

Enterprise Communications
Content & Channels



Novartis Digital Workplace: How to get 150,000 people on the same page, literally

Advatera Digital Leadership Forum
October 2020

 **NOVARTIS** | Reimagining Medicine

We touch the lives of millions of people worldwide



155 Countries

where Novartis products are sold



750m Patients

reached in total



24m Patients

reached through access programs

All numbers are for continuing operations

Our employees want two things

TASK-focused

“I want quick access to the things I need to do my job.”

- Tools
- Services
- Company information
- My teams and projects

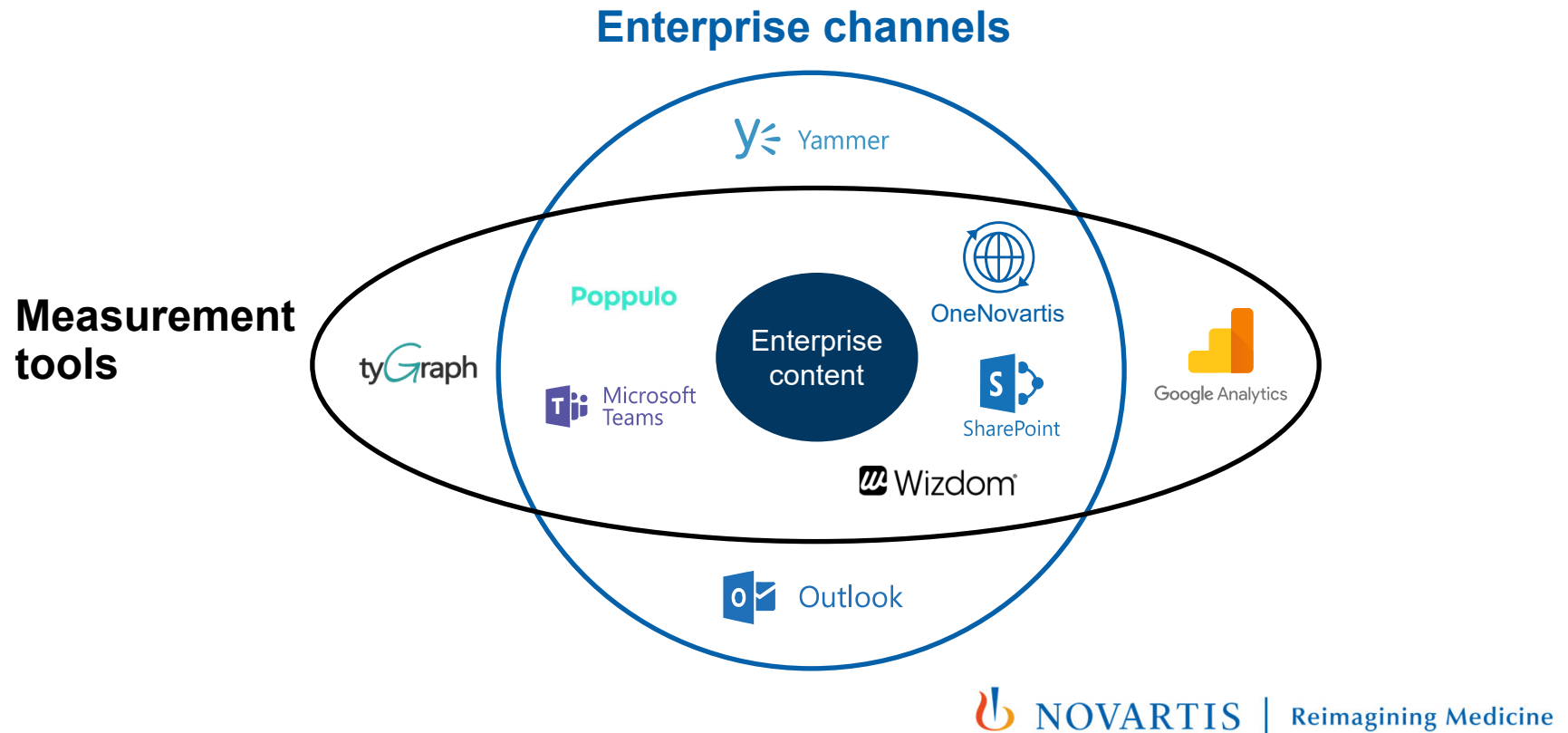


DISCOVERY-focused

“I want a highly relevant (to me) view of dynamic Novartis content that helps me cut through the noise.”

- Strategic priorities and my place within
- My organization, locations
- My leadership up to ECN
- My interest groups

Digital workplace ecosystem



Our Vision

Evolve our digital landscape to empower associates to do their jobs more effectively, inspire them and foster a sense of unity. **Move from “push” comms to “pull” comms.**



INFORM

Discover relevant content and empower associates with all the info they need to get their jobs done.



