GBCHHealth is a diverse business coalition of companies and allied organizations aligned around a focused mission that we pursue through sharing knowledge, convening events, working in partnerships, celebrating our successes, representing business in key health settings and advocating for change. Our coalition fosters major collective impact that builds and sustains a healthier world now and in the future.
A Message from the CEO

In 2012, GBCHealth moved into its 11th year of engaging the global business community in helping address the world’s foremost health issues. I want to begin by extending a special thanks to our members and partners, and to GBCHealth’s remarkable staff, which together accomplish so much good in the world.

My personal association with the original ‘GBC’ dates back to 2003. In those early days, GBC was the pioneer organization engaging the global business community in the battle against HIV & AIDS. Through its collaborative programs designed to activate workforces, communities, nations and the world in the battle against HIV & AIDS, GBC established the foundation for leadership in global health that many member companies have demonstrated over the past decade.

Today, GBCHealth’s leadership continues to advance through new strategic initiatives with its members. For example, in 2012 the groundwork was laid for building workplace diabetes programs in China, strengthening corporate malaria initiatives in Africa and forging new public-private partnerships to slow the spread of HIV among youth in Kenya. These are just a few of the exciting initiatives launched over the past year.

In 2012, GBCHealth’s former CEO and President John Tedstrom left to pursue other opportunities, and we thank him for his six years of service in leading the global fight against disease with deep conviction and commitment. Following John’s departure, the GBCHealth board asked me to assume the role of acting CEO to help GBCHealth determine its future strategies and priorities for impact.

Early in 2013, GBCHealth announced a new strategic collaboration with the MDG Health Alliance, focused on accelerating progress towards achieving the health-related Millennium Development Goals (MDG numbers 4, 5 and 6). This collaboration enables GBCHealth and its members to strengthen their targeted engagement in addressing the world’s most important health goals. The MDGs expire at the end of 2015. While substantial progress has been made, much more remains to be done to achieve specific MDG targets for reducing child and maternal mortality and reversing the spread of HIV & AIDS, TB and malaria, with the ultimate goal of eliminating all these diseases.

As part of this strategic collaboration, we were honored to have Ray Chambers, the United Nations Secretary-General’s Special Envoy for Financing the Health MDGs and for Malaria, join the GBCHealth board as co-chair. Ray is a visionary business leader who has devoted over 30 years of his life to humanitarian causes. He is particularly known for applying the efficiency and discipline of the business sector to achieving health goals, such as the remarkable progress made in reducing child deaths from malaria.

We were also fortunate to welcome the following leaders as GBCHealth board directors in 2013: Philippe Douste-Blazy, United Nations Under-Secretary-General, Special Advisor on
Innovative Financing for Development; Charles Moore, former Executive Director, the Committee Encouraging Corporate Philanthropy; Bea Perez, Chief Sustainability Officer, The Coca-Cola Company; and Roxanne Spillett, former President and CEO, Boys & Girls Clubs of America. On behalf of GBCHealth and its members, I want to thank these new directors for their commitment to help advance the mission and purpose of GBCHealth.

If you had the opportunity to join the GBCHealth annual conference, held in May 2013, you saw our organization operating at its best. Feedback was very positive, with participants noting the high levels of relevance and authenticity of the speakers, attendees and topics. GBCHealth is the premier organization bringing together the business community with leaders and key stakeholders across the government, international agency and non-government organization sectors for the purpose of advancing health globally, particularly in developing and emerging countries. Our heightened focus on MDG attainment was integrated throughout the conference, aligning us with the foremost health goals of the global community.

In December 2003, I had the opportunity to travel with a high level delegation of health leaders to four countries in sub-Saharan Africa to experience the impact of HIV & AIDS first-hand. This delegation, led by GBC’s founding CEO Richard Holbrooke and U.S. Secretary of Health and Human Services Tommy Thompson, helped set the stage for a decade of deep engagement by GBC member companies in addressing disease pandemics that were ravaging many countries and threatening global security. Ten years later, we can look back with satisfaction on the tremendous progress that has been made, and with determination on what still remains to be accomplished. Now, as then, GBCHealth is a vital partner in the effort to advance the health and well-being of people and communities throughout the world. Now, as then, we are focused on the health goals and outcomes identified as the world’s highest priorities. And now, as then, we depend on your professional engagement and personal compassion to enable these goals to be reached.

