

# Dialogue matters

Starting with health to build a sustainable future

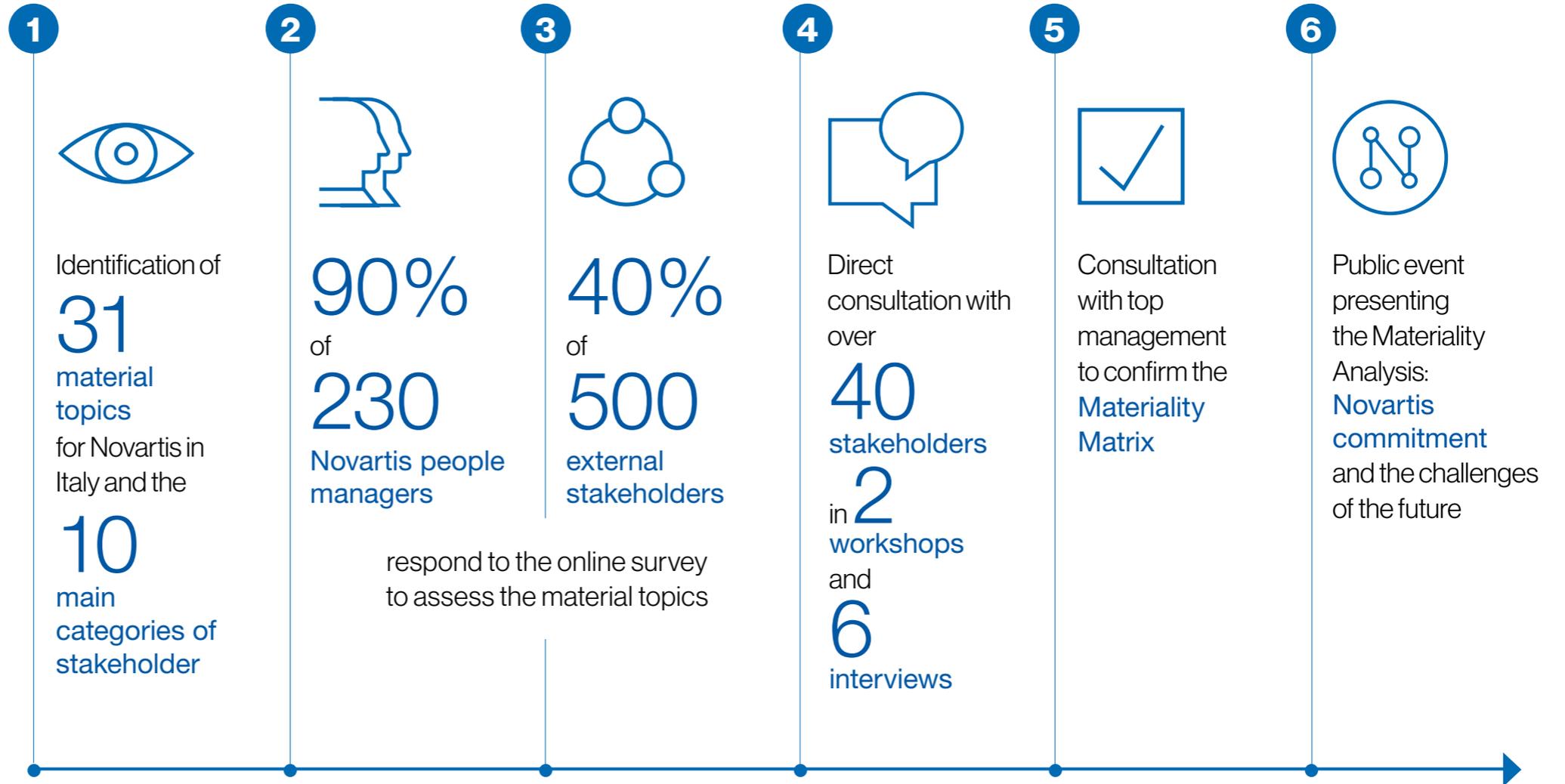
Produced by **The European House - Ambrosetti**

An innovative  
**listening process**  
involving the company's  
**main stakeholders**  
to together define the strategic  
areas where the business can  
create value for Italian society.



# The process

The project lasted almost a year, and used Novartis **Materiality Analysis** methodology, adapted to the Italian context with the support of The European House – Ambrosetti.



# Building the future together

Stakeholder priorities and the importance of the topics for Novartis were combined to create the

## Materiality Matrix

Priority areas:

