Reimagining access to medicines
Life expectancy

![Graph showing life expectancy trends over time for various countries, including Switzerland, United Kingdom, United States, China, Brazil, India, and Tanzania. The graph spans from 1543 to 2000.]
Broad impact

750m Patients

reached in total

155 Countries

where Novartis products are sold

84bn

Contribution to global GDP (USD)

(4.7bn)

Environmental impact (USD)

79bn

Social impact (USD)
Novartis access strategy: Reaching more patients

Population size in % per income segment:

- **7%** high income
- **9%** upper-middle to high income
- **13%** middle income
- **55%** low income
- **16%** poor

Approaches:

- Original brands
- Generics
- Patient assistance programs
- Tenders
- Generics
- Differential pricing

**Novartis Social Business:**
- Novartis Access
- Novartis Healthy Family
- Novartis Malaria Initiative

Patient assistance programs
- Strategic philanthropy
- Tenders

Donations
- Strategic philanthropy
- Tenders