

PRESS CLIPPING SHEET

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Novartis launches campaign to train media professionals in latest developments in blood disease treatments

Novartis Pharmaceuticals, one of the world's leading international drug manufacturers, held a training session aimed at informing the media of the latest developments in the treatment of Leukaemia. The session was headed by Dr Mervat Matar, professor of haematology and immunology at Kasr Al Aini Faculty of Medicine, Cairo University, and the chronic Leukaemia patient support society "Power of CML".

During the session, Novartis announced the launch of a training and awareness campaign titled "Oncology On Air", a series of educational sessions aimed at informing the media about the latest scientific advances and treatment solutions to control blood diseases and tumours in general. The session comes as part of the company's continuous efforts to support members of the media in raising awareness using advanced mediums such as digital media, in cooperation with mass communications and media experts, such as the American University in Cairo and Reuters.