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### **Novartis Egypt collaborates with Ministry of Health to promote '100 Million Seha' Initiative**

**NOVARTIS** Egypt has organised 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.

"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.

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 expanded to include all foreigners living in Egypt including refugees and asylum-seekers.

"Our priority will always be the development of new medicines for both widespread and rare diseases, but we also invest time and effort into studying new treatment protocols involving existing medications, in the hope of optimising treatment options for patients on a large-scale or individualised basis," Dr Abuseif added.

Dr Galal el-Shesheny, Deputy head of the '100 Million Seha' Initiative and Assistant to the Minister of Health for Public Health, said: "NCDs have four major risk factors: tobacco consumption of all kinds, physical inactivity, unhealthy food consumption, and excess alcohol consumption."