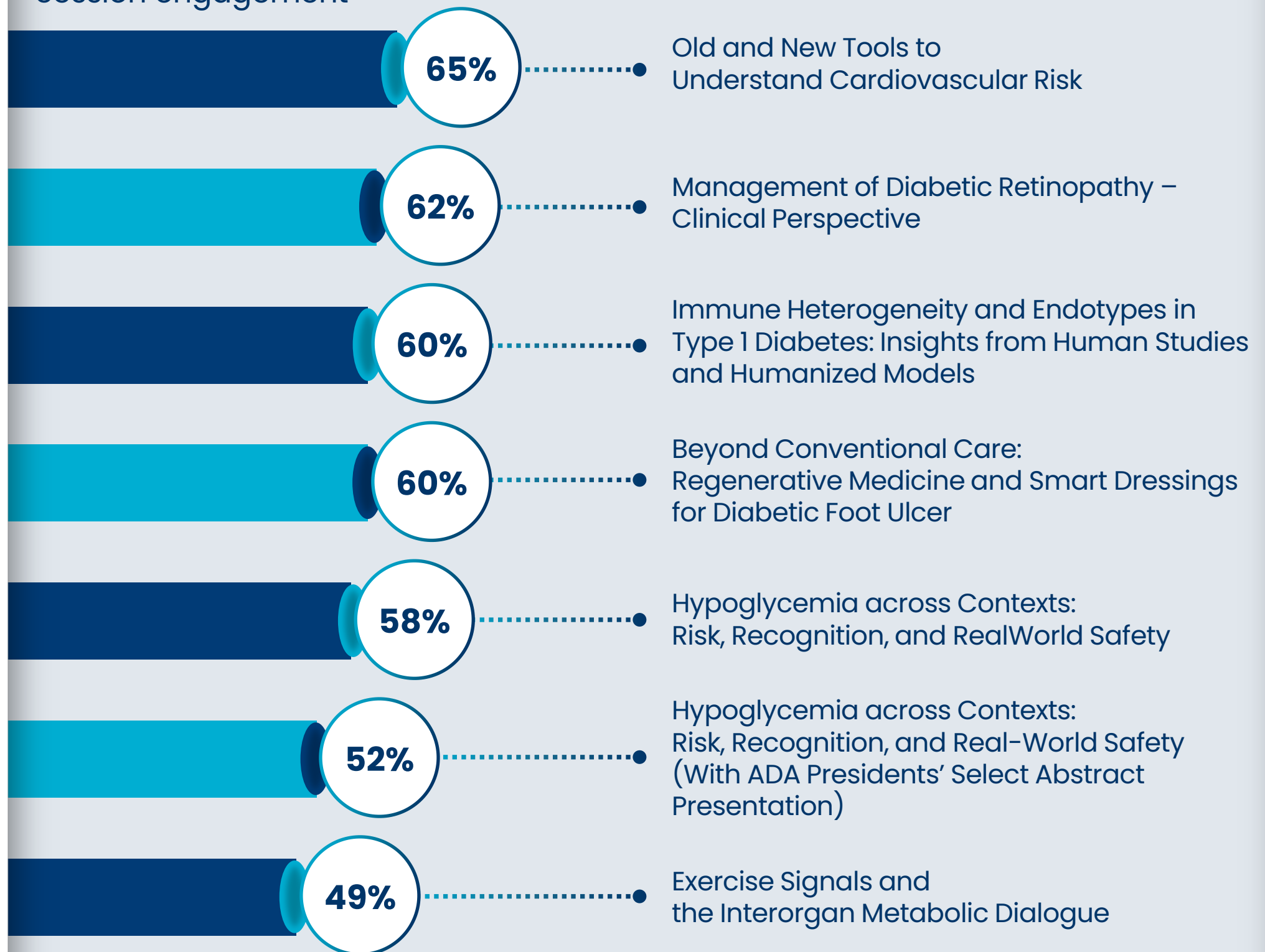


How engaging were the following sessions at ADA 2026?
Top 2 selection (6-7), 'extremely engaging'. Rating question:
scale 1 to 7 where 1 is 'not at all engaging' and 7 is 'extremely engaging'.

Source: Adelphi Research, post-ADA online global study n=60 HCPs.
Fieldwork completed by Konovo.

Moderate engagement across additional sessions

Session engagement



How engaging were the following sessions at ADA 2026?
Top 2 selection (6–7), 'extremely engaging'. Rating question:
scale 1 to 7 where 1 is 'not at all engaging' and 7 is 'extremely engaging'.

Source: Adelphi Research, post-ADA online global study n=60 HCPs.
Fieldwork completed by Konovo.

Retatrutide, Foundayo and CagriSema created highest buzz

Product excitement

40% – **Retatrutide**

35% – **Foundayo** (orforglipron)

32% – **CagriSema** (cagrilintide/semaglutide)

22% – **Wegovy pill** (semaglutide)

Which of the following products were you most excited to learn about at ADA 2026?
Please select the top 3 products.

Source: Adelphi Research, post-ADA online global study n=60 HCPs.
Fieldwork completed by Konovo.

If you would like to learn more,
reach out to...



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