

## **Our Strategy** <sup>[1]</sup>

We believe Novartis is well prepared for a world with a growing, aging population and continuously evolving healthcare needs. We have a clear mission, focused strategy and strong culture, all of which we expect will support the creation of value over the long term for our company, our shareholders and society.

Our strategy is to use science-based innovation to deliver better patient outcomes. We aim to lead in growing areas of healthcare.

### **Science-based innovation**

We believe innovation that produces breakthrough medicines and products will be more important than ever in the healthcare industry in the coming years. We maintain substantial investment in research and development (R&D) aimed at areas of unmet medical need. Our product pipeline is fed by a distinctive research and clinical approach that focuses on scientific advances before market potential.

Our R&D strategy is to continue reinforcing therapeutic areas where we are already strong – including oncology, cardiovascular, eye care, biosimilars and neuroscience – and to expand into new disease areas that we believe are ripe for innovation, such as immunology, aging and regenerative medicine, and infectious diseases.

### **Better patient outcomes**

We seek to develop medicines and products that can produce positive real-world outcomes for patients and healthcare providers. The benefits can range from improving the cost-effectiveness of high-quality care to prolonging lives. We are developing services and technologies to augment the benefits of our core products, often in collaboration with healthcare providers and technology companies.

### **Lead in growing areas of healthcare**

We aim to develop innovative products in growing areas of healthcare where we can make a real difference. We focus on patented medicines, generic medicines and eye care – segments where we have the innovation power and global scale necessary to compete effectively. At the same time, we are expanding our presence in the emerging markets of Asia, Africa and Latin America, where there is fast-growing demand for access to high-quality medicines and healthcare.

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**Links**

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