

One page
background of the
company novartis
(include all the
details)

[Business](#)



Novartis Background Novartis was established as a result of the merger of Sandoz and Ciba-Geigy in the year 1996 About Novartis Both companies joining hands had a diverse and rich corporate history. Before this merger, Sandoz Pharmaceuticals was one of the best known and most trusted companies that developed drugs that included but were not limited to Sandimmune for the purpose of organ transplantation, Mellaril Tablets, the antipsychotic Clozaril, and Cafergot Tablets. Other businesses of Sandoz and Ciba-Geigy were spun off in the form of independent firms.

Since its creation, Novartis as well as its parent companies have created and introduced a range of innovative medicines and products for consumers in general and patients in particular all over the world. The global headquarters of Novartis are located in Basel, Switzerland and the number of countries this company operates in is 140 (" About Novartis"). The businesses of Novartis are categorized into six different divisions of operation, namely Alcon, Pharmaceuticals, Sandoz, Corporate, Consumer, and Vaccines and Diagnostics. Alcon is for eye care whereas Sandoz is for generics. Consumer has two further divisions, namely Animal Health and Over-the-Counter. Novartis functions directly as well as through a number of subsidiaries in different countries across the globe, all of which lie in one of its divisions which are categorized by Novartis as fulfilling at least one of these functions; sales, holding or finance, research, and production.

The mission of Novartis is cure and care. The company's goal is to discover, formulate and introduce innovative products in the market successfully so that diseases can be prevented and cured, suffering of humanity can be eased, and the quality of life can be enhanced. In addition to that, Novartis

also offers a shareholder return which shows wonderful performance and benefits the shareholders. Novartis also prepares drugs for the health and safety of animals, including pets as well as farming animals. “ For pets, our products are effective aids to prevent internal and external parasites and treat ailments such as arthritic pain and kidney, heart and allergic diseases” (“ Novartis Animal Health”).

An in-depth analysis of the way Novartis sorts out data reveals the fact that the survival and success of Novartis can partly be attributed to the intelligent way in which the company sorts out data. The Health, Labor and Welfare Ministry lodged a complaint against Novartis Pharma K. K. complaining that the company’s advertising claims about its drug Diovan are exaggerated. Novartis Pharma K. K. is Swiss Novartis’s Japanese subsidiary. The company was alleged to have tampered with the data gathered from five medical universities from the clinical researches carried out by doctors to exaggerate the effectiveness of the drug in preventing heart attacks and strokes as compared to other hypertension drugs (Otake). For example, the Kyoto Heart Study revealed in the year 2009 stated that Diovan helped protect 45 per cent of the patients from angina or strokes. These rates were unusually high as well as inconsistent with the findings of the previous research carried out on the drug (Otake).

Works Cited:

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