ENGAGE

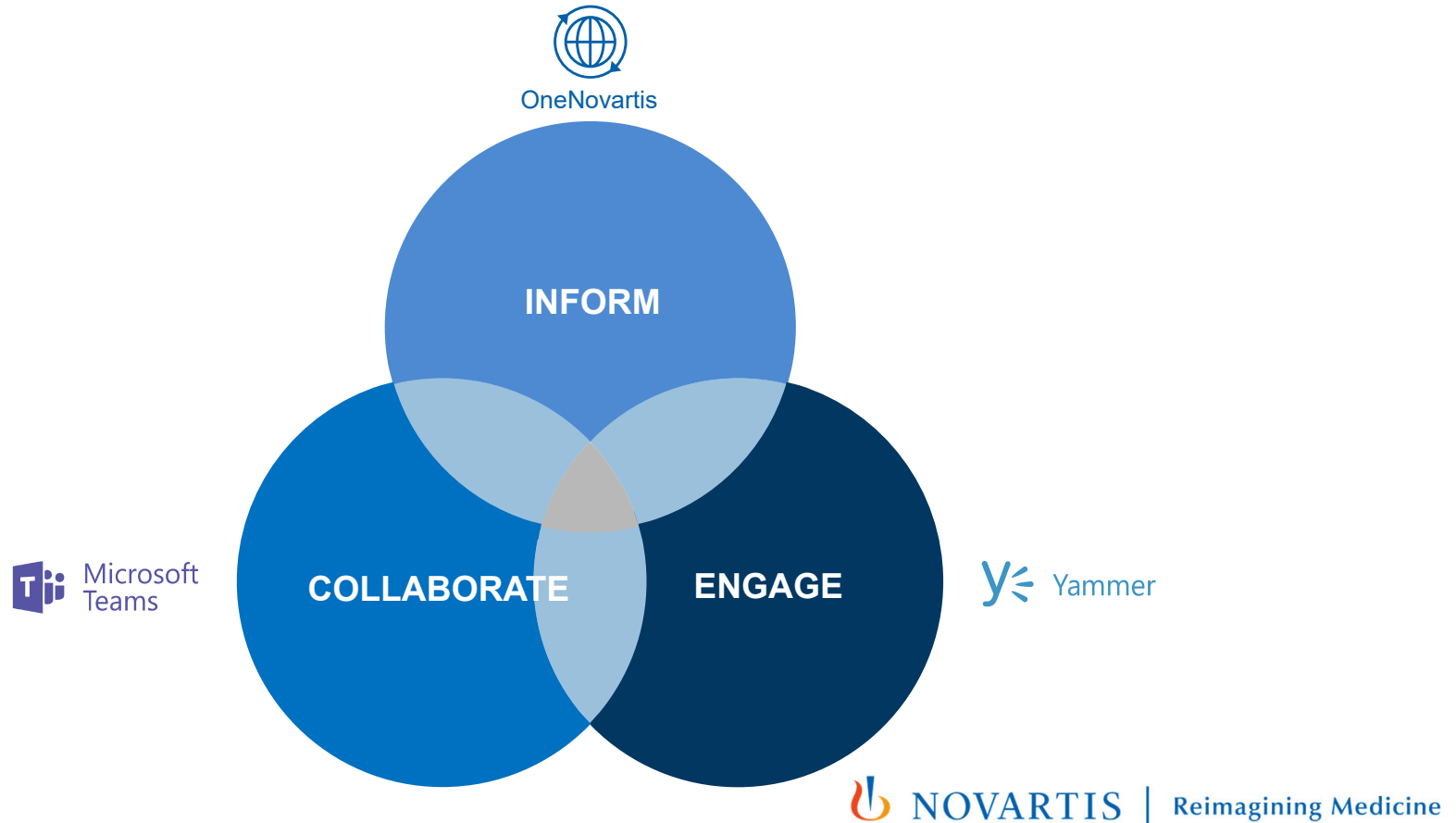
Provide engaging content that inspires action and supports our cultural transformation.



COLLABORATE

Foster collaboration, connection, and interaction between associates; facilitate innovation from a digital perspective.

There is overlap in the channel mix



Audience focus – why pull, not push?



More information ≠ more value

- Average office worker receives 115 emails daily
- 20% of workday looking for info
- 28% of workday managing email
- 59% of managers say missing info daily due to info overload



Focus on quality engagement

- Shift current focus on massmail open rates to quality engagement
- Read times on OneNovartis 2x that of massmail
- Opportunities for deeper interactions, open dialogue



One source of real-time truth

- Using pull channels allows for real-time updates
- Reduce duplication
- More opportunities to drive traffic and cross-pollinate



Leverage blurred lines

- A pull comms strategy and interest-based content is consistent with how we use media in our personal lives

Sources:
Forbes and Microsoft Research “Teams as a Platform”
Google Analytics OneNovartis data and Poppulo metrics

What the OneNovartis intranet feels like?

“Wow, I quickly found what I needed.”

“I am seeing content that is relevant to me.”

“I can see the Novartis priorities in action.”

“Now I know what is happening in other divisions, and externally.”

“I feel connected to what’s important from anywhere.”



What OneNovartis gives us?

