

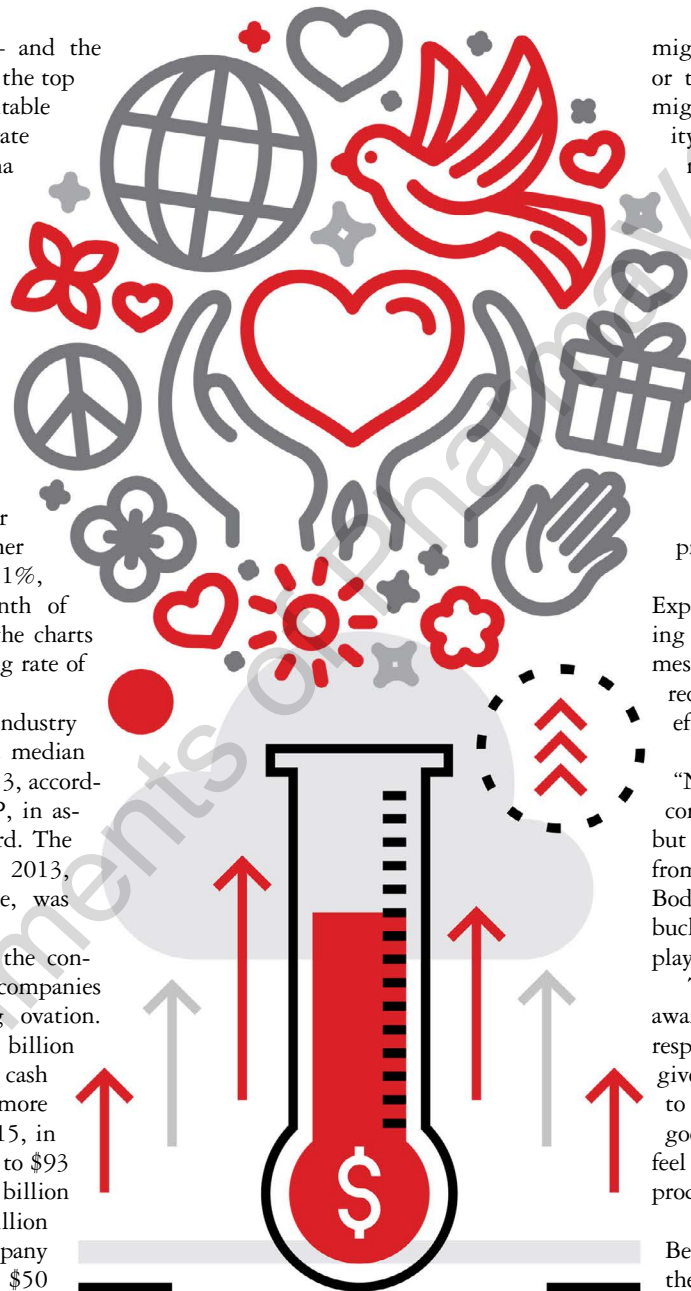
# Philanthropy: *Beyond the Numbers*

Pharmaceutical companies — and the industry as a whole — are at the top of many lists in terms of charitable giving, philanthropy, and corporate responsibility. Over the years, pharma has repeatedly been named as a top industry corporate donor, rivaled only by the finance industry. The Reputation Institute, The Chronicle of Philanthropy, The Conference Board, and others have been tracking the industry's efforts for decades. Ten years ago, pharma was the No. 1 industry in terms of giving back. In 2007, according to a Forbes report, pharmaceutical companies donated 1.51% of their worldwide sales to charity; no other sector at that time gave more than 1%, and many gave less than one-tenth of 1%. Drug companies also topped the charts with their 2007 per-employee giving rate of \$5,585 per employee.

Fast forward to 2013, and the industry gave 3.25% of its revenue, with a median total giving per employee of \$24,453, according to a report published by CECP, in association with The Conference Board. The median total giving for pharma in 2013, the most recent number available, was \$937.55 million.

