

PRIVATE SECTOR GLOBAL HEALTH INITIATIVES

PRIVATE SECTOR PROGRAMS DEMONSTRATE A COMMITMENT TO GLOBAL HEALTH:

The private sector actively participates in the promotion and development of public health and is focused on reducing the risks of NCDs, strengthening health systems and promoting workplace wellness. The examples in this document highlight the types of global programs led by the private sector to positively impact:

- **Healthy workforces and families**
- **Access to effective diagnostics, treatments and healthy consumer products**
- **Healthy environments**
- **Strong education, training and research capacity.**

This short list is by no means an exhaustive list of private sector contributions. In order to successfully address NCDs, collaboration between all sectors is required. Without effective and strategic partnerships with major governments and multilateral organizations, the collective impact of these individual efforts will be grossly sub-optimized. Understanding how these individual efforts, areas of experience and innovation can be leveraged and harnessed by larger institutional bodies is a critical and practical step toward this global goal.

HEALTHY WORKFORCES AND FAMILIES: The private sector has a unique relationship and social contract with global communities, and with influence over employees and the environments in which they work, employers have tremendous power to lead in the world of health. NCDs affect the productivity and wellbeing of the global workforce and their families, and the private sector has a responsibility to maintain stability in these communities to promote general health and experience economic benefits. By implementing smoke-free workplaces and support programs, allowing opportunities for physical activity in the workplace, and providing necessary screenings for NCD prevention, the private sector can bring healthy living to global populations.

- Over 40 organizations have come together to join the newly established **Workplace Wellness Alliance**, a consortium brought together by the World Economic Forum and committed to advancing workplace health, well-being and productivity by sharing knowledge and promoting the use of standardized metrics. The Alliance is centered on the idea that physical activity and healthy dietary habits are effective in improving health-related outcomes and have a direct impact on employee productivity, corporate image and medical care costs. The companies participating in this initiative reach over 50% of the world's workers and by investing in health, they can improve productivity and more strongly contribute to the global economy.
 - In addition to supporting World Heart Day and other initiatives to curb tobacco addiction, improve nutrition and diet, and promote physical activity, the Alliance has create an application that allows companies to see the burden of chronic disease on their bottom line. This application also allows employers to see the cost savings when investments are made into workplace wellness programs.
 - **Johnson & Johnson** has put in place several initiatives as part of its commitment to workplace wellness. The company operates onsite wellness program that combine health coaching and prevention, occupational health, and mental health services. They also offer financial incentives to staff that achieve or maintain certain health standards and offer services like an onsite gym and other wellness facilities.

- **Humana** has created a program, Journey to Health and Well-being: An Integrated Approach, centered on finding ways to engage employees in improving their health and well-being, creating a culture of health and refining what works along the way. The approach relies on research and includes onsite and online wellness resources for employees, incentive programs and access to fitness centers.
- **Medtronic** has created a workplace wellness program called Total Health. This program proactively addresses preventable disease by looking at risk factors, including poor diet, smoking, obesity, high blood pressure, high cholesterol, and lack of exercise. Through this program, the company hopes to improve employee productivity, reduce absenteeism, and save millions of dollars in healthcare costs annually. Among its offering, Total Health provides Medtronic's global employees access to health screenings, weight loss, nutrition, exercise, and smoking cessation classes, organized sports teams, flu shots, walking programs and health fairs. Medtronic is also in the process of rolling out a wellness website customized by location, lifestyle improvement programs, and health coaching for employees.

ACCESS TO EFFECTIVE DIAGNOSTICS, TREATMENTS AND HEALTHY CONSUMER PRODUCTS:

Early detection is critical to addressing the long-term problems associated with NCDs. Through community education, improving access to diagnostic tools and treatment plans, developing outreach programs, initiating policy, and creating and responsibly marketing healthy foods and consumer products, the private sector will play a critical role in the reduction of NCDs. The private sector will also continue to invest in research and development to launch new and innovative technologies to address public health needs in both developed and developing countries, which will continue to improve the global population's quality of life.

