

Professional Practices ^[1]

Novartis aims to be a trusted leader in changing the practice of medicine. To achieve this, Novartis is committed to high ethical standards wherever it does business. Novartis has adopted a single set of ethical principles that should be applied in daily decision-making by all Novartis Associates and to all professional practice-related activities conducted by third parties on behalf of Novartis.

The P3 Principles

Novartis has adopted a single set of ethical principles that should be applied in daily decision-making by all Novartis associates

- Put patients first
- Fund responsibly
- Act with clear intent
- Engage appropriately
- Research for the right reason

Our standards are represented across Novartis in our [Professional Practices Policy \(P3\) \(PDF 1.0 MB\)](#) ^[2], which governs how associates conduct business and interact with customers, including promoting medicines to healthcare professionals.

All activities must be conducted in accordance with local laws, regulations and industry codes, which may be more stringent than the requirements outlined in this Policy.

Novartis is dedicated to responsible marketing practices, from providing accurate product information to the full disclosure of sponsorships.

Source URL: <https://www.novartis.com/our-company/corporate-responsibility/ethics-risk-compliance/professional-practices>

Links

[1] <https://www.novartis.com/our-company/corporate-responsibility/ethics-risk-compliance/professional-practices>

[2] <https://www.novartis.com/sites/www.novartis.com/files/p3-professional-practices-policy.pdf>