

Novartis, Philippine Dermatological Society form alliance to increase awareness on psoriasis

Jun 07, 2018

- *Novartis Healthcare Philippines and the Philippine Dermatological Society (PDS) have signed a Memorandum of Agreement (MoA) to utilize digital technology in enhancing local dermatologists' access to education on psoriasis management and increasing public awareness on the debilitating disease.*
- *Psoriasis is a chronic, non-communicable, painful, disfiguring and disabling disease for which there is no cure and with great negative impact on patients' quality of life.*

Pasig City, June 7, 2018 – Novartis Healthcare Philippines and the Philippine Dermatological Society (PDS) have signed a Memorandum of Agreement (MoA) to utilize digital technology in enhancing local dermatologists' access to education on psoriasis management and increasing public awareness on the debilitating disease.

"The PDS is pleased to form a multi-platform collaboration with Novartis to help ease the heavy socio-economic burden that psoriasis puts on Filipino patients and their families. Continuing medical education for healthcare professionals is key to promoting optimal management and enhancing treatment outcomes. All stakeholders need to work together to inform Filipinos with psoriasis that with the right treatment clear skin can be achieved," said PDS President Dr. Ma. Angela Medina-Lavadia.

"The impact of psoriasis is more than skin deep and can have a profound effect on people's physical and emotional wellbeing. Through our partnership with the PDS, we aim to inspire patients and support healthcare professionals in working together to improve the quality of life of patients with psoriasis," said Ms. Cheryl Maley, President and Managing Director of Novartis Healthcare Philippines.

Psoriasis is a chronic, non-communicable, painful, disfiguring and disabling disease for which there is no cure and with great negative impact on patients' quality of life. Psoriasis commonly affects the skin and nails. Up to a third of patients with psoriasis have, or will develop, psoriatic arthritis, a condition in which the joints are also affected, causing debilitating symptoms including pain, stiffness and irreversible joint damage. Psoriasis is also associated with other serious health conditions, such as diabetes, heart disease and depression.¹

The PDS is the professional organization of Filipino dermatologists dedicated to observing the highest ethical professional standards and promoting knowledge through information dissemination, training and research. A member of the International League of Dermatological Societies, the PDS is the only local specialty society in dermatology recognized by the Philippine Medical Association and Philippine College of Physicians.



Novartis Healthcare Philippines and the Philippine Dermatological Society (PDS) have signed a Memorandum of Agreement to utilize digital technology in enhancing local dermatologists' access to education on psoriasis management and increasing public awareness on the debilitating disease. Photo shows (from left): PDS vice president Ma. Purita Paz-Lao, PDS president Dr. Ma. Angela Lavadia, Novartis Healthcare Philippines president and managing director Cheryl Maley, and Novartis Healthcare Philippines corporate affairs head Christine Fajardo.

About Novartis

Novartis provides innovative healthcare solutions that address the evolving needs of patients and societies. Headquartered in Basel, Switzerland, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, cost-saving generic and biosimilar pharmaceuticals and eye care. Novartis has leading positions globally in each of these areas. In 2017, the Group achieved net sales of USD 49.1 billion, while R&D throughout the Group amounted to approximately USD 9.0 billion. Novartis Group companies employ approximately 122,000 full-time-equivalent associates. Novartis products are sold in approximately 155 countries around the world. For more information, please visit <http://www.novartis.com>.

Novartis is on Twitter. Sign up to follow @Novartis at <http://twitter.com/novartis>

Source URL: <https://prod1.novartis.com/ph-en/news/media-releases/novartis-philippine-dermatological-society-form-alliance-increase-awareness-psoriasis>

List of links present in page

1. <https://prod1.novartis.com/ph-en/news/media-releases/novartis-philippine-dermatological-society-form-alliance-increase-awareness-psoriasis>
2. <https://www.novartis.com/>
3. <https://twitter.com/novartis>