- Type 1 diabetes in children causes high mortality in developing countries – a child diagnosed with diabetes in sub-Saharan Africa, for example, has a life expectancy of less than one year. The Changing Diabetes® in Children program is a **Novo Nordisk** partnership initiative that sets out to contribute to meeting the fourth UN Millennium Goal – to reduce child mortality – by breaking down the barriers that prevent children with type 1 diabetes in developing countries from receiving proper care. It is currently operating in six countries – Bangladesh, Cameroon, the Democratic Republic of the Congo (DRC), Guinea, Tanzania and Uganda. The program takes a holistic approach and aims to strengthen the capacity of the local healthcare systems and building long-term solutions for sustainable solutions. This includes the integration of a number of components:
 - Improvement of infrastructure and supply of medical equipment;
 - Training and education of healthcare professionals;
 - Provision of free insulin, blood glucose monitoring equipment and supplies;
 - Diabetes education of the children and their families;
 - Diabetes registry, monitoring and control; and
 - Sharing of insights and outcomes.
- **BD** and the National Cancer Coalition are collaborating to implement a cervical cancer early detection program to benefit 75,000 underserved women in Peru. With a goal to reduce the high cervical cancer mortality levels in the mountainous region surrounding Cusco, this extensive three-year program is set to conduct liquid-based cytology exams utilizing the BD SurePath™ Liquid-based Pap Test System. BD's commitment includes in-kind donations consisting of cash, product and technical expertise.

- **Sanofi** partnered with patient associations, healthcare professionals and authorities to be the first to sponsor schools for patients with diabetes in Ukraine. Since 2007, Sanofi has helped to fund more than 350 schools with more than 7,000 patients. The program also opened seven schools for diabetic children in 2010. Going forward, Sanofi plans to facilitate access to treatment by local production of quality human insulin, open 10 new schools for children, and conduct training program for diabetes nursing.

- **PepsiCo** and the **International Food and Beverage Alliance** address many of the key contributors to the global NCDs. In 2008, CEOs from member companies committed to take action in five areas. These apply globally:
 - To reformulate and develop new products;
 - To provide easily understood nutrition information;
 - To impose strict limits on marketing to children;
 - To promote physical activity and healthy lifestyles;
 - To participate in public-private partnerships in national and regional efforts with governments, NGOs and other stakeholders that raises awareness of NCDs and promotes better nutrition, and activity and exercise the world over.

- **Sanofi** has partnered with five key oncology hospitals to develop the “Actúa ConCiencia” initiative to improve the quality of cancer care in Mexico. Through this initiative, key opinion leaders have been trained on quality of care for cancer patients (focusing on breast and prostate), tumor committees have been created (multidisciplinary teams to diagnose new cases and make treatment decisions), clinical practice process has been standardized by the adoption and use of cancer guidelines.

- “My Child Matters” is a joint initiative of the **Sanofi Espoir Foundation** and the Union for International Cancer Control (UICC). Initiated in 2005, this programme is one of the largest initiatives in fighting childhood cancer in low- and middle-income countries. It aims to build local capacity to reduce inequities in childhood cancer survival in selected resource-constrained countries. It does this by enabling local partners, hospitals and NGOs to benefit from financial support, advice from international paediatric oncology, public health experts, and the South /South pooling of project experiences. “My Child Matters” has supported 40 projects in 26 countries and 23 projects across 18 countries still continue to benefit from the initiative.

- De Todo Corazón (“With All Our Heart”) is an innovative disease management program launched in 2004, made possible by a public-private partnership between **Pfizer** and Mutual Ser, a government-subsidized health maintenance organization in Colombia. The program is designed to decrease healthcare costs associated with cardiovascular disease among low-income patients residing in rural areas in six Colombian states. The program helps patients reduce the incidence of complications and catastrophic events and providing quality healthcare and improved quality of life to previously underserved patients. De Todo Corazón was designed in accordance with the guidelines developed by the Disease Management American Association (DMAA) and involves population identification processes, evidence-based practice guidelines, patient self-management education and compliance, process and outcomes measurement, and a routine reporting/feedback loop. Pfizer developed a software program to monitor various program components and calculate clinical and economic impact. Below are some key outcomes of the program to date.
 - *De Todo Corazón* provides ongoing medical training to 200 general practitioners, 20 specialists, 150 health promoters, 180 nurses and 50 bacteriologists.

