

## Novartis Singapore partners Singapore Heart Foundation to create CVD awareness

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### A 3-year campaign to raise awareness on blood cholesterol and cholesterol management in Singapore



Novartis Singapore (Novartis) and Singapore Heart Foundation (SHF) have signed a Memorandum of Understanding (MoU) to collaborate on a 3-year campaign to raise awareness of high blood cholesterol and cholesterol management amongst the general public, patients and caregivers in Singapore.

In support of the Healthier SG vision, the collaboration aims to amplify education around high blood cholesterol to be recognised as an important modifiable cardiovascular disease (CVD) risk factor and drive a concerted effort towards preventive care.

Under the MoU agreement – signed by Novartis Singapore Country President, Poh Hwee Tee and SHF Chief Executive Officer, Vernon Kang – Novartis and SHF will join efforts to make cholesterol management a priority in the healthcare ecosystem, raise awareness and urgency amongst Singaporeans towards the severity and complications of high blood cholesterol and cholesterol management.

The signing ceremony, which marks the start of a multi-year strategic partnership, was witnessed by Ruth Kuguru, Executive Director, Communications and Engagement, Novartis Asia Pacific, Middle East and Africa (APMA) and Dr. Bernard Kwok, SHF Board Member and Chairperson of SHF Corporate Partnership Committee.

*From Left to Right – Dr Bernard Kwok, Singapore Heart Foundation Board Member and Chairperson of SHF Corporate Partnership Committee; Vernon Kang, Singapore Heart Foundation Chief Executive Officer; Poh Hwee Tee, Novartis Singapore Country President; Ruth Kuguru, Executive Director, Communications and Engagement, Novartis Asia Pacific, Middle East and Africa (APMA)*