Let me close by thanking you for your ongoing support. I look forward to our continuing work together.

Best regards,

Gary Cohen
Acting CEO, GBCHealth
In 2012, GBCHealth welcomed 30 new members into our coalition of 200 companies working to improve health, strengthening our collective efforts. The reach of our new members spreads far and wide, spanning Asia, Africa, Latin America, Europe and North America. They represent diverse industries including mobile technology, health, information technology, mining, consulting, chemical, energy and automotive. Several world-renowned non-profit organizations joined GBCHealth in 2012, including UNICEF and the TB vaccine developer, Aeras.

This growing network of companies and NGO, technical and government partners are aligned around **GBCHealth’s core mission:** to mobilize the power and resources of the business community to help solve global health challenges.
GBCH’s in-depth reports, surveys and deep-dive issue briefs advised companies on how to develop the strongest corporate malaria and TB programs, mHealth partnerships and workplace wellness platforms. We teamed up with GBCH’s member FTI to produce a seminal report on corporate trends in workplace wellness programs that address non-communicable diseases to help companies start or improve their own initiatives to lower NCD risk factors and improve employee health.

Our 13 Expert Connections webinars featured business, government and global health leaders speaking about today’s hot topics such as adding diabetes to the workplace wellness mix and practicing “shared value,” a management approach championed by our member FSG in which companies help solve social problems in ways that drive business opportunity. These webinars provided companies with the latest trends and guidance to inform their own strategies.

GBCH delivered three newsletters every month that kept businesses up-to-date and delivered key insights. News & Opportunities kept companies informed of timely news and the important work underway within our network. In addition, GBCH’s 2012 launched the Case Study of the Month, which honed in on a corporate health program to help companies learn from their peers’ experiences, and Insights, a monthly deep-dive exploration of a topic by an invited thought leader. Leading voices from the Bill & Melinda Gates Foundation, NCD Alliance, the Stop TB Partnership and companies, including BD, shared expert perspectives on health issues that matter to business.

GBCH’s unique expertise was sought at 25 conferences around the world. We shared our knowledge on corporate social responsibility at the CSR Asia conference where Executive Director Michael Schreiber delivered the opening keynote. Our staff delivered expertise on TB in the mining industry in South Africa, the business response to non-communicable diseases at the Economist’s New Responses to NCDs conference in Geneva and on mining health at the International Council on Mining & Metals’ Health and Safety Conference 2012.

GBCH was tapped to provide ongoing insight for TEDMED’s Great Challenges, an interactive multimedia dialogue on health and medicine led by leaders in their field.
“GBCHealth is one of the few venues where the world’s multinationals meet around the topic of health from all angles. Whether it’s about the wellness of their employees or the opportunity to develop new health technologies to serve new markets, companies recognize that they can learn and improve their knowledge about HIV, malaria, TB and chronic diseases.”

—KYLE PETERSON, MANAGING DIRECTOR, FSG
GBCHHealth Annual Conference and Dinner

More than 700 global health and business leaders came together for the two-day GBCHHealth Annual Conference in May in New York City, widely seen as the year’s can’t-miss event on business and health. The conference featured 67 inspiring speakers drawn from among the most influential voices in our field—from Dr. Mark Dybul, executive director of The Global Fund to Fight AIDS, Tuberculosis and Malaria, to Muhtar Kent, CEO of The Coca-Cola Company, to South African First Lady Madam Bongi Ngema-Zuma. Participants left with hands-on, practical ideas and the right connections to take their health work to the next level and forge new partnerships.

Together to End AIDS

GBCHHealth, in partnership with The Foundation for AIDS Research (amfAR), kicked off the 19th International AIDS Conference at a spectacular gala dinner in July at the Kennedy Center in Washington, D.C. Member companies joined entertainers and political leaders including Bill Gates, Sharon Stone, U.S. Congressional leader Nancy Pelosi, U.S. Secretary of Health and Human Services Kathleen Sebelius, UNAIDS’ Michel Sidibé and CNN’s Anderson Cooper. The evening highlighted the essential role of the private sector in driving progress on AIDS and rejuvenated efforts to deepen our multi-sectoral impact. An uplifting UNAIDS concert featuring Alicia Keys topped off the event.

