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ASIA EDITION

# Docquity and Novartis partner to tackle retinal health challenges in Malaysia

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**Improving retinal healthcare through greater education and access**

Docquity, Southeast Asia's largest network of healthcare professionals (HCPs), and global healthcare company Novartis, have announced a multi-year partnership in Malaysia to address the rise of retinal health challenges, such as diabetic macular edema (DME) and age-related macular degeneration (AMD).

The growing prevalence of diabetes in the country, currently estimated at 20% or one in five of the adult population, is associated with the increased incidence of DME.

Harnessing Docquity's insights-driven, omnichannel commercial capabilities under its Awareness to Advocacy (A2A) Programme, Novartis enhances retinal health education for thousands of ophthalmologists and medical retina doctors across the country, while increasing access to two products within its retina portfolio.

As part of Docquity's A2A Programme, Novartis connects with a wide base of its target HCPs across various relevant learning channels. This includes the latest clinical articles, infographics, and interactive webinars offered on the Docquity platform, as well as real-time updates on medical advancements via social media and chat forums.

Guided by insights into HCP preferences, Docquity's designated medical representatives offer tailored online and in-person assistance. Docquity will also facilitate HCP participation in key industry meetings, such as events by the Malaysian Ophthalmology Society Congress (MOSC).

Working with an extensive network of local distributor partners, Docquity will further support Novartis in increasing access to its retinal health products across Malaysia.