OneNovartis will provide us with a lean and agile portal focused on the associate instead of 85,000 sites focused on our structure

For associates it will:

- Foster a sense of pride, unity and connection to our purpose, strategy and priorities that enables the Novartis cultural transformation
- Provide a view into Novartis in external traditional and social media
- Provide quick access to what they need to do their jobs
- Enable personalized content and responsive design with access from anywhere

For leaders it will:

- Enable leaders' voices to be amplified across Novartis, with messages and news accessible to all associates
- Simplify content to achieve operational effectiveness (create once and syndicate across targeting dimensions!)
- Save time, making information easier to find and post

For communicators it will:

- Allow a renewed focus on dynamic news content and social interaction (the message) instead of the how (the channel)
- Provide a fresh start and an opportunity to simplify content & reduce the number of pages
- Enable us to become more operationally effective—do something once and target it!

Key features of OneNovartis



OneNovartis

- Direct line-of-sight to how Novartis reimagines medicine
- Fully personalized with targeted, relevant content
- 250+ content creators globally
- Blends internal and external Novartis content
- Social features and direct connection to Yammer
- Responsive design for mobile devices
- Fully measurable using Google Analytics
- Built on SharePoint Modern with LiveTiles layer on top

How we did it

1. Strong partnership with IT
2. User-focused content strategy
3. Amazing change management and communications
4. Leaders as champions
5. Dynamic team
6. Freedom to dream of what's possible

Behavior change was the true star!



The Three-Eyed Raven's view of Alzheimer's disease | Stay connected to our purpose with Novartis on social media | Zolgensma update - our voluntary commitment to the FDA | Minor miracles transform asthma programs | What's up

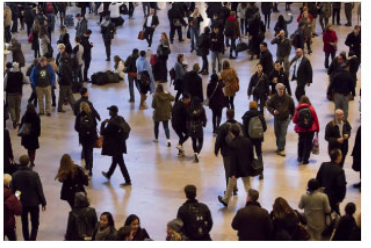
My News

Wet AMD, neovascular AMD, nAMD – are all names for the same disease; but what is it exactly?

Wet AMD stands for wet age-related macular degeneration and is a significant global health problem. It's a leading cause of severe vision loss and legal blindness in people over the age of 65.

Take a look at our infographic, if you want to learn more about the disease and its impact.

Global 4 0



Be Curious: Lecture "Public Affairs – Understanding of the Environment a Health Care Company is Working In" on Tuesday, September 24

Featured Voices

Vas Narasimhan
Last reply 2 days ago

Feeling inspired by Novartis Tur...
Incredible visit to Turkey with SH...

Ashutosh Pandey: Avinash and leaders well deserved recogn...
212 5

Caroline Barth
Last reply yesterday

Being curious involves being a k...
is filled with so many brilliant pe...

**Liselle Mulcaire: I could not agr...
sharing your reflection, I am cur...**
117 16

Productivity Panel

Global	Book Travel	Careers	Code of Conduct	Disease and Conditions Library	Event Center	Expenses
Global Policy e-Library	HR Core	Leadership Appointments	NBS Services Portal	Novartis Brand Lab	Novartis Knowledge Center	
Presentations and Reports	Share Price	Spark	SpeakUp	Story Archive	UP4Growth	
Xchange	One Novartis on Yammer	Leader Portal (leaders only)				
Division / Function	C&A Capability Lab	CommsCommunity	Comms Guidelines	CommsSource	C&A Yammer	
Group Digital Channels	Leader Photos	MS Stream	Novartis Newswatch	Newsflow	Patient Advocacy Sharepoint	
Social Media @ Novartis						
Location	Switzerland Site Maps	Switzerland Holiday calendar	Switzerland Flea Market	Switzerland Visitor Services	Basel Shuttle Service	Basel Restaurants

Novartis News and Social Media

- AveXis presents new data at EPNS** continuing to show significant therapeutic benefit of Zolgensma® in prolonging event-free survival now up to 5 years of age in patients with spinal muscular atrophy (SMA) Type 1
1 day ago
- Positive results from Novartis five-year VERIFY study in type 2 diabetes** demonstrate long-term clinical benefits of early combination treatment with Galvus® and metformin
2 days ago
- Novartis Cosenty® positive 16-week PREVENT results** advance potential new indication for patients with axial spondyloarthritis
1 day ago
- Novartis Phase III ASCLEPIOS trials** demonstrate robust efficacy of oclumumab in patients with relapsing multiple sclerosis
7 days ago
- New Novartis data show that neuronal and glial filaments, biomarkers of disease activity, have the potential to support decision making in the management of multiple sclerosis (MS) patient**
1 day ago
- AveXis data integrity - updates**
3 days ago

Caregivers are also affected by a childhood cancer diagnosis. Rowena had lost hope, but thanks to the efforts of the doctors in Davao, she was able to get treatment for her son. Thanks to @WChildCancer for sharing their story #ChildhoodCancerAwarenessMonth
<https://t.co/7TgNNWOaOa>

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<https://t.co/7TgNNWOaOa>

Facebook - Sandoz Global | Twitter - @Sandoz_Global

One breakthrough is never enough—we are committed to a relentless pursuit of cure #ReimagineMedicine #BloodCancerAwarenessMonth #FightBloodCancer
<https://t.co/WNRcCKN6ew>
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