The magnitude and variety of the contributions flowing from pharma companies could merit a collective standing ovation. Gilead donated a total of \$2.32 billion with almost \$500 million of it as cash donations. Pfizer reports it donated more than \$3 billion in medicines in 2015, in addition to cash contributions of up to \$93 million. Merck made a total \$1.82 billion in donations, including \$132.54 million in cash donations. Eli Lilly and Company made \$560 million total donations, \$50 million in cash. Bristol-Myers Squibb reported giving \$725 million in total donations, and \$27 million in cash.

Not only are the dollar amounts vast, but the plethora of philanthropic endeavors undertaken by the industry is just as mind boggling. From HIV clinics and screenings, to disaster relief, to improving infant mortality, providing access to vaccines and medicines,



education, nutrition, and so many other initiatives, the industry is impacting the world in some very positive ways.

But there is a problem. Not enough people are aware of these good works because the industry has traditionally been pretty quiet about them. Perhaps companies are worried about backlash from industry naysayers who

Pharma is touted as the most generous industry in terms of giving back, but many say its companies are missing opportunities to trumpet their charitable works.

might criticize the amount of money donated or they are worried that a skeptical society might not see the best motivation for its charity. Those are risks, but experts say that the rewards of better communication about its giving can only help raise the industry's reputation, value, and status in the eyes of consumers who wish to do business with companies that care.

"Pharma could definitely do a better job promoting its philanthropic endeavors," says Michael Brooks, executive VP, product registration (Americas), PRA Health Sciences. "Many people don't know that drug companies are among the most generous corporate donors and that much of that giving is in product donations."

Ken Begasse, CEO of Concentric Health Experience, conducted his own informal polling on the topic of pharma philanthropic messaging. Mr. Begasse asked several people to recall one pharma company's philanthropic effort.

"They couldn't do it," Mr. Begasse says. "Nobody was able to associate any pharma company with a connection to a social cause, but they could rattle off a number of efforts from consumer brands like TOMS, Bath & Body Works, Patagonia, Microsoft, and Starbucks. In my opinion, pharma needs a new playbook on how to self-advocate."

These brands, such as Patagonia, create awareness by communicating their corporate responsibility across all their messaging. This gives consumers one more reason to be loyal to the product or brand. When people feel good about what the company is doing, they feel good about spending their money on its products or services.

"Case in point, I buy Patagonia," Mr. Begasse says. "The product is expensive but the company has always had a long-standing commitment to protecting the environment, which is something its core customers thoroughly believe in. The company's social consciousness has led it to innovate, developing such as bathing suits made 100% from recycled bottles. The company's sustained clothing philosophy, a commitment to reducing its environmental impact, along with a socially responsible supply chain, and being an activist



Philanthropic efforts can help build trust and goodwill among key stakeholders, thereby enhancing corporate reputation.

**BRENDA COLATRELLA**  
Merck

## FAST FACT

**THE MEDIAN TOTAL GIVING FOR PHARMA IN 2013 WAS \$937.55 MILLION.**

Source: CECP, The Conference Board

in the cleanup of our environmental crisis are what make me feel good about my purchase.”

However, consumers can't feel good about what they don't know.

“I once saw an estimate that up to 13% of pharma companies' U.S. sales are given to non-profit organizations,” says Ed Mitzen, founder of Fingerpaint. “However, there is little doubt that drug companies are abysmal at promoting their social responsibility. When people complain about the high cost of prescription drugs, there is no mention of all the good manufacturers do to lower healthcare costs and absolutely nothing is discussed about their charity efforts.”

“Reputation and customer perception have long been an issue for pharma, and it is an industry that at its very core helps people,” Mr. Begasse adds. “It's time pharma takes charge of the narrative.”

And it's not like the industry doesn't have anything to brag about. Billions of dollars are flowing to a wide variety of causes. Last year, Gilead earned the No. 1 spot on The Chronicle

## Celebrating Anniversary by Doing Good



TBWA\WorldHealth, a global healthcare communications network, celebrated its first anniversary by kicking off an agencywide collaborative effort to “Do Good” on behalf of others in honor of World Health Day.

TBWA\WorldHealth mobilized its U.S. offices to give back via a two-tier initiative based on the agency's “Do Good” value's message, which states: Great work is fulfilling. We serve an even greater purpose, and measure our success by the impact we and our clients make on the world.

