In 2019, we established a dedicated organization to reach more patients in Sub-Saharan Africa (SSA), which is home to the largest underserved population in the world. While many African countries have made remarkable progress in preventing childhood mortality, the continent faces the double burden of communicable and non-communicable diseases. Although 25% of the global disease burden is in Africa, it only accounts for 3% of the world’s health workers and the share of the world’s health expenditure for Africa is below 1%.

This is why the Novartis SSA aspiration is bold and ambitious: to meet the healthcare needs of SSA’s vast population with high-quality medicines across the income pyramid. The SSA unit is supporting a One Novartis approach to doing business in Africa and is deploying innovative approaches to increase patient reach, taking a high-volume, lower-price approach.

Our ambition is to increase patient reach twofold by 2022 and fivefold by 2025 by focusing on three strategic pillars:

- A customized therapeutic area strategy tailored to the regional burden of disease
- A strategic shift from the private sector to the public sector to gain market share and drive maximization of patient reach potential
- Geographical prioritization to countries where we can deliver higher impact

Geographically, the region is headquartered in Nairobi, Kenya, grouping the 46 countries that make up SSA into four distinct clusters. Click here to learn more about the different clusters and our operations across SSA.

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