

PRESS CLIPPING SHEET

PUBLICATION:	Egyptian Gazette
DATE:	11-November-2019
COUNTRY:	Egypt
CIRCULATION:	120,000
TITLE:	Novartis announces launch of its Heart Care initiative to support heart failure patients in Egypt
PAGE:	Back Page
ARTICLE TYPE:	Agency-Generated News
REPORTER:	Staff Report
AVE:	19,980

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Novartis announces launch of its Heart Care initiative to support heart failure patients in Egypt

NOVARTIS Pharma S.A.E (Novartis Egypt) has announced the launch of the "Heart Care" initiative which seeks to improve heart failure (HF) patients' adherence to therapy, helping them achieve a better quality of life while managing their disease.

Some of Egypt's most renowned cardiologists joined Novartis representatives to discuss the prevalence and epidemiology of HF in Egypt, the evolution of treatments – with advances in medications and protocols offering patients new hope and the promise of longer and better lives – and the instrumental role played by the Egyptian Society of Cardiology (EgSC) in giving voice to patients and caregivers.

"HF treatment has undergone a significant transformation, with the development of a new treatment class for heart failure: sacubitril/valsartan (sacubitril is a neutral endopeptidase inhibitor and valsartan, an angiotensin II AT1 receptor blocker). This twice-a-day tablet has a unique mode of action, impacting the neurohormonal systems of the heart and is thought to reduce the strain of the failing heart by enhancing the protective natriuretic peptide system while simultaneously suppressing the compensatory renin-angiotensin-aldosterone system which can be harmful over time," said Dr Mohamed Abdel Ghani, Professor of Cardiology at the Faculty of Medicine at Cairo University and Head of the Cardiology Department at Al-Kasr Al-Ainy.

"Over the course of the last 25 years, the ESC has published a series of guidelines on heart HF treatment, with its Heart Failure Association (HFA) recognising the need to review and summarise recent developments in a consensus document. According to this HFA consensus recommendation, the initia-

tion of Sacubitril/Valsartan rather than an ACE-I or an ARB may be considered for patients hospitalised with new-onset HF or decompensated CHF to reduce the short-term risk of adverse events and to simplify management by avoiding the need to titrate ACE-I first and then switch to Sacubitril/Valsartan. The document also notes that as these patients are already at a high risk of events, there is no need to check plasma concentrations of natriuretic peptides prior to initiating sacubitril/valsartan," said Dr Mohamed Osama, Professor of Cardiology and Head of National heart Institute (NHI).

"Novartis is dedicated to finding new ways to help people live better and longer lives and we are committed to ongoing research to develop and manufacture drugs that treat numerous conditions, including HF, and ensuring that as many patients as possible have access to innovative medications," Dr Basyouni Abuseif, Novartis Egypt Country President said.

"Living with HF can take a significant toll on a person and their family, and repeated hospitalisations may only make things worse. Two years ago, Novartis launched a new HF treatment in Egypt which reduces cardiovascular disease mortality, lowers heart failure hospitalisation rates and improves quality of life. Now Novartis is proud to announce the launch of the "Heart Care" initiative which will provide much-needed support for HF patients in their quest to live longer and better lives by adhering to their treatment plans and having a platform to voice their opinions and concerns. We are committed to being there for patients on their treatment journey and we will continue to support awareness and education efforts and optimise patient access any way we can," Abuseif added.