

## **Novartis shares neuroscience story at SfN's 44th Annual Meeting** <sup>[1]</sup>

### Discovery <sup>[2]</sup>

Know any good neuroscience jokes? How about this one: What is a sleeping brain's favorite rock band? ...REM.

Laughing? Under the hashtag #NeuroHumor, the Novartis Institutes for BioMedical Research (NIBR) plans to share clever neuroscience jokes on Twitter at the Society for Neuroscience's 44th Annual Meeting in Washington, D.C., November 15 to 19. With more than 30,000 attendees, the meeting marks a great spot for us to engage the global neuroscience community.

Beyond telling jokes, we're telling our neuroscience story--and it's an important one. NIBR resurrected its neuroscience research under the leadership of Ricardo Dolmetsch in 2013. His group seeks therapies for some of the toughest neurological diseases. Their use of induced pluripotent stem (iPS) cell technology to study these diseases, including autism, inspired the "Sketching Science" video below.

### Video of Researching new ways to treat Autism

By following [@NovartisScience](#) <sup>[3]</sup> on Twitter, you'll see all of our meeting-related tweets (hashtag #sfn14) and NIBR features. Look for a [story about how our collaboration with ChemPartner is leading to a potential strategy for treating narcolepsy](#) <sup>[4]</sup>. And Dr. Botond Roska of the Novartis-affiliated Friedrich Miescher Institute for BioMedical Research (FMI) will deliver a [Presidential Special Lecture](#) <sup>[5]</sup> at the meeting.

We'll ask once again. Know any good neuroscience jokes? If so, please share them on Twitter with the #NeuroHumor hashtag.

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### **Tags:**

[Novartis Institutes for BioMedical Research](#) <sup>[6]</sup>

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[6] <https://www.novartis.com/tags/novartis-institutes-biomedical-research>