Around the World

GBCHHealth hosted 26 events around the world in 2012 that strengthened the private sector’s role in improving health and saving lives. In South Africa, companies shared insights on how to run the most effective malaria programs. In Nairobi, firms rolled up their sleeves at a roundtable on tackling non-communicable diseases, and in Russia, companies teamed up to combat TB in the workplace. In Amsterdam, global business leaders helped craft a future global health agenda for when the Millennium Development Goals end in 2015. In Argentina, the private and public sectors partnered on ramping up health efforts in Latin America. In Bangkok, GBCHHealth brought together businesses to work with The Global Fund to Fight AIDS, Tuberculosis and Malaria on regional health issues. And in New York City, GBCHHealth and Massachusetts General Hospital’s Center for Global Health brought together the creators of emerging technologies that are reducing maternal, newborn and child deaths in developing countries.
“GBCHHealth is an excellent organization, serving as a hub for connecting the public and private sectors. Through GBCHHealth’s platform, I met a lot of important stakeholders and further improved the reputation of my company.”

— YONG DAM BONG, PRESIDENT AND CEO, HUB ONE
Partnerships are at the heart of our work, and in 2012 GBCHealth brokered and supported numerous collaborations. In Kenya, we brought several new private-public partnerships into the Partnership for an HIV-Free Generation/ Kenya, which works to reduce the spread of HIV among Kenyan youth. The programs connect with youth in creative ways—from teen-written magazine pages to TV and radio shows. One such MTV series, Shuga, was so popular that a sequel was launched in 2012.

Our Kenya office also partnered with Friends of the Global Fund Africa and Access Bank to train 2,000 small and medium enterprises in Nigeria, Ghana, Zambia and Rwanda in addressing HIV/AIDS, TB and malaria in the workplace. This partnership will lead to improved health among thousands of employees and their families. GBCHealth took on the leadership role for CAMA, the Corporate Alliance on Malaria in Africa, a group of companies that shares technical and programmatic expertise to combat malaria.

Our Healthy Women Healthy Economies (HWHE) platform delivered MoMENtum, a workplace curriculum to prevent gender-based violence and to engage male workers and their partners in family planning, HIV testing and counseling. HWHE also held a Business Action Summit with our member firm Accenture to mobilize collective action on women’s and girls’ health. Our five-day journalists’ training workshop with member Thomson Reuters in South Africa for reporters across the continent led to award-winning coverage in 2012 on women’s health issues.

In China, we partnered with Pfizer Global Health Fellows to begin developing workplace diabetes awareness programs for Chinese companies and multinational firms. Also in China, GBCHealth’s summer camp provided an enriching, fun and creative experience for 40 secondary school students from poor families in which someone has contracted or died of HIV. GBCHealth members actively engaged with campers.

Our members also announced a flurry of new and expanded partnerships in 2012, including Chevron’s to fight mother-to-child transmission of HIV in Africa, Eli Lilly’s to address tuberculosis and non-communicable diseases and BD’s to strengthen healthcare and laboratory systems in developing countries.

“Booz & Company’s partnership with GBCHealth has captured the imagination and dedication of our employees all over the world and has been an important contributor to our ability to attract and retain the best people.”

— CHARLES BEEVER, VICE PRESIDENT, BOOZ & CO.
GBHealth recognized companies with the best health programs through our prestigious and independently-judged Business Action on Health awards. Winners in 2012 ranged from a simple and safe device for male circumcision to help prevent HIV transmission in Africa to mobile technology for faster malaria reporting. At a gala ceremony attended by leaders in business, government and health, HEINEKEN received the Business Leadership Award for its trailblazing and longtime commitment to fighting HIV and malaria. And mothers2mothers won our Frontline Hero Award to honor its 1,500 HIV-positive mothers who deliver life-saving information and support to fellow HIV-positive women in Africa.
Representing Business in Key Health Settings

GBCHHealth experts were recruited in 2012 to represent the business voice on numerous influential platforms. We formed a Private Sector Constituency of key companies to inform the Southern African Development Community (SADC), composed of Africa’s 15 southernmost countries. GBCHHealth’s South Africa director was appointed by Roll Back Malaria to its Southern African Regional Network (SARN) Coordinating Committee, which coordinates malaria partnerships. And we joined the United Nations Population Fund’s (UNFPA) new private sector advisory panel to reduce maternal and newborn deaths in Kenya.

