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Abu Dhabi Public Health Centre inks Novartis to enhance disease prevention

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To reduce the impact of non-communicable diseases in Abu Dhabi



The Abu Dhabi Public Health Centre (ADPHC) has signed a Memorandum of Understanding (MoU) with Novartis Middle East FZE, to raise awareness, advance prevention, and improve disease management practices, particularly for cardiovascular diseases, diabetes, and chronic kidney disease in Abu Dhabi.

Under the two-year agreement, ADPHC and Novartis will collaborate to create and execute awareness campaigns via digital and traditional channels, raising the public awareness about risk factors, early symptoms, and the significance of regular screenings for non-communicable diseases.

The collaboration is built around three strategic pillars:

- **Disease Awareness**: Co-developing impactful campaigns to raise public awareness and educate communities about non-communicable diseases such as cardiovascular conditions, diabetes, and chronic kidney disease. These initiatives will leverage online and offline channels to encourage proactive health behaviours like routine testing.
- **Disease Prevention**: Designing and implementing effective initiatives focused on the primary prevention of adult cardiovascular diseases, diabetes, and chronic kidney disease. Activities include targeted screening efforts to identify at-risk individuals early.
- **Best Practice Sharing in Disease Management** Collaborating to identify, share, and implement best practices across the patient journey. This includes early screening protocols, preventive strategies, and disease management models, drawing on global expertise amd best practices to enhance patient outcomes and improve healthcare system performance.

The MoU also establishes a dedicated taskforce, with each party appointing a lead to coordinate efforts. The task force will meet regularly to align on project plans, assess feasibility, define key deliverables, and evaluate outcomes through jointly agreed key performance indicators (KPIs).