

Dear Doctor,

First, please know that we at Novartis Ophthalmics are thinking of you, your colleagues and families during these unprecedented times. As our “new normal” continues to evolve, I wanted to share a few updates on how we are responding to changes that align with current protective / preventative guidance and our company’s own requirement that all field representatives refrain from face-to-face customer interaction. I also want to affirm our continued commitment to be there for and with you and your patients, today and in the future.

Here’s what we’re doing:

- Leveraging our robust Virtual Support Specialist (VSS) capabilities. Within Novartis, US Ophthalmics has had an innovative virtual support team and infrastructure in place since 2016, and we were able to temporarily convert our entire field team to this platform, without diminishing the partnered support you need to serve your patients. Your current representative will remain the same, you will simply engage with them virtually, at your convenience, for the time being.
- Developing an option for patients to have easier access to Telemedicine/Telehealth services. We are moving quickly to provide patients access to a virtual eye care consultation option provided by an independent telemedicine provider. Patients who visit Xiidra.com will have the option and ability to access the independent telemedicine provider and request a virtual appointment with an eye care professional to ensure continuity of care.
- Strengthening our online sample support via the [Novartis Portal](#). Our online, self-service sample website lets you login and request eligible samples and literature items like co-pay cards. Profiles of the vast majority of the eye care professionals we serve are already in the Portal, and by the end of the month, we expect to have all of US ECPs uploaded. Of note, your representative is still your exclusive source for XIIDRA® (lifitegrast ophthalmic solution) 5% samples, which can be provided via virtual calls.
- Enabling access via the Novartis Patient Assistance Foundation, Inc. (NPAF) a non-profit entity within Novartis that supports access to prescribed Novartis medications for patients facing financial hardship who have limited or no prescription coverage. More information can be found on the NPAF website (www.PAP.Novartis.com) or by calling 800-277-2254. NPAF agents are available 8:00 AM to 8:00 PM ET and the fax number is 855-817-2711.

As we continue to closely monitor the COVID-19 situation and all regulatory and governmental guidance concerning it, I want to assure you that we will adapt quickly and appropriately to any changing conditions—and to your needs. We appreciate everything you do for your patients and will help wherever and however we can.

Sincerely,

Paul Smith
VP, Business Unit Head US
Eye Care
paul-2.smith@novartis.com



Novartis Pharmaceuticals Corporation
One Health Plaza
East Hanover, New Jersey 07936-1080

© 2020 Novartis

4/20

T-XIA-1388961