- Patient adherence averages approximately 70 percent, which includes specialist follow-up visits once per year, frequent GP visits, nurse follow-ups, communication and educational activities.
 - Evaluation shows favorable trends, complying with goals and improvement/stabilization of cardiovascular risk factors. Results also suggest an impact on modifiable risk factors such as smoking, blood pressure and lipid profile.
 - Between 2004 and 2006 the number of patients suffering high cardiovascular risk fell from 55% to 46%. The number of patients fulfilling their LDL cholesterol goals increased by almost 29% in this same timeframe.
 - At the end of 2008, 74% of diabetic and non diabetic patients fulfilled their target diastolic blood pressure compared to 32% in 2004.

- In Trinidad and Tobago, Jamaica, Barbados and Bahamas thousands suffer from chronic diseases such as high blood pressure, high cholesterol, diabetes, Alzheimer’s disease, and depression. The “**Pfizer** Together Program” was created in October 2010 to enhance the knowledge of these conditions, promote treatment adherence, and ultimately make a positive impact on patients’ quality of life. The program targets low-income patients and brings together key external stakeholders such as physicians, patients and pharmacies around the common agenda of improving patient health outcomes. Since the program’s introduction, “Pfizer Together” has provided tools and information to a network of nearly 1,900 doctors to help them educate patients about chronic diseases. Through the program, eligible patients receive patient education materials and discounted prices for certain Pfizer medicines addressing cardiovascular diseases, depression, and Alzheimer’s and glaucoma, as well as access to a free telephone hotline that provides real-time answers about their diseases and medications. As part of the program, patients receive a membership card from their doctor in order to access program benefits. To date more than 300 patients have been enrolled into the program.

- Shoppers in the Philippines have their cholesterol levels checked and learn about the risks of cardiovascular diseases (CVD), a leading cause of death in the Philippines, through **Pfizer’s** “Just One Life” program. In partnership with the Philippine Medical Association (PMA) and shopping mall chain SM Supermalls, the program brings a wellness booth to popular shopping malls. Shoppers are invited inside the booth to get their cholesterol levels checked, to consult with doctors about their heart and health concerns, and learn more about heart attacks and high cholesterol from informational videos. As a result of ‘Just One Life” 2,305 new patients are now managing cardiovascular disease.

- Asia is estimated to have more than 60 percent of all people affected with diabetes. The Asia Diabetes Foundation Ltd was set up in 2007 by the Chinese University of Hong Kong (CUHK), and **Merck & Co., Inc** as a non-profit organization. The mission of ADF is to create and carry out activities and programs to benefit general public as well as the medical, scientific, academic and research communities. The first manifestation of this objective is the Joint Asia Diabetes Evaluation project called JADE.
 - JADE offers physicians across seven countries in Asia and India a structured, evidence-based disease management solution to conduct baseline appraisals and monitor patient progress via follow up assessments. JADE provides process, people and technological support for physicians, nurses and diabetes educators, which include empowering the patient to manage their condition helping prevent the onset for those "at risk," and achieving better control of their disease for those with a present diagnosis.
 - The CUHK Diabetes Care and Research Group provides a comprehensive assessment within JADE. This risk stratification program accords with the IDF recommendations and forms the basis of the Hong Kong Diabetes Registry. Implementation of this structured care protocol will help establish a consistent and standardized procedure for diabetes

assessment across the countries where JADE has been implemented, with the goal of enabling the sharing of best practices and empowering diabetes informed decision-making and self management.

