

Our Strategy ^[1]

We believe Novartis is well prepared for a world with a growing, aging population and continuously evolving healthcare needs. We have a clear mission, focused strategy and strong culture, all of which we expect will support the creation of value over the long term for our company, our shareholders and society.

Our strategy is to use science-based innovation to deliver better patient outcomes. We aim to lead in growing areas of healthcare.

Science-based innovation

We believe innovation that produces breakthrough medicines and products will be more important than ever in the healthcare industry in the coming years. We maintain substantial investment in research and development (R&D) aimed at areas of unmet medical need. Our product pipeline is fed by a research and development approach that uses the latest science to advance the most promising projects.

Our research strategy aims to increase collaboration across traditional scientific and organizational boundaries, and focus on powerful new technologies that have the potential to help produce therapeutic breakthroughs. In drug development, we pursue promising therapies where we can leverage the scale and expertise of Novartis to bring important treatments to patients globally.

Better patient outcomes

We seek to develop medicines and products that can produce positive real-world outcomes for patients and healthcare providers. The benefits can range from improving the cost-effectiveness of high-quality care to pro-longing lives. We are developing services and technologies to augment the benefits of our core products, often in collaboration with healthcare providers and technology companies.

Growing Areas of healthcare

We aim to develop innovative products in growing areas of healthcare where we can make a real difference. We focus on patented medicines, generic medicines and eye care – segments where we have the innovation power and global scale necessary to compete effectively. At the same time, we are expanding our presence in the emerging markets of Asia, Africa and Latin America, where there is fast-growing demand for access to high-quality medicines and healthcare.

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