

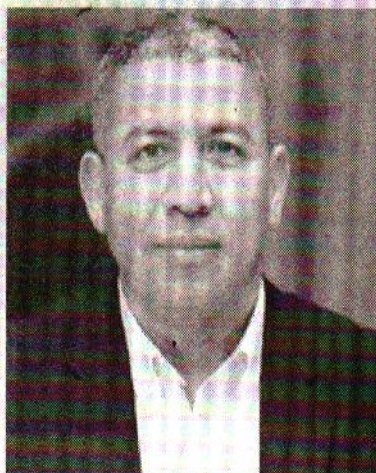
PRESS CLIPPING SHEET

PUBLICATION:	Daily News
DATE:	13-October-2019
COUNTRY:	Egypt
CIRCULATION:	80,000
TITLE:	Novartis Egypt Collaborates with Ministry of Health to Promote 100 Million Seha Initiative
PAGE:	06
ARTICLE TYPE:	Agency-Generated News
REPORTER:	Staff Report
AVE:	18, 135

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

Novartis Pharma S.A.E (Novartis Egypt) organised an educational forum for healthcare practitioners as part of its efforts to support the Egyptian Ministry of Health's (MoH) efforts to raise awareness of noncommunicable diseases (NCDs). The ministry's efforts centre on 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.

To help and share their expertise with attendees, we had 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.

"Novartis Egypt is honoured to support the MoH's awareness efforts in general and the "100 Million Seha"

campaign in particular. Today's event represents the educational aspect of this collaboration and one we very much view as the basis for all other activities in this context. Educating those who will in turn have direct contact with patients across all governorates is essential. Novartis is 100% committed to facilitating the exchange of expertise for the benefit of Egyptian society," Dr Basyouni Abuseif, Novartis Egypt Country President said.

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 Organisation (WHO) estimating that NCDs account for 82% of all deaths in Egypt and 67% of premature deaths.