



Public Affairs Europe



# Novartis approach to digital advocacy

Brussels, December 2021

# We touch the lives of 800 millions people

Our purpose is to re-imagine medicine

Our strategy is to build a leading, focused medicines company powered by advanced therapy platforms and data science



**155** countries

where Novartis products are sold



**799m** patients

reached in total in 2020

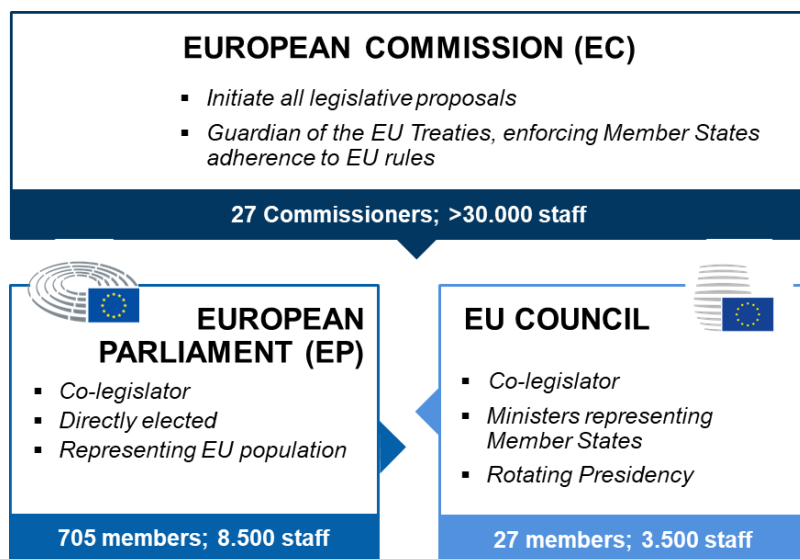


**16m** patients

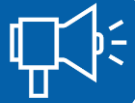
reached through access programs

All numbers are for continuing operations

# Meet the stakeholders!



# Our ambition!



Step up our social media presence in the EU policy sphere to further build our visibility and reputation among key EU stakeholders