“Our one-year anniversary is an important milestone and we're celebrating through togetherness and community service,” says Robin Shapiro, global president, TBWA\WorldHealth. “One of our five values is ‘do good’ and it reminds us to stay focused on our larger purpose. Nothing makes us feel more connected than giving back.”

TBWA\WorldHealth offices kicked off World Health Day, April 7, with a multiregional

brainstorming session to initiate an agency-wide drive to assist a charity or cause they want to put their passion behind. Each individual agency group will then determine the activities that will support the charitable theme and coordinate their efforts on the same day in the near future.

The second initiative, spearheaded by Amy Gerstein, senior event planner of TBWA\WorldHealth, provided an immediate positive impact on the day-to-day lives of those less fortunate: hygiene kits for the homeless. Agency offices in New York, Chicago, Irvine, Calif., and San Francisco joined the effort to assemble kits on behalf of the Heartland Alliance, one of the world's leading anti-poverty organizations. Assistance from the offices services team and the agency's Culture Club provided Heartland Alliance's outreach team with 550 hygiene kits delivered via street teams to areas within Chicago where individuals are confronting homelessness.

of Philanthropy's list for its charitable giving. The rankings are based on a survey of the top 150 U.S. companies in the Fortune 500, as well as on information from public documents filed with the IRS and the SEC. In 2016 alone, Gilead donated almost \$460 million to organizations around the world working to improve the lives of people with life-threatening diseases. Gilead was also ranked by The Chronicle as second overall for its commitment to improving patient lives. According to Korab Zuka, director, public affairs, Gilead, the drug maker's partnership programs are designed to complement the company's scientific contributions in four key ways: reduce disparities, expand access, advance education, and improve local communities.

Gilead does make an effort to communicate its work with partners, and in 2015, the company published its first annual Corporate

Social Responsibility Report on its corporate website. The report was accompanied by three short videos focused on the company's sustainability, access, and giving efforts and the organization also communicated key performance highlights on social media.

“The pharmaceutical industry is improving its communication about its efforts through corporate social responsibility reports and more and more through digital media, including corporate websites and social media,” Mr. Zuka says. “We are proud of what we have been able to accomplish in this area along with our partners, and we feel it's important to communicate this great work.”

One way companies can spread the word about their philanthropic work is through their company annual corporate responsibility reports, their dedicated websites, and internal company-related communications.

## Paying it Forward

At the World Economic Forum in January, 22 leading biopharmaceutical companies launched Access Accelerated, a global initiative to advance access to non-communicable disease prevention and care in low and lower-middle income countries. Non-communicable diseases have reached a point of crisis, particularly in lower and middle income countries, where nearly 80% of NCD-related deaths occur. The goal of Access Accelerated, in partnership with the World Bank Group and the Union for International Cancer Control, is to work toward the United Nations Sustainable Development Goal target to reduce premature deaths from NCDs by one-third by 2030. Building on more than 100 long-standing individual company investments to advance NCD care in developing countries, Access Accelerated will bring accountability and transparency to existing efforts while also placing a specific emphasis on addressing access barriers to NCD prevention, treatment and care.

This is just one example of the hundreds, if not thousands, of corporate philanthropic initiatives and partnerships ongoing around the world at any moment in time. PharmaVOICE highlights a selection of these programs on a regular basis in its UpFront department. PharmaVOICE would be happy to showcase what your company is doing as part of its corporate responsibility initiatives. You can send your information to Taren Grom at [tgrom@pharmaVOICE.com](mailto:tgrom@pharmaVOICE.com).

Below is a short sampling of the ongoing efforts by some of the industry's top pharma companies.