- **Medtronic** Foundation has committed to support global Rheumatic Heart Disease (RHD) activities through grants to non-profits to fund awareness, early diagnosis and prevention efforts, advocacy and awareness among policy makers and health professionals, and the development of best practices for screening, treatment and follow up of patients identified with Rheumatic Fever or Strep Throat. RHD is one of the more prevalent, neglected NCDs of the poor with 200,000 deaths occurring annually in Africa alone, while it has been virtually eradicated in developed countries. Global mortality from RHD is over 350,000 annually. RHD is the most preventable cardiovascular disease and is the most serious complication of Rheumatic Fever. Acute rheumatic fever follows untreated cases of Group A Pharyngitis or Strep Throat. In addition to working with partners in South Africa and Rwanda, the Medtronic Foundation is also working with the World Heart Federation to position it as the leading international agency advocating for, convening and implementing programs to deliver RHD control across the Asian, South Pacific, South American and African regions, where RHD is prevalent.
- **Medtronic** Foundation supports Partners in Health (PIH) to increase awareness and prioritization of NCDs in the poorest countries and ways to strengthen health systems to address NCDs. PIH developed a demonstration site in three districts in Rwanda to strengthen NCD prevention, diagnosis and treatment, integrating NCDs in the primary healthcare system. The PIH framework connects community NCD healthcare providers with district hospitals; trains doctors, nurses and community health workers via a “train the trainer” approach; and incorporates the use of an open access electronic medical records (EMR) system developed by PIH. PIH is working closely with the Rwandan Ministry of Health on a national plan for NCDs, and the program is designed for replication by other countries. In this regard, PIH published a comprehensive Guide for Chronic Care Integration for Endemic NCDs, written for district-level healthcare providers and policymakers designing a health system for prevention and management of NCDs in very low-income settings. It is posted online for open access by all interested stakeholders who could benefit from the learnings and best practices. In addition, PIH led an initiative, with Harvard Medical School, Harvard School of Public Health, Brigham & Women’s Hospital, the NCD Alliance and others, to organize a conference on the “NCDs of the Bottom Billion” – to highlight to global policy makers the unique issues of NCDs in poorest countries, and to create a global community of professionals working on endemic NCDs. Finally, PIH also created a moderated online discussion group that allows open collaboration among global health implementers and organizations working on NCDs in very low-income settings.
- The global fight against NCDs and risk factors, such as tobacco use has largely been neglected when it comes to receiving development aid. Only 2% of the more than US\$44 billion dollars in foreign aid have been devoted to fight NCDs in the developing world. **Pfizer Inc** and the Pfizer Foundation recognized this funding gap and through the Global Health Partnerships initiative and have invested US\$47 million over four years in 31 promising cancer and tobacco-control partner organizations operating in 46 countries over four years (2008-2011). Pfizer’s GHP partners are focused on grassroots efforts to improve cancer-related outcomes and tobacco-control efforts through a variety of innovative projects to help inform new strategies for national NCD prevention and control. Over 97 million individuals reached through all GHP programs including public awareness efforts and campaigns, including:
 - Cancer screenings provided for over 20,000 individuals to support early detection;
 - 15,000 patients individually navigated through the healthcare system for cancer prevention, care and treatment;

- Over 263,000 healthcare workers trained in tobacco control treatment measures;
- 20,000+ smokers counseled to quit smoking; and
- Contributed to new smoke-free policies in Mexico, China, Brazil, Tunisia, and the Philippines.

HEALTHY ENVIRONMENTS: Improving the environments that private sector communities live and operate is vital to addressing the NCD challenge. By working with city planners to increase community mobility, investing in community-based activity programs that improve environmental conservation and urban renewal, and partnering with academics, civil societies and the public sector to promote physical activity, the private sector will maximize the productivity of its workforce and social benefits while playing a critical role in NCD reduction.

