

## PRESS CLIPPING SHEET

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### **Novartis Egypt Collaborates with Ministry of Health to Promote 100 Million Seha Initiative**

Novartis Pharma S.A.E (Novartis Egypt) organized an educational forum for healthcare practitioners as part of its efforts to support the Egyptian Ministry of Health (MoH)'s efforts to raise awareness of noncommunicable diseases (NCDs). The ministry's efforts centre on his Excellency, the President of Egypt's healthcare initiative "100 Million Seha" which seeks to screen Egyptians for NCDs and provide the latest insights on effective diagnostic, treatment and disease management procedures for hypertensive and diabetic patients across the country.

On hand to share their expertise with attendees were Dr Galal El Shesheny, Deputy Head of the 100 Million Seha Initiative and Assistant to the Minister of Health for Public Health, Dr Hisham El Hefnawy, Former Head of the National Institute of Diabetes and Endocrinology, Dr Mohamed Osama, Head of the National Heart Institute and Dr. Mohamed Khattab, Professor of Diabetes at the Al Kasr Elainy.

NCDs, which include cardiovascular diseases, diabetes, cancer, and chronic respiratory diseases, are currently the leading national cause of death in Egypt, with the World Health Organization (WHO) estimating that NCDs account for 82% of all deaths in Egypt and 67% of premature deaths.

According to the International Diabetes Federation, there are over eight million diabetes patients in Egypt, while the WHO estimates that around 30% of Egyptians suffer from hypertension, mainly due to a far-above-average salt intake.

Egypt launched the three-phase 100 Million Seha campaign in 2018 to detect and treat Hepatitis C and NCDs among Egyptians and has successfully screened 50 million citizens for the aforementioned diseases since it began. The campaign was also expanded to include all foreigners living in Egypt including refugees and asylum-seekers.