

Novartis partners with prominent US health advocacy organizations to launch first social networking platform for heart failure patients and their loved ones

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- Together in HF social network is an innovative resource for information and support and a place to meet others with similar health experiences
- Nearly 6 million Americans have heart failure (HF), a debilitating and life-threatening condition that also impairs relationships and emotional well-being(1,2)
- Designed by the HF community for the HF community, the platform offers ongoing social support and health information from patient advocacy and professional medical societies
- Partners include American Association of Heart Failure Nurses, Association of Black Cardiologists, CardioSmart by the American College of Cardiology, Mended Hearts, the National Alliance for Caregiving, WomenHeart: The National Coalition for Women with Heart Disease

EAST HANOVER, N.J., Nov. 10, 2016 /PRNewswire/ -- Novartis Pharmaceuticals Corporation announced today the launch of Together in HF (www.TogetherinHF.com) – a social network for members of the heart failure (HF) community – in partnership with national patient and professional organizations supporting heart health. Together in HF is the first social network for HF patients and caregivers to share their stories, and support and inspire each other. Members can access HF information and other resources from leading patient and caregiver advocacy groups as well as professional medical associations.

Experience the interactive Multimedia News Release here: <https://www.multivu.com/players/English/7968951-novartis-heart-failure-social-networking-platform>

"Our commitment to patients goes far beyond medicine, and we are proud to help launch this new, innovative social network for heart failure patients and their loved ones," said Fabrice Chouraqui, President of Novartis Pharmaceuticals Corporation. "Together in HF is a collective effort that brings together the expertise and resources of many organizations with a special focus on the unique social and emotional needs of people who are living with heart failure."

Strong social support is important for the overall well-being of a heart failure patient, according to Mary McGowan, CEO, WomenHeart: The National Coalition for Women with Heart Disease. "As a founding partner of Together in HF, we strongly believe in helping those living with heart failure manage their emotional and psychosocial health," she said. "It is often these less tangible effects of the condition that are overshadowed by the physical signs. Yet we know that focusing on the whole patient experience greatly contributes to the overall health of the patient."

Together in HF is designed to meet these needs by providing a consistent support system that allows patients and caregivers to seek the information and resources valuable to them, when they need it. Support beyond the peer community is also available through access to emotional support platforms staffed by health researchers and clinicians. Information available on the site is meant to enhance patients' dialogue with their healthcare

professionals about their condition.

"Healthcare professionals play a crucial role in caring for patients – whether by helping them understand heart failure better to cope with the disease or by finding a new treatment regimen – and they face the constant resource challenge of providing enough information to their patients," said Cynthia Bither, President, American Association of Heart Failure Nurses (AAHFN). "Patients and their families benefit from interactions with leading organizations that are there to serve the heart failure community. Together in HF brings these groups together in a way that helps patients and caregivers manage their condition day to day when they are not with their healthcare professionals."

Together in HF will be available as an Android app in the US Google Play store, and the iOS app is expected to be available in the US App store in early 2017. Members can find resources to help them better understand and manage their heart failure, and create personal connections with others who are living with HF. There also is dedicated space to address health and well-being of family caregivers.

Together in HF brings together patient organizations such as Mended Hearts, WomenHeart: The National Coalition for Women with Heart Disease and the National Alliance for Caregiving, as well as medical societies such as the American Association of Heart Failure Nurses, Association of Black Cardiologists and CardioSmart by the American College of Cardiology. These organizations have come together to lend their expertise in providing emotional support and useful information, and help patients and caregivers manage health challenges.

About Heart Failure

Heart failure, which means the heart does not contract with enough force to pump sufficient blood throughout the body, is a debilitating and life-threatening condition, affecting nearly 6 million Americans.^{1,2} It is the leading cause of hospitalization among Americans over the age of 65.³ Heart failure presents a major and growing health-economic burden that currently exceeds \$30 billion in the United States, which accounts for both direct and indirect costs.^{1,4}

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