 **Reimagining medicine**

 **Putting health first**

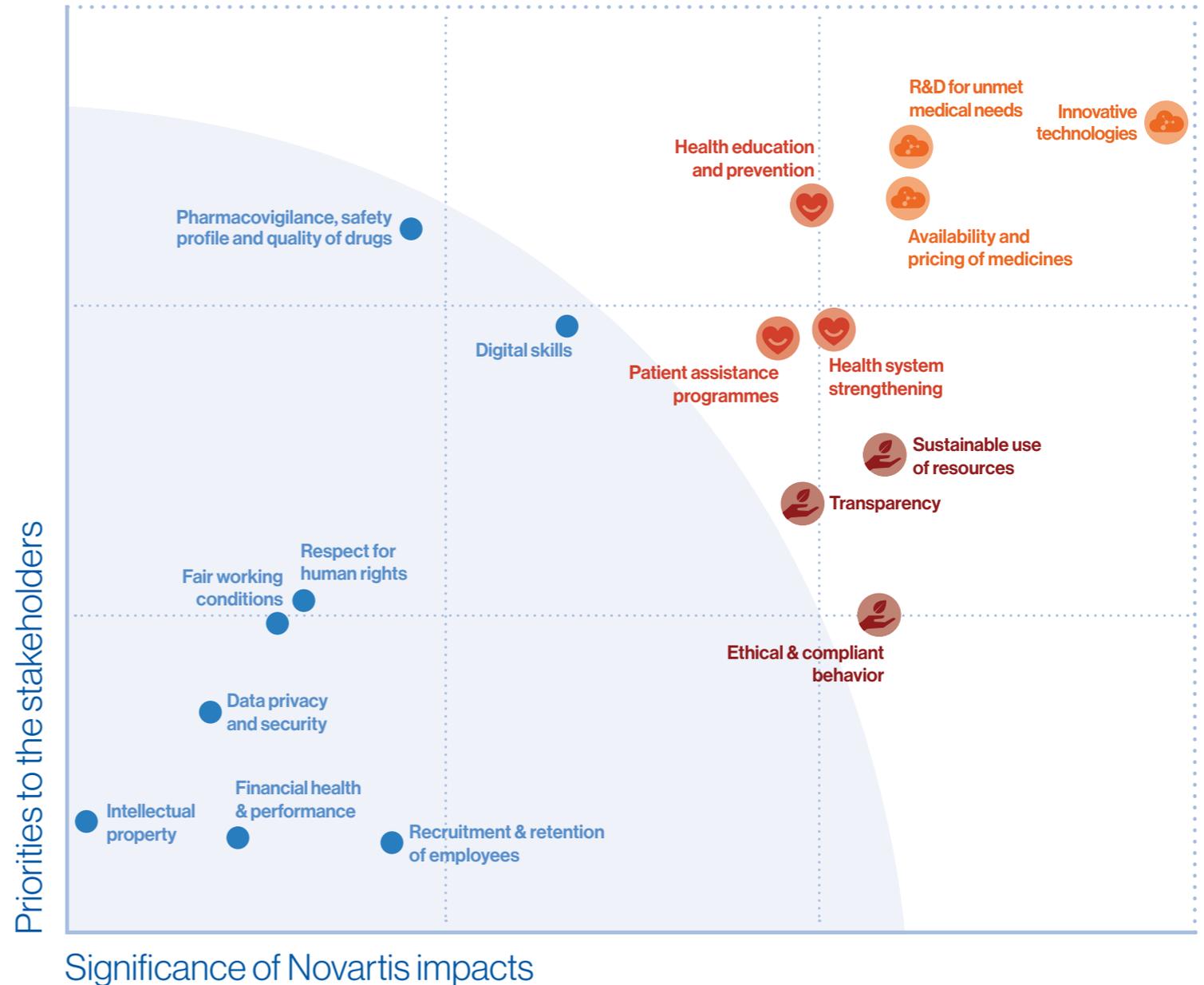
 **Doing the right thing**

 **Our fundamentals**  
(the key values on which Novartis business is founded, which make up the company's DNA)

### The matrix shows:

- on the vertical axis, **the priority that stakeholders give to the various topics**: those at the top of the matrix are the most important, for which one would reasonably expect greater commitment from Novartis Italy;
- on the horizontal axis, **the priority that Novartis gives the various topics** in terms of their impact, the investment required and future challenges: the topics to the right of the matrix are therefore those on which the company intends to focus its efforts in the coming years.

## The Materiality Matrix



# The priority topics for the business and its stakeholders

3 areas

9 priority topics



## Reimagining medicine

INNOVATIVE  
TECHNOLOGIES

R&D FOR UNMET  
MEDICAL NEEDS

AVAILABILITY OF MEDICINES  
AND PRICING



## Putting health first

HEALTH SYSTEM  
STRENGTHENING

HEALTH EDUCATION  
AND PREVENTION

PATIENT ASSISTANCE  
PROGRAMMES



## Doing the right thing

SUSTAINABLE USE  
OF RESOURCES

TRANSPARENCY

ETHICAL & COMPLIANT  
BEHAVIOR

# Novartis response



## REIMAGINING MEDICINE

### Innovative technologies

Novartis is using open innovation to assist in the digital transformation of healthcare, creating an increasingly connected and integrated system: participative medicine where the patient comes first.

### R&D for unmet medical needs

and to reimagine the healthcare model through innovative treatment platforms, from major chronic conditions to rare illnesses.

### Availability of medicines and pricing

to increase access to health and make the healthcare system more sustainable through value-based medicine.



## PUTTING HEALTH FIRST

### Health system strengthening

for more effective healthcare based on innovative technology and a closer relationship with General Practitioners.

### Health education and prevention

based on science, the provision of accurate information and health literacy projects.

### Patient assistance programmes

to support continuity of care throughout the clinical pathway, including virtual appointments and digital platforms.



## DOING THE RIGHT THING

### Sustainable use of resources

with ambitious projects to reduce our environmental impact and use resources efficiently, with ESG targets integrated into our strategies.

### Transparency

in governance, because acting conscientiously builds trust and improves relationships, benefitting the public and improving health.

### Ethical & compliant behavior

to foster a culture based on integrity and to allow people to take independent ethical decisions.