



Helsinn Collaborates with Lyfebulb to Support Patient-Driven Innovations for People with Cancer

Lugano, Switzerland and New York, NY, March 21, 2017 – Helsinn, a Swiss pharmaceutical group focused on building quality cancer care announces a collaboration with Lyfebulb, a patient-centric company that empowers patient entrepreneurs to deliver innovative products and solutions to patients living with chronic disease.

The collaboration will focus on recognizing patient entrepreneurs who are developing innovative ideas and concepts for better management of cancer using pharmaceuticals, biotechnology, medical devices and nutritional supplements. Linking entrepreneurs with senior team and board members from Helsinn and Lyfebulb will spotlight the entrepreneurs' efforts and ideas, and *provide professional discussion, direction, and inspiration.*

“This collaboration with Helsinn is an important milestone for Lyfebulb in our efforts to enhance patient-driven innovation in chronic disease,” **said Dr. Karin Hehenberger, CEO and Founder of Lyfebulb.** *“Continuing to build on the concept of patient entrepreneurs and the expansion of our Lyfebulb Entrepreneur Circle, are key components to our overall corporate strategy and clearly aligned with our Mission. These new entrepreneurs may help to transform the lives of patients.”*

Riccardo Braglia, Helsinn Group Vice Chairman and CEO, commented: *“At Helsinn we are committed to improving the quality of everyday lives of cancer patients and placing the patient at the center of everything we do is part of our daily work. My team and I look forward to the unique opportunity to learn from and be inspired by the patient entrepreneurs.”*

About Lyfebulb

Lyfebulb is a business focused on investing in innovative diabetes opportunities and empowering patient entrepreneurs to bring innovative products and solutions focused on chronic disease to market.

See www.lyfebulb.com, [Facebook](#), [Twitter](#), [Instagram](#), [Karin Hehenberger LinkedIn](#), and [Lyfebulb LinkedIn](#).



About the Helsinn Group

Helsinn is a privately owned pharmaceutical group with an extensive portfolio of marketed cancer care products and a broad development pipeline. Since 1976, Helsinn has been improving the everyday lives of patients, guided by core family values of respect, integrity and quality. The Group works across pharmaceuticals, biotechnology, medical devices and nutritional supplements and has expertise in research, development, manufacture and the commercialization of therapeutic and supportive care products for cancer, pain and inflammation and gastroenterology. In 2016, Helsinn created the Helsinn Investment Fund to support early-stage investment opportunities in areas of unmet patient need. The company is headquartered in Lugano, Switzerland, with operating subsidiaries in Ireland and the US, a representative office in China as well as a product presence in about 90 countries globally.

Please visit www.helsinn.com.

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