



[Novartis.com](https://www.novartis.com)

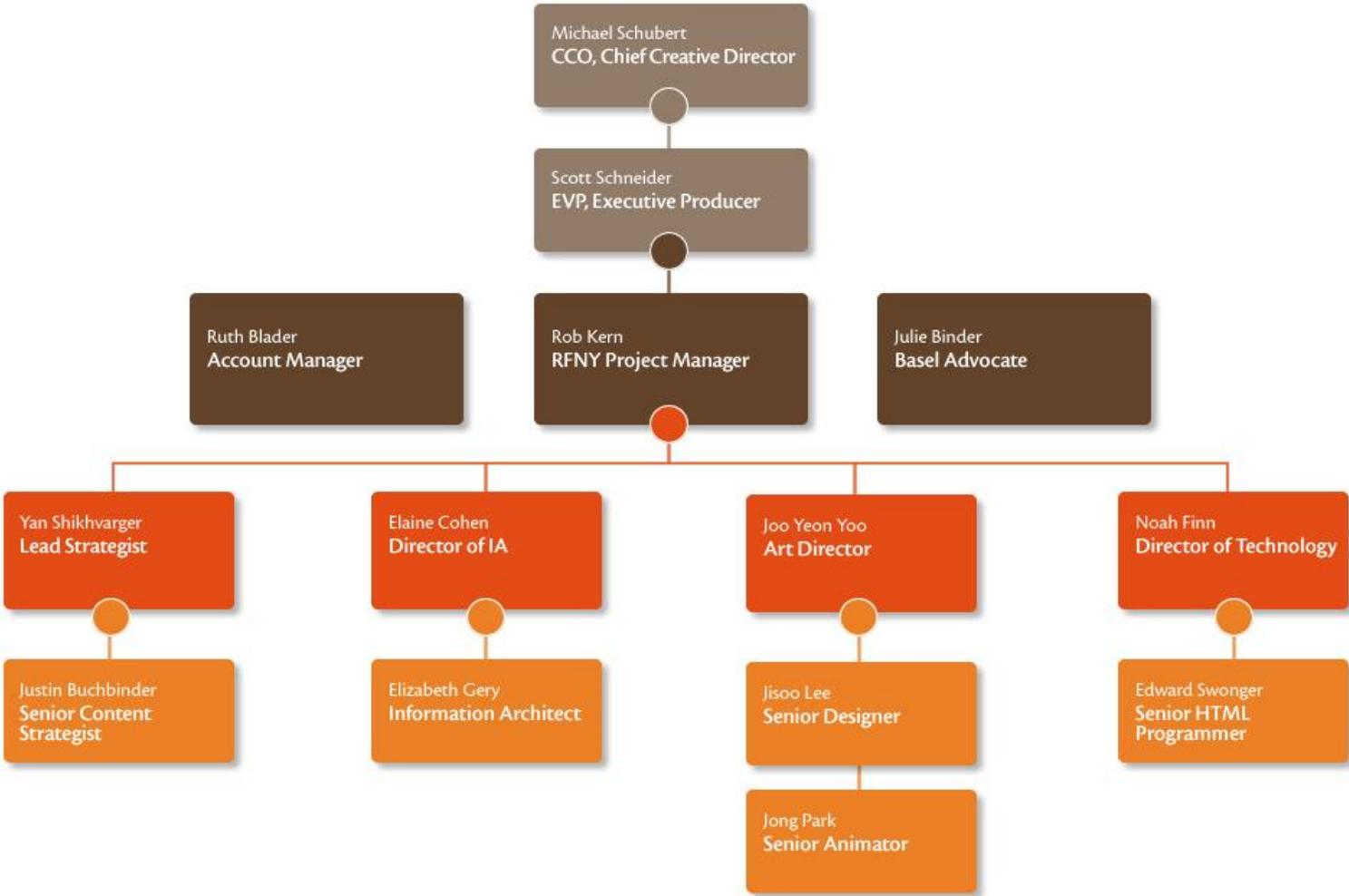
Content Optimization: New York Planning



Agenda

- Introductions
- General design priorities
 - High priority in “black”
 - Lower priority in “orange”
- Animation recommendations
 - High priority in “black”
 - Lower priority in “orange”
- Homepage presentation
 - Please see “Patient Stories”
- Operational update

The Team



General Design Priorities

- Landing pages
- Call-outs
- Priority pages
 - “Products” interface
 - **News Release interface** – (RF to discuss with John/Laura) – **Vendor involvement required**
 - Diseases and Conditions – expand to include content
 - Corporate Citizenship section restructuring
 - **“Milestones” & “Origins” must be combined into one interactive module**
 - “IR Calendar” into a visual calendar that can be potentially subscribed to
 - Investors landing pages
 - “Corporate Publications” – (RF to discuss with John/Laura)
 - Careers landing pages
 - **Share price – usability**
 - Job Search – Copy and stylesheet for Brassring landing page – **Vendor involvement required**
 - Search results page – **Vendor involvement required**
 - Locations – **Vendor involvement required**
 - Contact Us, Terms of Use, Help, Privacy Policy, Print-friendly format
 - Pipeline interface

What works, what doesn't work?

