

# Strategy

Our strategy is to build a leading, focused medicines company powered by advanced therapy platforms and data science.

## Strategic priorities

As we implement our strategy, we have five priorities to shape our future and help us continue to create value for our company, our shareholders and society.

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### Unleash the power of our people

We are transforming our culture to ensure people can fully apply their talent and energy. We're creating an organization where people are inspired, curious and unbossed.

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### Deliver transformative innovation

In our pursuit of transformative treatments, we challenge medical paradigms and explore possibilities to cure disease, intervene earlier in chronic illnesses, and find ways to dramatically improve quality of life.

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### Embrace operational excellence

We are rethinking how we work, embracing agile teams and building better productivity into our company to free resources that we can invest in innovation and help boost returns.

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### Go big on data and digital

We aim to spark a digital revolution at Novartis, embracing digital technologies, advanced analytics and artificial intelligence to help drive innovation and improve efficiency.

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### Build trust with society

We strive to build trust with society through our efforts to operate with high values and integrity, and to find new ways to expand patients' access to our treatments.

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