



Concept 1: A day In The Life

This concept uses a photographic approach with an immersive feel.



Public Policy Engagement

Public Policy Engagement

Welcome to your Public Policy Engagement training, which will take you around 20 minutes to complete.

The course contains some audio. If you wish to hear the audio, check your system volume levels and use headphones if appropriate. Transcripts are available to replace voiceover.

Select **Start** when you are ready to begin.

Start



30 mins

The learner, while on their way to a networking event, receive a message from a colleague.



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You have a busy day ahead of you. To start, you're on your way to an industry networking breakfast, where you'll be representing Novartis. It's an opportunity to have some interesting conversations with the experts that will be present.

You also have a message from one of your colleagues.

Select the notification to find out more.

82%

Meetings

TODAY

JUL 24

Early Bird Event: Cell and Gene Therapies
(The Hilton, Downtown)

8:30 am - 10:00 am

Interview - Dr Austin

11:00 am - 12:00 pm

Team Calls - Jana Becker

14:00 pm - 14:45 pm

ACTIVITY

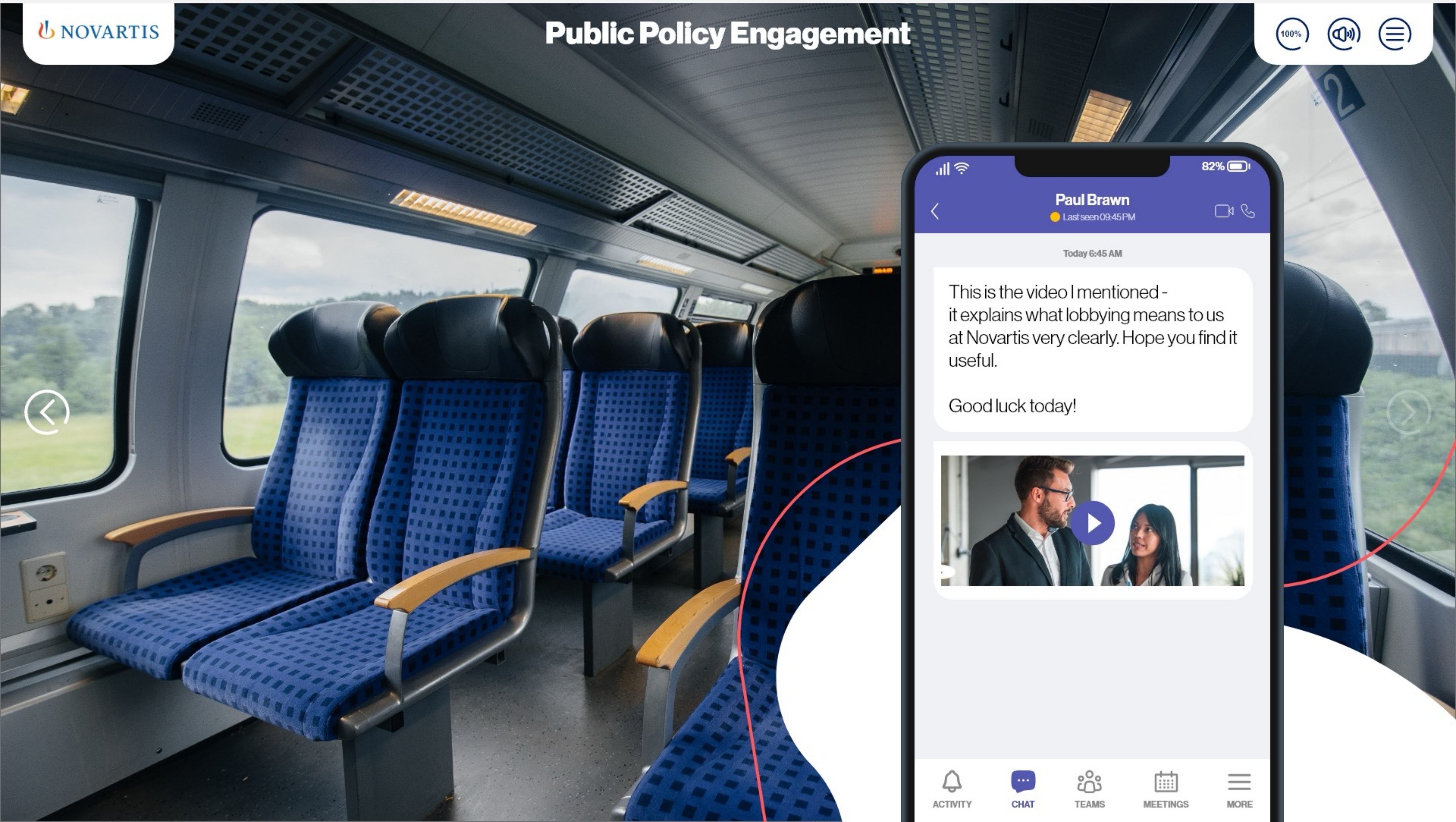
CHAT

TEAMS

MEETINGS

MORE

The colleague has shared a video on lobbying at Novartis.



