

APPIS 2023: Novartis, patient leaders to hold third annual regional summit to accelerate access, enhance health outcomes

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- The Alliance and Partnerships for Patient Innovation and Solutions (APPIS) platform will hold its third annual virtual Summit on March 20-21, 2023.
- Organized by Novartis and co-created by the APPIS 2023 Council, the Summit will bring patient organizations, policy makers, payers, physicians, academics, and digital innovators together to accelerate access for patients and prioritize action towards better health outcomes in Asia Pacific, Middle East, and Africa (APMA) and beyond.

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This year's APPIS Summit agenda continues to address the region's critical challenges and opportunities in three key areas: health literacy to empower meaningful conversations between patients and healthcare providers; health policy shaping with patients shaping the future of health through real-world evidence; and digital health & communications by leveraging the power of social media to influence better health outcomes.

Summit participants will join healthcare leaders and experts from around the world for in depth discussions and networking opportunities to build meaningful partnerships to accelerate access for patients.

Rod Padua, President, Touched By Max Inc. Philippines, and Chair, Chronic Myeloid Leukemia Advocates Network, will speak on "Mind the Gap: What does good health literacy look like?"

Hani M Sabbour, Asst. Prof. Cardiology, Brown University Medical School, and Consultant, Cardiology & Pulmonary Hypertension, Abu Dhabi; Mahira El Sayed, Professor of Dermatology and Venereology, Ain Shams University & Board Member of the International Psoriasis Council; and El Amira Nermine Zakaria, Founding Member of Psoriasis Patient Organization Egypt will discuss "#CareUnblocked: Closing the gap between patients and healthcare providers to enable better decision-making for treatment and health".

Stanley Li, Founder and Chairman, DXY.cn, will talk on "Lessons Learned from China: Leading virtual health and telemedicine platform shares insights on health literacy".

Viji Venkatesh, Region Head, India & South Asia, The Max Foundation, together with Rod Padua, will discuss "Measuring the Impact of Health Literacy: A case study on India's Chronic Myeloid Leukemia awareness campaign".

Julie Cini, Founder and CEO, Spinal Muscular Atrophy Australia Inc., will speak on "Digging into the Data: A look at real-world evidence and its role in increasing patient involvement in health policy shaping".

Pieter De Richter, Head of APAC/MENA Syndicated Real World Evidence, Ipsos Healthcare, will speak on “The A-to-Z of RWE: Why, how, and who to engage when collecting patient data for real-world evidence”.

Julie Cini, Founder and CEO, Spinal Muscular Atrophy Australia Inc.; Dr. Sawsan A. S. Al Madhi, Founder & CEO, AlignnEfficient Health Consultancies; Former Director-General, Friends of Cancer Patients Charity UAE; Zack Pemberton-Whiteley, CEO, Leukaemia Care and Founding Chair, Acute Leukemia Advocates Network; and Ajay Tiku Regional Medical Head, Novartis Innovative Medicines APMA, will share “Stories of Successful Health Policy Shaping:

Real-life experience of using real-world evidence”.

Novartis leaders Iris Zemzoum, President, Novartis Innovative Medicines APMA; Javier Boix, Global C&E Head, Novartis Innovative Medicines; and Ruth Kuguru, Executive Director for Communications & Engagement Head, Novartis Innovative Medicines APMA will also speak at the event.

Registered participants may tune in to all plenary sessions virtually and take part in in-person or virtual Country Breakout session on the same day. More details on Country Breakouts are available upon registration. Individuals who wish to participate but are not available during the Summit dates can still register to receive the event’s highlight day summaries and video links to the session recordings. To register for APPIS 2023, please click [here](#).

About Novartis

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