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Sandoz Egypt Pharma, Ibsina Pharma partner to improve patient access to OTC Products



Sandoz Egypt Pharma and Ibsina Pharma have announced a distribution and promotion agreement for the Sandoz over-the-counter (OTC) portfolio of products.

The step strengthens the company's commitment to widening access to products, with the help of Ibsina's expansive nationwide network. The broad outlines of the agreement amplify both companies' efforts to reach a higher number of underserved patients.

Sameh Elbagoury, General Manager at Sandoz Egypt and Libya, said: "OTC products are vital to advancing healthcare, and our partnership with a true market leader like Ibn Sina is an important step, catalyzing our ability on-ground to live up to our relentless commitment to improving access. Our OTC portfolio in Egypt currently spans eight products and we have concrete plans to expand, transforming it into one of our strategic pillars, alongside our generic and biosimilar drug portfolios."

"By allowing people to recover from minor conditions like the common cold, allergies, minor pains and others, OTC products not only help people get back to enjoying their day-to-day lives faster, but they also help relieve the burden on the average citizen suffering from minimal symptoms, as well as on the healthcare system by aiding faster recovery and reducing the need for people to visit treatment facilities. In effect, OTC products are an indispensable part of the equation towards improved access to healthcare. Another important element of this partnership is knowledge-sharing and education, as it allows us to share

the latest advances and scientific breakthroughs with pharmacist networks – the first and main point of contact for patients and consumers, ensuring that they remain at the forefront of the quest for science-driven health outcomes," added El Bagoury.

Mahmoud Abdel Gawad, Co-Founder and Co-CEO of Ibsina Pharma, said, "Our partnership with a recognized global leader like Sandoz is a testament that Ibsina Pharma is the distributor of choice. The partnership will also boost our efforts to bring products to everyone in need, wherever they are. Ibsina Pharma is the fastest-growing and second-largest pharmaceutical distributor in Egypt, with the capacity to efficiently deliver products to a large number of patients and consumers, leveraging innovative digital solutions to optimize performance."

"Our combined knowledge, expertise, and assets are definitive to helping us address coverage gaps across Egypt and achieving a breakthrough in access so that affordable, high-quality products are accessible and within easy reach. This agreement enables us to strengthen our position in the area of OTC products, helping us reach out to more pharmacists, and allowing us to optimize accessibility to non-prescription products for patients. We are proud of the network we have established which allows us to supply pharmaceuticals and cosmetics to more than 49,000 private and public-sector customers including pharmacies, hospitals, wholesalers, and health institutions, using a fleet of around 830 vehicles," added Abdel Gawad.