NOVARTIS

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100% 🔊 ☰

Paul Brawn

Last seen 09:45 PM

Today 6:45 AM

This is the video I mentioned - it explains what lobbying means to us at Novartis very clearly. Hope you find it useful.

Good luck today!



ACTIVITY CHAT TEAMS MEETINGS MORE

The learner watches the video to understand more about Public Policy Engagement at Novartis.



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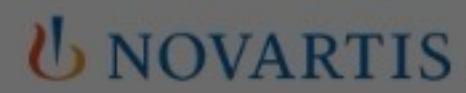
Transcript



Novartis defines lobbying as interactions with policy makers and other external stakeholders with the intent to represent Novartis' perspective in the policy making process.

00:25

A transcript is provided in case the learner wishes to read the text instead of watching the video.



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Transcript

Transcript



Novartis defines lobbying as interactions with policy makers and other external stakeholders with the intent to represent Novartis' perspective in the policy making process.

Actively contributing to policy making by lobbying is an integral part of the democratic process.

By lobbying, Novartis actively contributes to policy making, which in turn enables the representation of different societal interests.

Through lobbying, we advocate globally in pursuit of Novartis' purpose to reimagine medicine to improve and extend people's lives.

Novartis defines lobbying as interactions with policy makers and other external stakeholders with the intent to represent Novartis' perspective in the policy making process.

▶ 00:25



The learner reaches the event and starts a conversation with a public official.



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At the event, you start a conversation with Josef, the Chief of Staff of a parliamentary representative. He is interested in your perspective as a Novartis representative.

Select Josef to hear what he has to say.



The official is interested in the learner's perspective (as a Novartis representative)



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At the event, you start a conversation with Josef, the Chief of Staff of a parliamentary representative. He is interested in your perspective as a Novartis representative.

Select Josef to hear what he has to say.

We're working on the proposal for legislation that will regulate the delivery of cell and gene therapies.

This is an area I feel we need to understand better, particularly if we are to address pricing concerns.

I have a number of questions about this area and I would be interested in your perspective on these.



The Learner needs to decide on how to respond.



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You have expertise in the area Josef is talking about, and you may well be able to help him understand the issues better. Should you do this?

Which of these is the right action take?

Select one option.

☐ Advise Josef that it's against Novartis policy to lobby in complex areas of public healthcare.

☐ Share your own personal thoughts but add some speculation about the Novartis position such that it comes across as more convincing.

☐ Engage in a constructive dialogue with Josef using your expertise and in line with the Novartis position.

Confirm

The Learner receives feedback irrespective if they get the question right or wrong. Wrong answers may include more coaching.



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Confirm

Good choice!

As you are knowledgeable, it is fine to engage in a conversation with Josef using your expertise, and referring to Novartis' position on the therapy.

In any situation where you are talking to a stakeholder, you must provide them with truthful and non-misleading information based on a sound understanding of the situation.

Remember that lobbying should not be misused for any corrupt or illegal purposes, or to improperly influence any decision.



When the learner returns to the office, they have to deal with further situations.



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Back in the office, you have some follow up emails to review.

Email

Search ...

NEW

Inbox (22)

Send

Draft (1)

Spam

Notes

Trash (21)

More

All

More

George, me

(no subject)

info, client list

Building your client list

Customer Service

Automated customer service

Team Raw

Remote support tools over internet

Funding platform

Startup Funding Platform

All, Social

Social media marketing, research, transforming Market Research

Apps, me

Mobile apps downloads statistics

Games watch

Games, Fr

Application Store

Publish an

Front Office

Front offic

Book Store

The World

Online Calendar

Online - P

Weekly magazine

Weekly Bu

TV Weekly

TV Progra

Antivirus, all

Best Antiv

Ebill, me

Paperless

Account manager

Tools and

Hotel Suite

Luxury Ho

New message

To

Subject

What's new

Quick Question

Send