Product section landing page

The screenshot shows a Microsoft Internet Explorer browser window displaying the Novartis website. The address bar shows "worldwide sites | stay connected | contact | help | site map | large text version". The Novartis logo is in the top right. A navigation menu includes "Home", "Products", "Diseases & Conditions", "R&D", "About Novartis", "Investors", "Newsroom", and "Careers". The "Products" section is highlighted in orange. Below the navigation is a search bar and a large banner image of an elderly man and a young girl. The banner text reads "Our Products" and "We want to improve your quality of life". Below the banner are four buttons: "Pharmaceuticals >>", "Vaccines and Diagnostics >>", "Sandoz Generics >>", and "Consumer Health >>". At the bottom, there are three columns: "Discovering New Medicines" (130 promising projects), "Meeting Unmet Needs" (76 million Coartem treatments), and "StayConnected" (Sign up for updates, includes an email address field and an RSS button).

Innovative medicines

Focused pipeline in attractive market segments

Business unit/business franchise	Phase		Total
	Exploratory 1 & 2a	Confirmatory 2b, 3 & Reg	
Cardiovascular, metabolism	4	20	24
Oncology	15	12	27
Neuroscience	7	9	16
Respiratory & dermatology	4	20	24
Infectious diseases & transplantation	6	12	18
Ophthalmics	1	5	6
Arthritis, bone, GI ¹ , U ²	7	13	20
Other & mature products	0	3	3
Total³	44	94	138

¹Gastrointestinal ²Urology ³Figures for LCM projects have been adjusted to conform to industry benchmarking standards; there has been no change in the method of reporting NMEs

Animation & Interactivity

- Homepage
- R & D
 - Either Innovations animation OR Pipeline animation, depending on content availability
- Worldwide Locations
- Virtual Body
- Careers video profiles and players
- History

Homepage

- Objectives

- Highlight multiple themes in a light, user-friendly way
- Do not overcomplicate the interface
- Connect to **innovation** and **people**
- Super headline

- Current issues

- Minimize stock chart
- Update call-outs

Colin and Katia approval needed

- Homepage concept
- R & D animation
 - All parties must meet to discuss ASAP
- Landing page teaser and content bucket update
- 1024 x 768 for Novartis.com only

Operational Update

Homepage:

- Solidified technical nature of main flash area
- Follow up calls coming to determine content for flash area/ ways to make homepage "show" patient focus, rather than "tell"

Products:

- New Gilardi content has been infused from Press Kit
- Q&A in session with Vanessa
- Content doc to be sent next week to Vanessa
- RFI brainstorming innovative way to showcase products

Diseases & Conditions:

- RFI to determine with Katia whether section can be blown out, or kept as is

R&D:

- Mark and Isabelle gathering new content to rebuild this lacking section including "innovations" page with regularly updated, accessible and exciting content, as well as drug discovery and drug development copy

Operational Update

About Novartis:

- Laura has sent new content, to be added into existing content document
- Katia and Colin to determine whether new patient stories (or repurposed older ones) can be added to site (both Laura and RFI recommend removing these stories if not, as there are only two)

Investors:

- Susanne to find internal Novartis resource to prioritize the 1,000 documents in this section, hopefully to remove many of them
- RFI goal to eliminate all unnecessary documents and pages in order to make section more functional and user friendly

Newsroom:

- Laura to look through newsroom next week to help prioritize suggestions
- RFI to speak with Katia re: budget to deal with the third party in charge of current news release archive

Careers:

- Scott Agnew to speak to important internal stakeholders regarding new content
- Justin to contact Iris Wahlen and/or Sandra Keil on recommendation from Laura Chamley to inquire as to more "exciting" videos, photos, etc to truly communicate the excitement of working at Novartis
- Justin to send sample "concepts" for improving content to Scott to help get him started

Operational Update

■ Stakeholder Survey

- 18 completed: Ronen Tamir, Nancy Cleveland, Nicole Norris, Darcy Derbin, Elke Kaffl, Celine Naas

Strategy Brief

- To be presented by phone prior to August 17