# Novartis Business Analysis

## 1. Practices currently used

- Research and development separately managed
- Investiment in multiple indications
- Understand the healthy systems of another countries
- Make public-private partnership to reach subdeveloped countries
- Working with the local university to develop treatment guidelines
- Look for another private players to invest in healthy treatment of subdeveloped countries
- **They invest in Gene and cell therapy, Radioligand therapy, RNA therapy, Chemistry, Biotherapeutics**
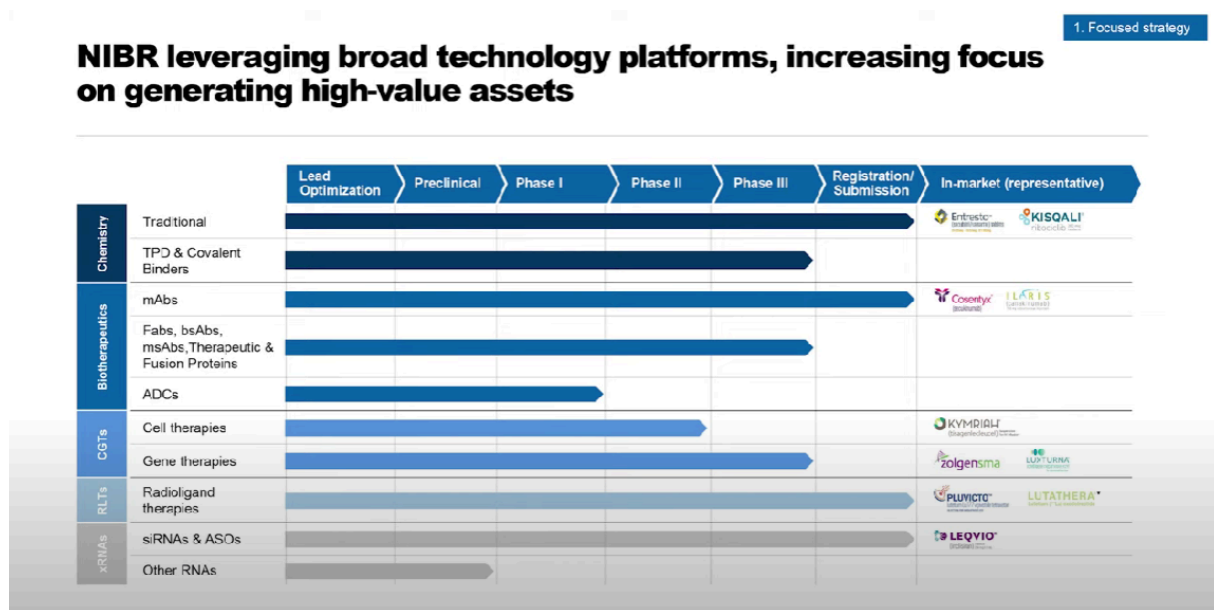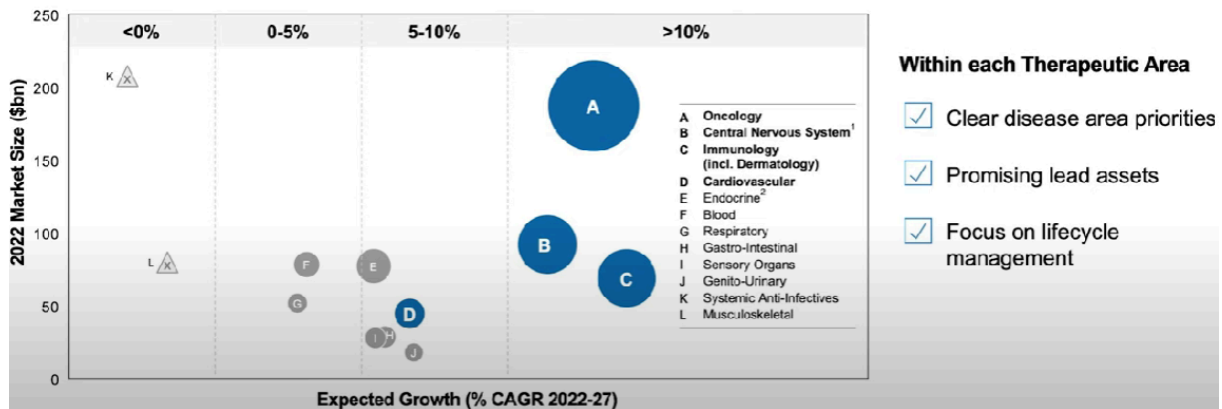


- Treat major diseases, from cancer and heart diseases to rare genetic disorders and are distributed in around 140 countries

- Priority areas: USA, China, Germany and Japan

- Get that one drug on market a year earlier

- Focus in: Cardiovascular, Immunology, Neuroscience, Hematology and Solid Tumors *(Where there are high unmet patient needs)*

- They areas of focus are: research, development and commercial

- Priority diseas to novartis

## ...with the largest growth potential and existing Novartis expertise

### TA size and growth contribution
Illustrative. Bubble size = 2022-27 revenue contribution to growth, $bn. △ = negative contribution to growth.



Legend within chart:
- A  Oncology
- B  Central Nervous System[1]
- C  Immunology (incl. Dermatology)
- D  Cardiovascular
- E  Endocrine[2]
- F  Blood
- G  Respiratory
- H  Gastro-Intestinal
- I  Sensory Organs
- J  Genito-Urinary
- K  Systemic Anti-Infectives
- L  Musculoskeletal

**Within each Therapeutic Area**
- ✓ Clear disease area priorities
- ✓ Promising lead assets
- ✓ Focus on lifecycle management

### 1.1. Data and Digital
- Generative Chemistry, AI Drug Discovery, Natural Language Processing Capabilities, manufactoring network

## 2. Company needs
- Broke the barriers to access to medicine

- Discover and develop breakthrough treatments and find new ways to find deliver them to as many peoples as possible *(High scale treatment)*

- Have a hight impact in the patients and society

- Help people who don't have resources and who lives in places where the resources are strained

- Agroup a big amount of stakeholders for invest in the healthy of subdeveloped countries

- Deliver High quality medicines

- Build trust with the society

- Improve positions in US

- High impact approvals

## 3. Mission, Vision and Values
- Their mission is to use the basis of scientific innovation to address some of society's most challenging health problems. They develop innovative treatments, looking for a way to get them to as many people as possible.

- Their vision is being a trusted leader in changing the pratice of medicine

## 4. Survey of product differences
*Generative Adversarial Networks, can be used for create optimized drugs, with highest quality*

- Something with scale

- Someting acessible

- Something for increase the quality of a product

- Got data to complement, from a external place

- Bring together data from different sources

- Focus on priority in areas from priority diseas graph

- Feed the algorithm, with

treatment feedback data from different people to analyze its effectiveness

- Something to reduce drug manufacturing time

## 5. Bibliography

https://www.novartis.com/about/strategy/data-and-digital
https://www.youtube.com/@Novartis/videos