

## Creating greater awareness of COPD and medicines at Novartis Ringaskiddy

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In late 2013, Novartis Ringaskiddy hosted an innovative event to mark World COPD Day, enabling a COPD patient, Respiratory Consultants, Political stakeholders and a patient support group discuss the challenges of COPD with the team at Ringaskiddy and helping create greater awareness amongst Associates of the impact that Novartis medicines have in combating the disease.

The production team at Novartis Ringaskiddy was able to see at first-hand how their role in making medicine fits into the battle against chronic obstructive pulmonary disease.

COPD is a lung condition that makes it hard for sufferers to breathe due to obstruction of the airways in their lungs. The disease affects approximately 440,000 people in Ireland and is expected to be the third leading cause of death by 2020.

Novartis Ringaskiddy plays an integral role in the treatment of COPD with the Q family products (Onbrez, Seebri and Ultibro) all manufactured on site.

Commenting on the event, Novartis Ringaskiddy Site Head, Dave Mitchell said, "We were delighted to host this awareness event here in Ringaskiddy. Reinforcing the link from production to patient resonates strongly with our people and is an important part of our quality culture here on site. We are very proud of the role we play in combating COPD in Ireland and abroad."

Free COPD screening was also provided as Novartis Ringaskiddy represented the last leg in a week long nationwide tour by a dedicated COPD Screening Bus aimed at raising interest and awareness across Ireland in COPD. Over 50 associates were screened on the day itself. The World COPD Day screening and information campaign has been developed by Novartis Ireland (CPO) in partnership with the Irish Thoracic

Society and COPD Support Ireland. COPD Support Ireland is a new charity set up to support all those living with COPD and is Ireland's first national COPD support and advocacy body, bringing together local support groups from around the country.

Dr Eva Lindgren, Medical Director, Novartis Ireland said: "Novartis Ireland is delighted to be working with the Irish Thoracic Society and COPD Support Ireland to provide free nationwide screening for this often misunderstood condition. The earlier COPD is diagnosed the better, as it means improved quality of life and improved symptom control. The World COPD Day screening and information programme aims to tackle this disease by providing education and support for those affected by this condition."



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