- **Johnson & Johnson** has partnered with local groups in Africa and in Asia to address health and environmental issues. In Kenya, it helped to open dispensaries from 2006 onwards. Previously, families had to travel six to eight hours to get to a health care facility. Most children were not immunized and mortality rates for women and babies were high. Education about how to purify water, prevent disease and practice good hygiene was nonexistent. The water wells were open, which exposed available water to contamination from the environment. Through the partnership, all of these aspects have improved, and wells were covered and pumps were installed to keep the water clean.
- In direct support of the need to improve physical fitness, **Nike** has partnered with leading research organizations to develop programs aimed at promoting physical activity for children. In China, Nike worked with Peking University to develop Let Me Play, a program that provides teacher training, curriculum and sports equipment for use in physical education classes, while also developing migrant kids' self-esteem and life skills. Since its launch in November 2006, the program has grown to reach more than 435,000 youth in 360 schools in seven cities (Beijing, Guangzhou, Zhongshan, Nanjing, Chengdu and Wuhan). Furthermore, it promotes social understanding between migrants and the urban population by engaging hundreds of university students annually as volunteer PE teaching assistants.
- In the U.S., **Nike** is one of the three founding partners of GOSmart: a national partnership between Nike, the National Head Start Association, and Playworks. Go Smart is designed to improve the health of pre-K children (ages 0-5) and their families through the development and dissemination of a high-quality early childhood physical activity program. The program focuses on training teachers on an effective curriculum, but also on the importance of including families and raising awareness with parents of the importance of physical activity for their young children.”
- **Medtronic** Foundation has partnered with the World Heart Federation (WHF) to create effective and sustainable programs to encourage healthy lifestyles in children. WHF did a meta-analysis of existing healthy lifestyle programs from WHF's 200+ members, held a workshop to identify successful programs and criteria for evaluation and sustainability, and created toolkits and an online resources center for members to replicate these programs.

STRONG EDUCATION, TRAINING AND RESEARCH CAPACITY: Companies work together with public and private sector partners to strengthen the human and institutional capacity aimed at building future cadre of NCD thought leaders, healthcare professionals and community health workers. The objective is to achieve the shared goal of NCD reduction and improved the overall health, vitality and wellness of populations through education, training community outreach and pragmatic research.

- **Medtronic** Foundation has partnered with the India Diabetes Research Foundation for an initiative in 10 Indian states to train 960 doctors, 600 health educators/dieticians, and 4,000 paramedical field staff in diabetes over five years. India has the world's largest diabetes population, estimated at 40 million, but many health professionals have little knowledge of the disease. IDRF will encourage participants to join in the establishment of a network of Diabetes Prevention & Control Centers, and will raise awareness of all stakeholders including policymakers, health managers, high-risk groups and the general population on prevention of diabetes and its complications.
- **Novo Nordisk** is among the first pharmaceutical companies to demonstrate a long term commitment to enhancing diabetes treatment and care in China. Novo Nordisk has been present in China for nearly 50 years, and in 1994, at a time of great turbulence in China, they intensified their focus and established an affiliate with the long term goal of changing diabetes in China by improving the availability, accessibility and quality of care in the country. Novo Nordisk pursued a holistic strategy that went beyond business as usual – provision of new innovative treatments and services – by also focusing on physician training, patient education, strengthening the healthcare system, public awareness, local production and R&D.
- Project HOPE and its corporate partners created a four year collaborative, India Diabetes Educator Project, to address the national diabetes crisis in India. As one of its corporate partners, **BD** is providing its technical advisory skills to help reach the goal of training over 3,000 healthcare professionals, including nurses, and dieticians, in diabetes education by the end of 2011.
- Since 2008, Project HOPE and its corporate partners, created the China Diabetes Education Program. This collaborative program established diabetes training centers, introduced a state-of-the-art training model, and developed diabetes education and training materials that have long been supported from the Ministry of Health and government. **BD** has contributed both financial and products donations to this collaborative program.
- The **Novo Nordisk** World Partner Project (WPP) was established as part of the company's commitment to strengthen the capacity of healthcare systems in developing countries. The program engaged a broad range of stakeholders to deliver sustainable and affordable long-term diabetes solutions. The Project was set up to help developing countries build their own diabetes healthcare strategies, train healthcare professionals and ultimately improve access to proper diabetes care. The WPP worked with local partners, usually health ministries and patient organizations, funded by a grant from Novo Nordisk.
 - WPP actions: Thirty-one WPP projects have taken place in Bangladesh, Malaysia, Tanzania, Zambia, El Salvador, Indonesia, China and India, resulting in concrete positive actions:
 - Improving healthcare capacity to diagnose and treat diabetes effectively

- Expanding diabetes care to rural areas
- Creating new diabetes clinics to increase access to care

In all instances the initiatives undertaken by the WPP continue to run and in some instances have led to scaled-up next generation versions of the project under the leadership of the local partner.