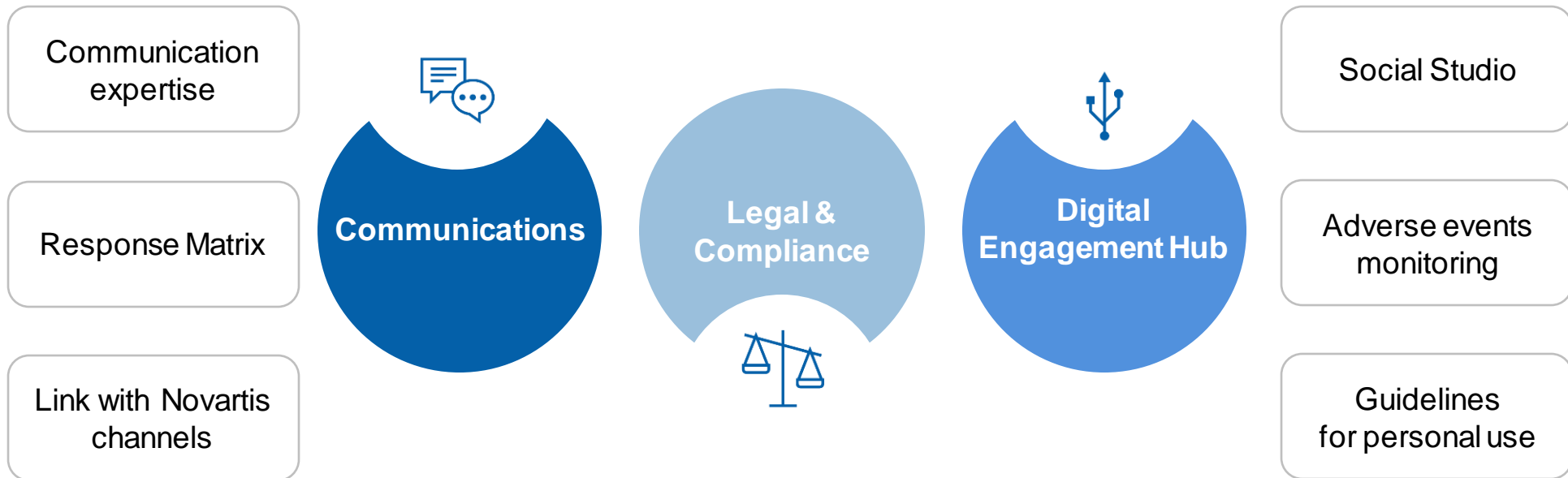


## Our pathway

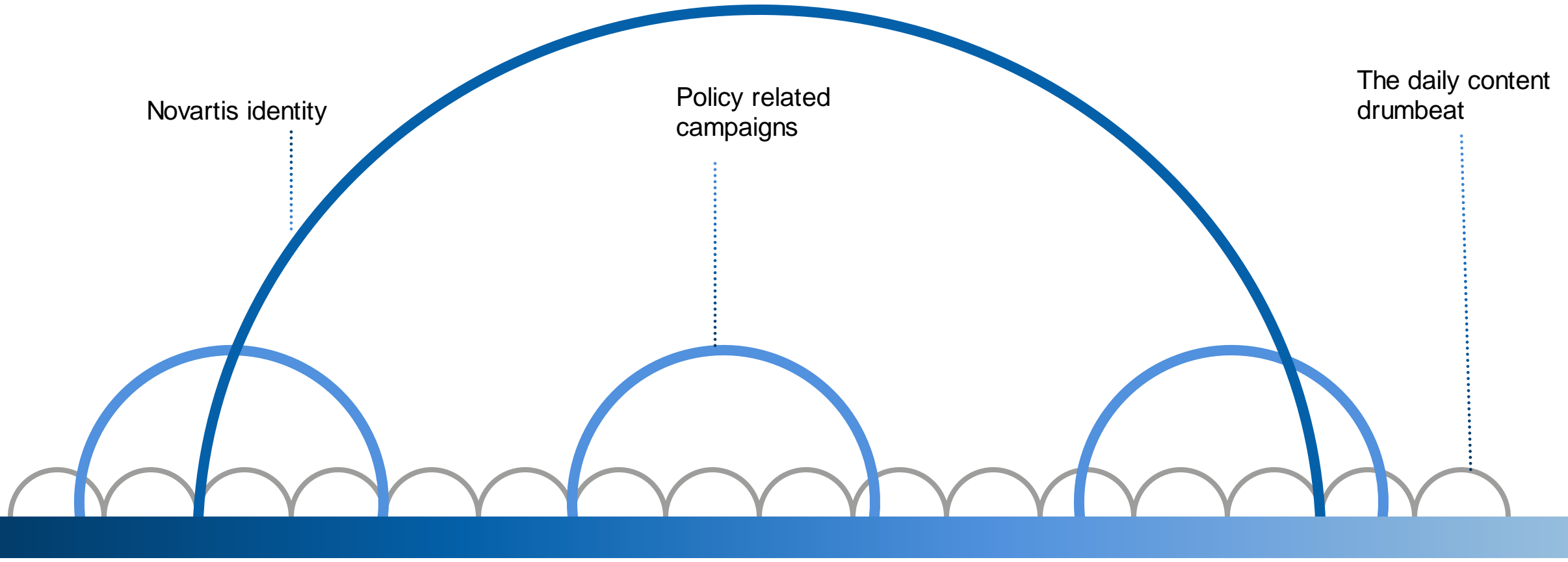
Build a **robust strategy** connecting both our traditional outreach with digital presence



# Building blocks and internal alignment



# Content creation on digital identity and policy priorities

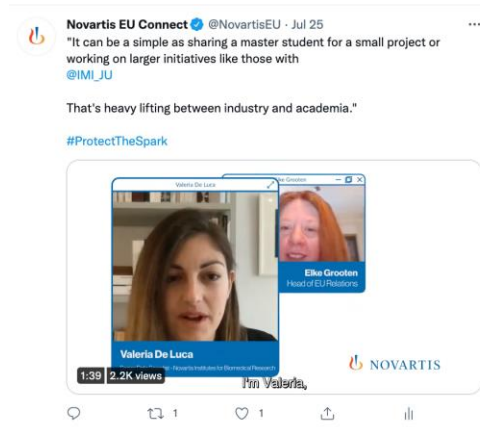
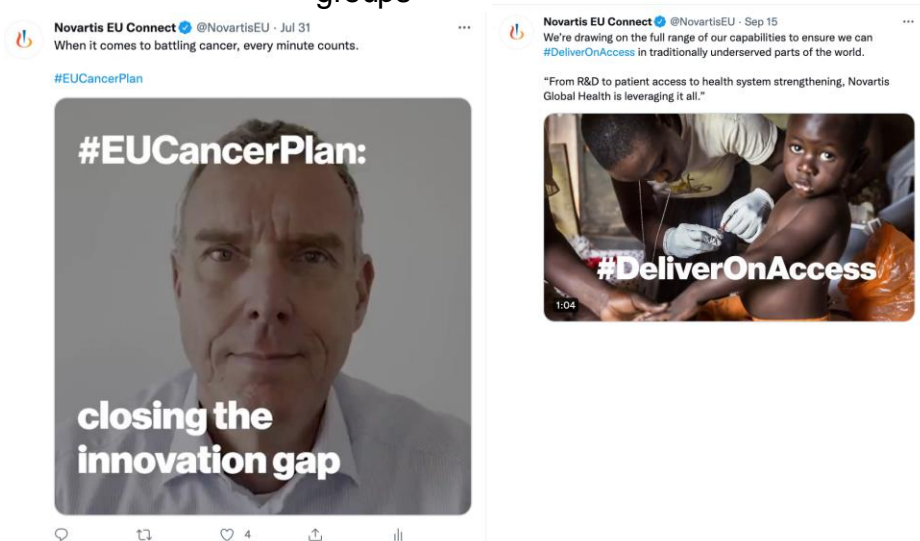




# Results to date

## Twitter

- 1.5M impressions among health policy audience in Brussels across our policy campaigns
- 650k+ video views among health policy audience in Brussels across five mini-campaigns
- 50+ Engagements from MEPs (Retweets, likes)
- MEPs and their assistants are followers
- Multiple likes from EC, ECDC, WHO, stakeholder groups



## LinkedIn

- Campaign content shared widely by team members on LinkedIn
- Estimate 30-50,000 views among a high quality audience
- Repeated views by European institutions according to LinkedIn analytics

