



Design Concept 3: It Could Happen To Anyone

This concept uses a photographic approach with a high impact video (at the start) of an incident at a fictitious pharmaceutical company Pluto Mars.



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 e- Training starts with a video with some breaking news.



The e- Training starts with a video with some breaking news (voiceover below).



Public Policy Engagement

100%





Transcript



BREAKING NEWS

LIVE

We interrupt this bulletin with some breaking news from the pharmaceutical industry....



The presenter talks about the fictitious pharma company Pluto Mars which is in trouble (voiceover below).



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BREAKING NEWS

LIVE

As legal proceedings against pharma giant Pluto Mars take a new turn.

00:25





The presenter talks about the fictitious pharma company Pluto Mars which is in trouble (voiceover below).



NOVARTIS

Public Policy Engagement

100% 🔊 ☰

Transcript

**BREAKING
NEWS**

LIVE

Pluto Mars stands accused of acting to influence policy on the availability of weight loss drugs.

▶ 00:25 🔊 ⚙️ 📺

The presenter talks about the fictitious pharma company Pluto Mars which is in trouble (voiceover below).



Public Policy Engagement

100%

Transcript



BREAKING
NEWS

LIVE

Company bosses attended a supreme court hearing earlier today...

The presenter talks about the fictitious pharma company Pluto Mars which is in trouble (voiceover below).



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Transcript

BREAKING NEWS

LIVE

...where the court heard that Pluto Mars representatives acted illegally in their efforts to influence politicians.

The presenter talks about the fictitious pharma company Pluto Mars which is in trouble (voiceover below).



Public Policy Engagement



**BREAKING
NEWS**

LIVE

Politicians accepted gifts, including lavish trips, at the expense of Pluto Mars.

Learners are asked to reflect on what they just watched and provide their opinion.

Considering the consequences

You've just seen a fictitious situation where a pharmaceutical company overstepped the line between lobbying to represent their product and interests, and improperly influencing public officials. While the company and the product were fictitious, the consequences were realistic.

In a situation like this, what of the following is likely to be the most damaging to the company involved?

Select one option.

☐

Loss of trust

☐

Loss of market share

☐

Legal costs

Confirm



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☐ Loss of market share

☐ Legal costs

Confirm

Good choice!

In fact, the greatest damage is likely to be the loss of trust by stakeholders, including healthcare professionals, and most importantly, patients.

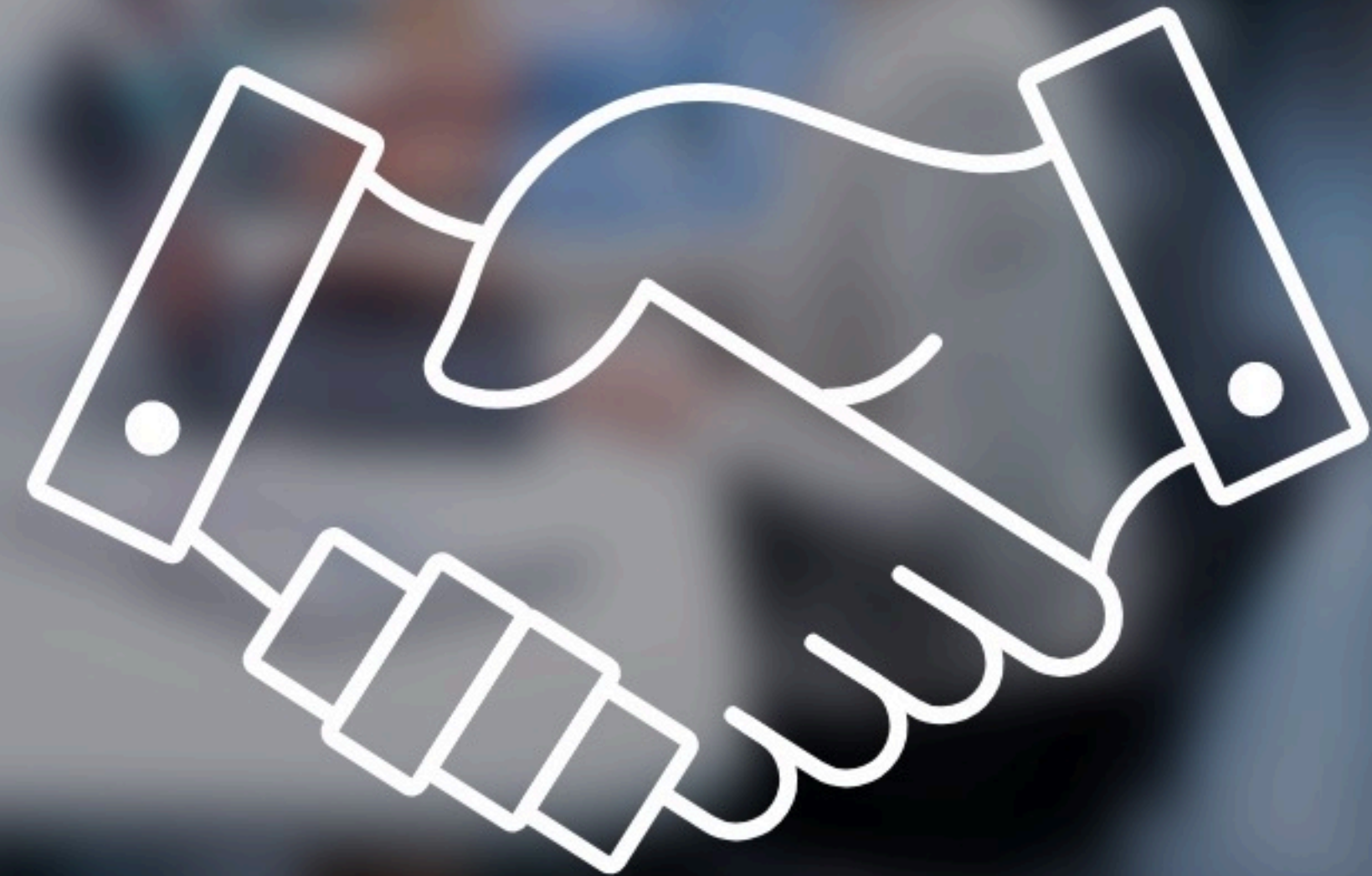
Public Policy Engagement at Novartis'

The vision of Novartis is to be a trusted leader in changing the practice of medicine. To achieve this vision, it is crucial for Novartis to earn and maintain the trust of all stakeholders.

In the learning that follows, you'll find out more about the rules we follow at Novartis to ensure our lobbying activities support our purpose and vision.

You'll learn about the Novartis guidelines that help us lobby in a consistent and compliant way at all times, and practise applying these guidelines by making the right decisions in a series of scenarios.

Along the way, you will earn trust points, reflecting the importance of nurturing stakeholder trust in everything we say and do.



They then learn about the principles.



Novartis lobbying principles

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.

Three principles underlie all of our lobbying activities.

Select **each heading** to find out more.

Principle 1



Principle 2



Principle 3



They then learn about the principles.



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Three principles underlie all of our lobbying activities.

Select **each heading** to find out more.

Principle 1

Transparency, honesty and integrity are the core values reflected in how Novartis conducts lobbying.

Principle 2

Principle 3