In our long-term role as the Private Sector Focal Point for the Global Fund to Fight AIDS, Tuberculosis and Malaria, we worked with dozens of committed businesses that brought their expertise, assets and voices to the world’s leading health funding agency. Facilitated by GBCHHealth, an advisory group of the most active companies supported the appointment of a new Global Fund executive director, the implementation of a major reform plan and the development of the Global Fund’s new approach to grant-making.

Advocating for Change

CEOs Oppose HIV Travel Bans

At the International AIDS Conference in July 2012, GBCHHealth launched a CEO Pledge calling for an end to travel restrictions for people living with HIV. By World AIDS Day on December 1st, almost 50 prominent executives from many of the world’s largest companies had taken a public stand by signing the pledge, including our members The Coca-Cola Company, HEINEKEN and Johnson & Johnson.

The World AIDS Day campaign included a front page Huffington Post op-ed by CEOs Kenneth Cole and Chip Bergh of Levi Strauss & Co., a full-page ad in the Financial Times, widespread media coverage and a press conference and panel session with GBCHHealth’s Executive Director Michael Schreiber at the United Nations. Companies spread awareness through a coordinated social media campaign that spanned corporate blogs and web sites and hundreds of tweets from CEOs and such public figures as Chelsea Clinton, former U.K. First Lady Sarah Brown and Virgin’s Richard Branson.

The pledge is an initiative of GBCHHealth, UNAIDS and Levi Strauss & Co. When the pledge was launched, 46 countries imposed HIV travel restrictions. There are now 44.
Our Collective Achievements

- Mobilized mining companies to help prevent child diarrhea deaths in high-need countries through a new **Mining Compact for Child Health**. Companies sign on to scale up zinc and oral rehydration treatment. Firms active in India and Africa have since expanded their commitments.

- Launched, with UNAIDS and Levi Strauss & Co., a **CEO pledge opposing HIV-related travel restrictions**. Signed by nearly 50 CEOs of major corporations, the pledge and advocacy campaign raised global awareness to end such restrictions in countries where they still exist. Two more countries have since lifted restrictions.

- Led the successful negotiation of three new public-private partnerships to cut HIV infections among Kenyan youth through the **HIV-Free Generation project**. This brought to five the partnerships using creative ways to reach teens and save lives.

- Galvanized Bayer, Standard Chartered Bank, Unilever and other companies active in Kenya to fight non-communicable diseases among their workforce and communities by co-hosting the **Business Action Roundtable on NCDs and Wellness** with member Kenya Shell Limited.

- Produced with our member FTI original research exploring key motivations for corporate investment to prevent and manage non-communicable diseases. The report equips companies to start or extend their own efforts to reduce risk factors and improve health among employees.

- Laid the foundation, in partnership with the Pfizer Global Health Fellows program, for workplace diabetes education programs across China to counter the country’s alarming rise in diabetes.
◆ Protected employee lungs in China and Russia: launched the China-U.S. Partnership on Smoke-free Workplaces with the Chinese Ministry of Health and U.S. Department of Health and Human Services and co-hosted a business forum in Moscow where participants adopted a resolution advocating smoking bans in all enclosed public places.

◆ Provided AIDS-impacted secondary school students from China’s Henan Province with an enriching week-long summer camp experience, in collaboration with the Chi Heng Foundation.

◆ Launched, in collaboration with six companies, a project that established badly-needed CD4 testing capability in rural regions of China’s Sichuan province hard-hit by HIV.

◆ Encouraged businesses in the Asia-Pacific region to invest in health by co-hosting in Bangkok the Global Fund’s first-ever business forum. Companies that have forged successful partnerships with the Global Fund shared their experiences.

◆ Released new research, with members Sentinel Consulting and Rio Tinto, documenting characteristics that make corporate malaria programs most successful. Several companies reported that they used the findings to strengthen their own malaria programs.

◆ Created a novel mechanism, the Private Sector Constituency, to lend the private sector’s voice and expertise to the 15 governments of the Southern African Development Community (SADC).

