



Novartis Social Business  
Healthy Family programs

## Healthy Family programs address healthcare needs at the base of the pyramid.

Across a global population of 7.5 billion, the demand for better healthcare is growing. Despite the progress made in reducing poverty, billions of people still live at the base of the pyramid and lack access to essential healthcare. Philanthropy alone cannot help solve healthcare challenges at scale. Companies need to devise social business models focused on available and affordable healthcare, yet at the same time profitable for their operations. Unlike philanthropy, social business is for profit and can help set the conditions for business to grow while fostering social and economic development in local communities.

Through its Healthy Family programs, Novartis expands access to community education, improved infrastructure and affordable healthcare products for people living at the base of the pyramid in India, Vietnam and Kenya – in a way that is sustainable for its business. These social business models also provide the people who work on the programs with jobs, income, and skills enhancement – opportunities that might not otherwise exist in rural communities.

Our programs address issues that impact access to healthcare across the spectrum of care, including the need for education, infrastructure and distribution. Each program is unique and adapted to each country's healthcare priorities and local customs. To be included in the respective portfolios, products need to be simple to use and tailored to meet the needs of underserved rural populations with a low disposable income, usually earned on a daily basis.

From 2010 to 2017, outreach in rural areas across the three countries has brought health education to 40 million people and direct health benefits to 3 million patients through diagnosis and treatment.

### How the Healthy Family programs work

In each program, there is a clear separation between social operations and commercial operations. The “social unit” organizes health education meetings to inform communities about health, disease prevention and the

benefits of seeking timely treatment, and provides healthcare services (screening, diagnosis and treatment) in health camps. The “commercial unit” delivers product information and detailing to healthcare practitioners, and ensures retail pharmacies are stocked with affordable products.

### Each program is based on six pillars.

- **Awareness:** health education meetings on hygiene, nutrition and common prevalent conditions increase disease awareness and inform communities about prevention and the importance of good health. Physicians also receive continuing medical education and keep up to date with the latest medical practice, including treatment options.
- **Availability:** the program ensures availability of medicines and healthcare in rural settings. Strong links with doctors and distribution networks help to make medicines available in even the most remote pharmacies. Through health camps, doctors travel to rural areas to provide screening, diagnosis, treatment and preventive care.
- **Affordability:** medicines in the portfolio meet affordability criteria in these markets, supplying essential medicines at affordable prices.
- **Adaptability:** the product portfolio is tailored to the local disease burden. Health educators adapt the program to local dialects and culture. Product packaging, training and communications are also suited to local conditions.
- **Adherence:** Several factors account for low adherence rates in developing countries, including the out-of-pocket cost of drugs or low levels of health literacy. Health education meetings and health camps help provide information about the importance of following treatment through.
- **Alliances:** Healthy Family programs build alliances with governments, NGOs, distributors, companies, academic institutions, etc. to deliver integrated healthcare solutions, from health awareness through to affordability of drugs.

## Healthy Family programs in India, Vietnam and Kenya

The Healthy Family programs started with Arogya Parivar in **India** in 2007. The program, which became self-sustaining in less than three years, offers effective, low-cost medications against communicable and noncommunicable diseases that are prevalent in rural India. Arogya Parivar has become an essential public health tool, operating in 11 states across India

and covering some 14 000 villages that are home to more than 32 million people. In 2017, more than 7 million people attended nearly 150 000 health education meetings. The program employs around 500 people and works with more than 60 000 doctors, pharmacists and distributors. Plans are under way to include the Novartis Access portfolio of medicines against chronic diseases in the Arogya Parivar offering.

Launched in 2012 in **Vietnam**, Cùng Sông Khỏe is a public-private partnership currently operating in 16 provinces of the Northern and Mekong regions. Together with doctors in community health centers, the program educates rural people on disease prevention such as diabetes, hypertension, respiratory conditions, malaria, diarrhea, hand, foot and mouth disease and other prevalent conditions while also promoting better hygiene and nutrition. Cùng Sông Khỏe also expands access to health services, including diagnosis and treatment. In 2016, a collaboration with the Vietnam Cardiology Foundation was initiated to address chronic diseases, with diagnostic camps and training for local doctors conducting the camps. In 2017, more than 160 000 people have either received health education or health screening.

Launched in 2013, Familia Nawiri in **Kenya** works with locals, NGOs and outreach workers to address access and availability of medicines and doctors across 9 counties. Further, Familia Nawiri collaborates with the Ministry of Health and invites government field workers at its events to conduct their own outreach efforts. The program also teams up with Novartis Access on capacity building activities to raise disease awareness and diagnose chronic diseases. Since the start of the program, some 735 000 people have attended around 23 000 health education meetings, and more than 43 000 patients have been diagnosed and treated at nearly 300 health camps. The program broke even in 2017.

## Moving forward

Looking to the future, we are exploring expansion into new countries and therapy areas. We are also looking at partnerships with other companies and organizations that have complementary expertise and products. Further, to monitor and evaluate the program's impact on health, we aim to apply a framework we developed with Boston University in the US for Novartis Access.

The Novartis Healthy Family programs are part of Novartis Social Business, a unit which includes Novartis Access, the Novartis Malaria Initiative, SMS for Life and Sandoz NGO Supply.

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