



## **Public health awareness**

Fostering better health information in Greece

## At a glance

### Issue

- Educate the Greek public on diseases, prevention and therapies

### Objective

- Engage the company with opinion leaders such as distinguished doctors, professors and government officials to support public health awareness

### Activities

- Annual symposium held by Novartis Greece and the National Research Institute in Athens
- External communications campaign to promote the event

### Results

- Improved public awareness on diseases, including diagnosis, treatment and compliance
- Company is recognized as a responsible corporate citizen in medical and political circles

## Public health awareness

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## Public health awareness

The more people know about key public health issues, the better their chance of early diagnosis and appropriate medical treatment. This simple fact was the driving force behind a joint public information program launched in 2003 by Novartis Greece and the National Research Institute, the country's top medical research center. Now in its fourth year, the program of annual medical symposiums has already become a landmark in the Greek medical community. It has done much to improve both public understanding of medical issues and recognition of the role played by Novartis.

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Novartis Greece has gained recognition among the public, medical professionals and political leaders by offering an annual program on important medical themes. The company is positioning itself as a partner of choice to national institutions when it comes to educating the public about diseases, therapies and prevention.

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Novartis Greece identified the National Research Institute – the most recognized medical research center in Greece – as an ideal partner for educational events. Since 2003, the company has worked with the President of the National Research Institute to select discussion topics that are vital to the public. Symposiums have already been held on hypertension, Alzheimer's disease, cancer and transplantation – topics closely connected to the core expertise of Novartis.

From the end of October until December, lectures and presentations are organized in Athens. In addition, a one-day symposium is held in November with medical experts and political officials. At the 2005 symposium on 'Spinal Conditions,' keynote speakers included the President of the Hellenic Republic, as well as the Minister of Health.

The key objective of the annual symposium is to improve public understanding of health issues in order to increase the odds of early diagnosis, better treatment and therapy compliance. Direct target audiences are opinion leaders such as distinguished doctors, professors and government officials, and the general public is reached indirectly through the accompanying literature.

### Business case

Cooperating with the most recognized research institute in Greece has brought Novartis Greece clear business benefits:

- Symposium topics are connected to the core expertise of the company.
- The symposiums have a clear educational purpose, to increase patient compliance.
- The company is recognized as a responsible corporate citizen, partnering with public health institutions to disseminate information about diseases and treatments.

### About Novartis Greece

Novartis Greece focuses activities on pharmaceuticals and over-the-counter self-medication (OTC). In 2005, revenues totaled € 254.2 million and the company employed 426 associates.

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