

## **Novartis Ireland is proud to support Blood Cancer Awareness Month 2019** <sup>[1]</sup>

### Education & Awareness <sup>[2]</sup>

In solidarity with Irish people living with blood cancers and serious blood disorders Novartis Ireland is proud to support Blood Cancer Awareness Month 2019 with our Proud of our Bloodlines social media campaign.

Novartis is committed to transforming the lives of people living with blood cancers and serious blood disorders. We believe that anyone living with these conditions has the right to a life free from pain, free from symptoms and free from disease – this is our vision for the future.

During September 2019, we are delighted to support the inaugural Multiple Myeloma Ireland ‘Wild Myeloma Way Cycle’ on 6 & 7 September, MPN (Myeloproliferative Neoplasm) Awareness Day on 12 September and CML (Chronic Myeloid Leukaemia) Day on 22 September.

### **Novartis’ legacy in Haematology: We are proud of our bloodlines**

From targeted therapies, to precision cell and gene therapy and immunotherapy – we are pioneers, transforming what it means to live with blood cancer or a serious blood disorder.

#### **Innovation**

Today, Novartis has nearly 20 different approved medicines for haematological conditions, across dozens of blood cancers and serious blood disorders. We pursue innovation that resolves the greatest unmet need – wherever it is and whomever it affects. Everyone should have a therapeutic option that allows them to live life to the fullest.

#### **Collaboration**

Our innovation isn't limited to our products. We're always looking for new ways to help patients get sustainable access to our broad portfolio of treatments, collaborating with patient advocacy groups, healthcare professionals and healthcare systems. Blood cancers and disorders represent a significant challenge in our society. Everyone benefits when we work together – with patients, healthcare professionals and healthcare systems.

#### **Research**

Globally, Novartis has conducted three major surveys (LANDMARK, I-WISH, SWAY) of nearly 5,000 people living with blood disorders in 26 countries around the world. Ireland did not participate in these surveys. In the participating countries, around 100,000 patients with blood cancers and serious blood disorders did participate.

Follow us on Twitter [@NovartisIreland](https://twitter.com/NovartisIreland) <sup>[3]</sup> for updates and information during Blood Cancer Awareness Month 2019.

**Disclaimer:**

1 Global Product Portfolio\_November 2019

2 Landmark\_SWAY\_I WISH\_Recruitment Data\_2019

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**Source URL:** <https://www.novartis.ie/stories/education-awareness/novartis-ireland-proud-support-blood-cancer-awareness-month-2019>

**Links**

[1] <https://www.novartis.ie/stories/education-awareness/novartis-ireland-proud-support-blood-cancer-awareness-month-2019>

[2] <https://www.novartis.ie/stories/education-awareness>

[3] <https://twitter.com/NovartisIreland?lang=en>