Saluting innovation at Novartis for their portfolio transformation, refocusing the acquisition strategy on leading businesses with power and global scale. April 22, 2014 marked the biggest industry deal since 2009 as Novartis announced their transactions with both GlaxoSmithKline (GSK) and Eli Lilly valued at $28.5 billion. Novartis acquired GSK’s cancer drugs and formed a consumer-health joint venture while divesting the company’s vaccines division and animal health unit. This portfolio shuffling reflects Novartis’s response to the expiration of patents on a generation of best-selling medicines. Their new strategy is to control a narrow market with high growth potential. Their patients will benefit from higher levels of innovation, and Novartis is well positioned for the future dynamics of the healthcare industry. We salute Novartis for transforming their product portfolio to build global leadership in key segments.

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