Novartis launches Innovation Prize for Assistive Tech
to encourage new technologies that address unmet
needs of the multiple sclerosis community

- The Novartis Innovation Prize: Assistive Tech for Multiple Sclerosis (MS) identifies and embraces technology that aims to improve mobility and daily life for people living with MS

- Applications are open worldwide to the tech community, innovators, design experts, patient advocates – anyone with an idea to make everyday life better for those with MS or mobility-limiting disabilities

- The applications will be accepted until January 10, 2020 at 17:00 ET and the winners will be announced at the SXSW conference in Austin, Texas on March 13, 2020

- In order to develop their innovation, the first-place winner will receive a prize worth $250,000 and the second-place winner will receive $50,000*

- To launch this initiative, Novartis is proud to work with WIRED Brand Lab, alongside other key collaborators such as Techstars, Shift.ms, the National Multiple Sclerosis Society, and more

Basel, November 21, 2019 — “Every day, patients with multiple sclerosis (MS) face difficult and unique mobility challenges that can make regular activities such as walking, speaking, and living out comfortable lives extremely difficult,” said John Tsai, Head of Global Drug Development and Chief Medical Officer, Novartis. “Novartis is deeply invested in this community, and it is our hope that through this Innovation Prize, we can help reimagine care for people living with MS by encouraging new technologies addressing some of the challenges faced by those living with MS and their loved ones.”

“A primary fear of many people living with MS is the loss of their independence – from overall mobility and accessibility limitations to an impact on daily activities and employment,” said George Pepper, co-founder and CEO of Shift.ms. “We are excited to see how the Novartis Innovation Prize will stimulate new innovation and drive conversation around improving quality of life for those living with MS and other mobility-limiting conditions.”

*Subject to the terms and conditions found on www.wired.com/msinnovationprize
Novartis Announces
the Launch of the
Novartis Innovation Prize
Assistive Tech For Multiple Sclerosis (MS)

About the Innovation Prize
The Novartis Innovation Prize: Assistive Tech for MS identifies and embraces technology that aims to improve the mobility, accessibility, and activities of daily life for these individuals and others living with mobility-limiting conditions. The Prize aims to spur investment and dialogue across the many needs of people living with MS, and other people living with mobility-limiting conditions. More information, including application requirements, judging criteria, and terms and conditions can be found on the application site, www.wired.com/msinnovationprize.

About Multiple Sclerosis
MS is a chronic disorder of the central nervous system that affects around 2.3 million people worldwide[1]. There are three main forms of MS: relapsing-remitting MS (RRMS), the most common form of the condition at diagnosis; secondary progressive MS (SPMS); and primary progressive MS (PPMS)[2]. MS disrupts the normal functioning of the brain, optic nerves, and spinal cord through inflammation and tissue loss[3].

SPMS follows an initial form of RRMS, which accounts for approximately 85% of all MS diagnoses, and is characterized by gradual worsening of neurological function over time[4]. This leads to a progressive accumulation of neurological disability. There remains a high unmet need for safe and effective treatments to help delay disability progression in SPMS with active disease (with relapses and/or evidence of new MRI activity)[5].

About Novartis
Novartis is reimagining medicine to improve and extend people’s lives. As a leading global medicines company, we use innovative science and digital technologies to create transformative treatments in areas of great medical need. In our quest to find new medicines, we consistently rank among the world’s top companies investing in research and development. Novartis products reach more than 750 million people globally and we are finding innovative ways to expand access to our latest treatments. About 108,000 people of more than 140 nationalities work at Novartis around the world. Find out more at www.novartis.com.
Novartis is on Twitter. Sign up to follow @Novartis at [http://twitter.com/novartis](http://twitter.com/novartis)
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For questions about the site or required registration, please contact media.relations@novartis.com

References

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Novartis Media Relations
E-mail: media.relations@novartis.com

Antonio Ligi  
Novartis External Communications  
+41 61 324 13 74  
antonio lagi@novartis.com

Rachel Fink  
Novartis Division Communications  
+41 61 324 8245 (direct)  
rachel finck@novartis.com

Eric Althoff  
Novartis US External Communications  
+1 862 778 3243  
eric althoff@novartis.com

Novartis Investor Relations
Central investor relations line: +41 61 324 7944
E-mail: investor.relations@novartis.com

Central  
Samir Shah +41 61 324 7944  
Pierre-Michel Bringer +41 61 324 1065  
Thomas Hungerbuehler +41 61 324 8425  
Isabella Zinck +41 61 324 7188

North America  
Sloan Simpson +1 862 778 5052  
Cory Twining +1 862 778 3258