◆ Published in-depth e-case studies analyzing corporate wellness programs that companies worldwide are using to inform and strengthen their efforts.
A Clear Eye on the Future

GBHealth kicked off 2013 with major news. We teamed up with the MDG Health Alliance to accelerate the business community’s engagement in meeting the health-related Millennium Development Goals (MDGs). The private-sector-led MDG Health Alliance was launched in the U.S. at our annual conference in May 2012, and we announced our partnership in January 2013. At the same time, the MDG Health Alliance Chairman Ray Chambers, the global health visionary, businessman and U.N. special envoy, joined the GBHealth board as co-Chair and Gary Cohen, executive vice president at BD, was appointed our Acting CEO.

These exciting developments and leadership changes bring tremendous value to our members. The MDG Health Alliance was created at the behest of the U.N. Secretary-General and the new collaboration means that GBHealth is working more closely with the United Nations. The partnership also presents an opportunity for our member companies to play a leading role in driving achievement of specific U.N. health targets to improve child and maternal health and cut deaths from HIV/AIDS, TB and malaria.

Our collaboration with the MDG Health Alliance also helps deepen the work GBHealth began when we expanded our mandate in 2010 to take on broader health issues. Our Healthy Women, Healthy Economies initiative, for example, is continuing to push a lifesaving agenda in women’s and children’s health, including efforts underway in Southern Africa to engage businesses in desperately-needed cervical cancer awareness, screening and vaccination programs.

With the 2015 deadline looming for achieving the MDGs, the U.N.’s message is urgent: the global community needs the private sector’s expertise, assets and voice to accelerate progress. Our member companies have stepped up to this call for action, and GBHealth will continue to encourage and equip our members to deliver in 2013.
GBCH Health Awards

**Business Leadership Award:** HEINEKEN

**Frontline Heroes in Health Award:** mothers2mothers

**Business Action on Health Awards**

**Workplace/Workforce Engagement: General**  
**Winner:** Chevron Corporation  
**Commended:**  
- Safeway, Inc.  
- Vale  
- Volkswagen South Africa

**Workplace/Workforce Engagement: Special Focus on HIV/AIDS, Tuberculosis or Malaria**  
**Winner:** Freeport-McMoRan Copper & Gold  
**Commended:** Mabati Rolling Mills Ltd.

**Community Investment: General**  
**Winner:** Standard Chartered Bank  
**Commended:**  
- Kraft Foods Foundation  
- PepsiCo

**Community Investment: Special Focus on HIV/AIDS, Tuberculosis or Malaria**  
**Winner:** AstraZeneca  
**Commended:**  
- ArcelorMittal  
- Royal Dutch Shell plc

**Application of Core Competence**  
**Winners:**  
- Cisco Systems, Inc.  
- Sumitomo Chemical Company Limited  
**Commended:** SC Johnson

**Partnership/Collective Action**  
**Winner:** HP  
**Commended:**  
- BASF  
- ExxonMobil Corporation  
- Microsoft

**Technology for Health**  
**Winner:** PrePex by Circ MedTech  
**Commended:**  
- Dimagi Inc.  
- Metropolitan Health Risk Management (Pty) Ltd.  
- Vodafone Group PLC
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We’d like to extend our deep-felt thanks for the generous support from GBCHealth 2012 Members & Supporters

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Merck & Co., Inc.  
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Mota-Engil, SGPS, SA  
mother2mothers  
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Financials

**REVENUE**

- Membership Dues: 36%
- Contributions & Grants: 34%
- Special Events: 21%
- Other Income: 5%
- Donated Goods/Services: 3%
- Investment Activity: 1%

**EXPENSES**

- Program & Member Services: 77%
- Management & General: 12%
- Fundraising: 11%
OUR VISION
A global business community that is fully contributing its assets, skills, influence and reach to making a healthier world for employees, their families, and their communities.

OUR MISSION
To leverage the power and resources of the business community for positive impact on global health challenges.

OUR APPROACH
GBCHHealth accomplishes its mission by supporting members through the following efforts:

• Convening and connecting businesses, governments, multilaterals and civil society for the purpose of knowledge and idea sharing on global health

• Driving the creation of high-impact partnerships and collective actions

• Providing recognition and visibility to members for the global health work they support

• Championing best practices in business engagement on health

• Representing business in key global health settings

• Providing advisory services and guidance to individual members