

The Novartis Blood Pressure Success Zone Program

The Issue of Uncontrolled High Blood Pressure

More than 65 million people in the U.S.—one in three adults -- have high blood pressure. And, 70% of them do not have their condition under control. Many people don't even know they have high blood pressure and of those who are taking blood pressure medication, almost 50% still have numbers that aren't low enough. It is estimated that, on average, high blood pressure contributes to the deaths of almost 30 Americans every hour of every day. Importantly, medical guidelines state that even slight elevations in blood pressure significantly increase risk of heart attack or stroke.

About the BPSZ Program

Novartis is on a mission to help address the issue of uncontrolled high blood pressure. As part of its ongoing commitment, the company has established the BP Success Zone program for patients taking Diovan[®], Diovan HCT[®] or Lotrel[®] for hypertension. The Program includes the most comprehensive and customized patient support and education program in the area of hypertension. While enrollment into the BP Success Zone program is available to patients taking select Novartis medications, anyone can access the BPSZ website and obtain important information about high blood pressure.

BP Success Zone is designed to inform patients about the damage high blood pressure can cause, help them achieve and maintain target blood pressure goals, manage hypertension and enjoy healthier lifestyles overall. The Program aims to provide patients with the tools to get their blood pressure into the BP Success Zone: less than 140/90 to 120/80 mm Hg or below. The BP Success Zone Program offers educational materials, customized lifestyle plans and discounts on blood pressure medications.

The BPSZ Program Features

- **Members' Web site Tools**
Access to a Web site designed to help members track their progress and learn more about high blood pressure. www.bpsuccesszone.com
- **Healthy Lifestyle Action Plan**
Five Healthy Lifestyle Action Plans help members reduce salt in their diet, stop smoking, increase physical activity, manage stress and lose weight.
- **Ongoing customized Support Materials**
Members receive 4 – 6 months of tailored educational information to help them maximize their high blood pressure treatment. These materials are customized based on answers from a simple survey. Materials include: newsletters with the latest guidelines from trusted sources such as the National Institutes of Health and the American Heart Association, advice from experts in high blood pressure research and management, as well as tips from people who have successfully lowered their blood pressure.
- **Omron[®] Blood Pressure Monitor, up to \$40 value, free with rebate**
Members can choose any Omron[®] blood pressure model or blood pressure monitor sold by Kroger, Eckerd, Wal-Mart's ReliOn brand or McKesson's Sunmark brand which is marked "Manufactured by Omron[®]" on the box. Novartis will issue a rebate check to cover up to \$40 of the purchase price.

- **Free Trial and Savings on Prescriptions of Diovan, Diovan HCT or Lotrel**
Provided by a healthcare professional in the BP Success Zone Kit, this sample supply can help get patients started in lowering their blood pressure to a healthier level. Also included in the Kit is a Membership Card good for Program discounts and benefits. The Membership Card can be used at local pharmacies for \$10 off of the next prescription for Diovan, Diovan HCT or Lotrel.
- **The BP Goal Money-Back Guarantee**
Members can receive reimbursement for up to 4 months of out-of-pocket drug costs if, after taking the maximum dose of either Diovan HCT (160/25 mg) or Lotrel (10/20 mg) for at least 30 days, their blood pressure is not controlled to the goal determined by their healthcare professional.

For more information on the Program, patients can visit <http://www.bpsuccesszone.com> or call 1-866-630-0350

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The medications in this program are approved to treat high blood pressure and are not approved to prevent heart attack or to prevent or treat stroke, kidney disease or eye damage.

About Diovan/Diovan HCT

Diovan is indicated for the first-line treatment of hypertension and may be used over a dose range of 80 mg to 320 mg daily, administered once-a-day. Diovan 80 mg and 160 mg are both approved starting doses for hypertension. Diovan 160 mg is recommended for patients requiring greater blood pressure reductions (if they are not volume-depleted). Diovan HCT is indicated for treatment of hypertension. Diovan HCT is for patients who need additional blood pressure control beyond that provided with either Diovan or HCTZ alone and is not indicated for initial therapy. Diovan HCT is available in 80/12.5 mg, 160/12.5 mg or 160/25 mg tablets.

Diovan and Diovan HCT should be discontinued as soon as pregnancy is detected because they may cause harm or even death to the unborn child.

Diovan and Diovan HCT are contraindicated for patients who are allergic to any of the ingredients of the products. Because of the HCTZ component, Diovan HCT should not be taken by patients who have a history of reduced urine output or have had allergic reactions to drugs in the sulfonamide class. Side effects in hypertension patients have generally been mild. The most common side effects with Diovan in hypertension patients are headache and dizziness. The most common side effects with Diovan HCT in hypertension patients are headache, fatigue and dizziness. Volume and/or salt-depletion should be corrected in patients prior to administering Diovan or Diovan HCT or symptomatic hypotension may occur.

About Lotrel

Lotrel is a high blood pressure medication that contains two prescription medicines (amlodipine besylate and benazepril HCL) to lower high blood pressure in adults. **Lotrel is not for the initial treatment of high blood pressure.** Lotrel may be the right medication for hypertensive patients if certain other blood pressure medicines have not worked or have caused too much swelling.

Lotrel should be discontinued as soon as pregnancy is detected because it may cause harm or even death to the unborn child. Lotrel should not be taken if patients are allergic to any of the

ingredients of this product, or to an ACE inhibitor. In rare cases, a potentially dangerous swelling of the mouth and throat can occur. The most common side effects include cough, headache, edema (swelling of the feet, ankles, legs or hands) and dizziness.

Norvasc® is a registered trademark of Pfizer, Inc. The amlodipine active ingredient is supplied to Novartis Pharmaceuticals Corporation by Pfizer, Inc.

For more information or for full prescribing information for Diovan/Diovan HCT or Lotrel, go to “Prescribing Info/Quick Download” at <http://www.pharma.us.novartis.com> or call Anna Frable at 862-778-5388.

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