

Novartis Pharmaceuticals Corporation embarks on Alzheimer's disease educational effort for the U.S. Hispanic community

Sep 26, 2012

- The initiative aims to help close diagnosis gap for Hispanic Americans by providing in-language information and resources focused on Alzheimer's disease
- The company will work with Univision to help raise awareness about Alzheimer's disease by featuring educational content on the network's digital, broadcast and community outreach platforms
- A grassroots effort will help dispel misconceptions about Alzheimer's

East Hanover, NJ, September 26, 2012 – According to research conducted by the Alzheimer's Association, the number of older Hispanics with Alzheimer's and related dementias could rise more than sixfold from fewer than 200,000 cases today to as many as 1.3 million by 2050.¹ Studies also show that there is a higher level of responsibility among Hispanic families to care for elders and accept cognitive impairment and dementia as a normal part of aging.² While the family's commitment to caregiving is strong, without having adequate information on Alzheimer's disease family members' needs may not be properly addressed. Today, Novartis Pharmaceuticals Corporation (NPC) announced an initiative that aims to educate and inform the Hispanic community about Alzheimer's disease, focusing on a special need among the Hispanic population.

As part of their efforts, NPC is collaborating with Univision, the leading media company serving Hispanic America, to focus on delivering educational content through Univision's broadcast programming, including the healthcare platform "Salud es Vida" (Lead a Healthy Life), digital platforms and community outreach efforts.

"The U.S. Hispanic community faces multiple challenges and misconceptions that impact their awareness and recognition of this disease. NPC seeks to bridge some of those disparities by helping to raise awareness and understanding about the disease and its treatment options," said André Wyss, President of Novartis Pharmaceuticals Corporation. "Alzheimer's is a condition that may go undetected by the community, but uncovering the signs is imperative to those families touched by it. This initiative will focus on awareness and education, both of which have a parallel impact on diagnosis and treatment."

NPC, the makers of medications for Alzheimer's, collaborated with Univision due to the network's effectiveness in driving action for various issues impacting U.S. Hispanics. The main focus of the collaboration is educational and aims to raise awareness about Alzheimer's disease among Hispanics. Informative discussions about Alzheimer's will be featured on some of the network's top rated shows and there is a dedicated online space where consumers can access information about the disease in Spanish. Additionally, NPC will be on the ground, providing Hispanic families with educational collaterals at some of the network's key local events.

"Education is the best tool for empowerment in our community. As we strive to improve the health of the Hispanic population, initiatives such as this will help address the importance of conditions that may go undetected, such as Alzheimer's," said Jane Delgado, president and CEO of the National Alliance for Hispanic Health.

Alzheimer's disease is a progressive and devastating condition that gradually causes the loss of memory and complications with thinking and behavior.³ Hispanics are 1.5 times more likely to develop the disease vs. the Caucasian population.⁴ Research has also shown that Hispanics have very low awareness levels about the condition, which results in them not being diagnosed or treated. ⁶

Extending the effort, a local grassroots outreach will roll out in top Hispanic markets where NPC will participate in key community events disseminating Spanish language educational materials.

NPC is an active advertiser in the Hispanic market. NPC ads currently run on Univision Network's television stations, Univision.com and several other Hispanic media outlets.

Disclaimer

The foregoing release contains forward-looking statements that can be identified by terminology such as "embarks," "aims," "will," "could," or similar expressions, or by express or implied discussions regarding potential future revenues from the NPC Alzheimer's Disease Educational Effort for the U.S. Hispanic Community program. You should not place undue reliance on these statements. Such forward-looking statements reflect the current views of management regarding future events, and involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results, performance or achievements expressed or implied by such statements. There can be no guarantee that NPC will achieve any particular level of revenues from this educational effort. In particular, management's expectations could be affected by, among other things, competition in general; government, industry and general public pricing pressures, and unexpected reimbursement decisions; the impact that the foregoing factors could have on the values attributed to the Novartis Group's assets and liabilities as recorded in the Group's consolidated balance sheet, and other risks and factors referred to in Novartis AG's current Form 20-F on file with the US Securities and Exchange Commission. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those anticipated, believed, estimated or expected. Novartis is providing the information in this press release as of this date and does not undertake any obligation to update any forward-looking statements contained in this press release as a result of new information, future events or otherwise.

About Alzheimer's Disease

Alzheimer's disease is a progressive and devastating condition that gradually causes the loss of memory, and complications with thinking and behavior.³ The disease afflicts more than five million people in the United States and also impacts millions more who love and care for these patients. Currently there is no cure for Alzheimer's, but treatments for symptoms are available, and research continues surrounding the disease and its causes.⁵

About Novartis

Novartis Pharmaceuticals Corporation researches, develops, manufactures and markets innovative prescription drugs used to treat a number of diseases and conditions, including cardiovascular, dermatological, central nervous system, bone disease, cancer, organ transplantation, psychiatry, infectious disease and respiratory. The company's mission is to improve people's lives by pioneering novel healthcare solutions.

Located in East Hanover, New Jersey, Novartis Pharmaceuticals Corporation is an affiliate of Novartis AG,

which 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, eye care, cost-saving generic pharmaceuticals, preventive vaccines and diagnostic tools, over-the-counter and animal health products. Novartis is the only global company with leading positions in these areas. In 2011, the Group's continuing operations achieved net sales of USD 58.6 billion, while approximately USD 9.6 billion (USD 9.2 billion excluding impairment and amortization charges) was invested in R&D throughout the Group. Novartis Group companies employ approximately 124,000 full-time-equivalent associates and operate in more than 140 countries around the world. For more information, please visit <http://www.novartis.com>.

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