- Leading European experts from 14 academic institutions, eight pharmaceutical research organizations and one biotech company in the area of pancreatic β -cells (= the body's own insulin producing cells) officially launched the "Innovative Medicines Initiative for Diabetes" (IMIDIA) project. The IMIDIA project, led by **Sanofi**, is an important stepping stone in the development of better tools, biomarkers and understanding to enable the development of β -cell medicines – a key to an ultimate long-term vision: the cure for diabetes. IMIDIA is a unique collaboration of leading research groups in Europe focusing on necessary innovation coupled with the applications and evaluation of these results to develop new diagnostics, prognostics and therapeutics.
- **Medtronic** Foundation is a long-time partner of WiRED International. WiRED's mission is to provide medical and healthcare information in developing and war-affected regions. In the ten years since the project began, WiRED has installed more than 100 Medical Information Centers and Community Health Information Centers on four continents (Latin America, Africa, the Balkans and the Middle East). Among a range of programs, WiRED's Medical Information Centers deliver the latest technical information to professional health care providers, medical school faculty and students.
- Prevalent in developed and developing countries, mental disorders affect 450 million people worldwide. In developing countries, the treatment gap, i.e. the percentage of sufferers who are not treated, may be up to 90 percent. High stigmatization of these patients, together with low medical resources and high cost of treatment, explain the poor situation. In Morocco, **Sanofi** and the Ministry of Health made the first public-private partnership to develop care for patients with schizophrenia, in association with the League for Mental Health. The program, named FOSSAM, was first developed in Benslimane, a rural province close to Casablanca and Rabbat. It aims to raise awareness among families, local communities and health authorities, to train primary care physicians to diagnose psychiatric disorders and give first line treatments with the support of psychiatric help.
- E-diabete is an innovative educational program about diabetes, transmitted via low-speed internet and developed by the Université Numérique Francophone Mondiale (UNFM) (World French-speaking Digital University), in collaboration with the RAFT Network, Senghor University and **Sanofi**. Every second Thursday of the month, more than 1,000 healthcare professionals may attend an interactive session with the presence of local and international diabetes speakers. The program has met tremendous success since inception, garnering high levels of attendance, and has a presence in 18 French and English speaking African countries. It has also garnered widespread attention from press, particularly African media.
- In Emerging Markets, the growing burden of chronic disease, such as cardiovascular disease, diabetes and hepatitis, along with an increasing population and economic prosperity, is leading to an increased demand for branded generics. To address this need, **Merck & Co., Inc.** and Sun Pharmaceutical Industries Ltd., created a joint venture to develop, manufacture and commercialize new combinations and formulations of innovative, branded generics in the Emerging Markets. The companies will focus on 'innovative branded generics,' that bring together

combinations of medicines using platform delivery technologies designed to enhance convenience for patients in Emerging Markets.

- More than 60 medical residents, teaching faculty and career physicians take part in the **Johnson & Johnson** Global Health Scholars Program., which selects the most promising candidates from major American institutions, and sends them for six weeks or longer to one of six overburdened health care sites in places such as Eritrea, Indonesia, Liberia, South Africa, Uganda and Central America. The program gives visiting physicians and students an opportunity to learn how to diagnose and treat complex diseases, and gives patients access to more doctors who can contribute to better diagnoses and treatments. Working in remote and/or overburdened healthcare communities challenges most visiting scholars to think innovatively and resourcefully given the limited amount of medications and medical equipment, the long-processing times for basic tests, and the inability of patients to pay for expensive healthcare treatments. It is a highly beneficial and rewarding experience for both scholars and patients.