► **Bristol-Myers Squibb Tackles Pediatric AIDS in Partnership with Botswana**

The government of Botswana entered into a new public-private partnership to treat children with cancer and blood disorders. The \$100 million initiative to create a pediatric hematology-oncology treatment network and care infrastructure is supported by \$50 million donation from the Bristol-Myers Squibb Foundation and matched

by \$50 million in additional philanthropy. The partnership includes Texas Children's Cancer and Hematology Centers, Baylor College of Medicine International Pediatric AIDS Initiative at Texas Children's Hospital, and the Governments of Botswana, Uganda, and Malawi. The comprehensive initiative called Global HOPE (Hematology-Oncology Pediatric Excellence) will build long-term capacity to treat and dramatically improve the prognosis of thousands of children with cancer and blood disorders in southern and eastern Africa. In the United States, 80% of children with cancer survive. In sub-Saharan Africa, the mortality rate is estimated to be as high as 90%, meaning that thousands of children die from cancer across Africa each year.

► **Johnson & Johnson Advances Commitment to Improve Global Health and Well-Being**

Johnson & Johnson made a five-year commitment to help advance the United Nations Sustainable Development Goals to help improve the health and well-being of men, women, and children around the world. The announcement comes along with an expanded commitment by J&J to further strengthen the resilience of refugee and displaced children and their families in Syria and its neighboring countries where the need is greatest. As part of its efforts, J&J has committed to ensure: 175 million individuals will benefit from its solutions that prevent, control, and eliminate global diseases; 650,000 health workers will receive development and training from the company and its partners to enable delivery of better quality healthcare; 50 million people will have access to safe, essential, and timely surgical care; and 60 million women and children will receive support and tools to enable a healthy future.

► **Lilly to Expand Global Access to Healthcare**

Eli Lilly and Company has launched an ambitious plan to increase access to quality healthcare and to improve long-term health for millions of people worldwide. Through investments in people, medicines, and health systems, Lilly aims to reach 30 million people

in resource-limited settings annually by 2030. Working with partners, the Lilly Global Health Partnership will help people living in communities with limited resources in Brazil, China, India, Kenya, Mexico, Russia, South Africa, and the United States. The cornerstone of this goal — known as Lilly 30x30 — is a five-year, \$90 million investment in the Lilly Global Health Partnership, which will improve access to treatment for diabetes, cancer, and tuberculosis. One-half of the \$90 million commitment will come from the Eli Lilly and Company Foundation; the other half will come from company funds.

► **Merck and the Royal Health Awareness Society Partner to Advance Women's Health in Jordan**

Merck has entered into a partnership with the Royal Health Awareness Society (RHAS) of Jordan to advance health awareness and education particularly on thyroid disease among Jordanian women. Women are five to eight times more likely to suffer from thyroid disorders than men. This partnership helps women to be more active participants in their local economies. The agreement is part of the global Healthy Women, Healthy Economies initiative, an innovative public-private partnership that explicitly links the issue of women's health and well-being with economic growth.

► **Novartis Launches SMS for Life 2.0 in Nigeria**

Novartis, in a public-private partnership, has launched a technology-based healthcare program called SMS for Life 2.0 in Kaduna State, Nigeria. The program aims to increase the availability of essential medicines and improve care for patients across the region by using simple, available, and affordable technology. The program uses smartphones and tablet computers to improve access to medicines and increase disease surveillance, helping to provide better care for patients. The initiative will introduce eLearning for local healthcare workers.

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Pharma's philanthropic efforts will never single-handedly solve the industry's reputation problem, but done well, they can help chip away at problem areas.

**WENDY BLACKBURN**  
Intouch Solutions

On the same Chronicle of Philanthropy's list, Merck ranked No. 12, and third in in-kind giving among organizations that donated more than \$1 billion in products and services.

"Through our proactive disclosures and communications, we believe we have an opportunity to inform, as well as increase trust and confidence with all of our stakeholders," says Brenda Colatrella, executive director, corporate responsibility, Merck. "Included in our reporting are the lessons learned and best practices from our philanthropic initiatives that contribute knowledge to the field and help advance progress in addressing significant global health challenges."

Merck recognizes that expectations for companies are now higher than ever before, and to be sustainable, the company needs to be innovative and profitable, as well as carry out business objectives in a way that protects the environment, supports communities, respects its employees, and demonstrates ethical behavior.

"Philanthropy is an important component of our commitment to corporate responsibility and also provides a visible demonstration of our efforts to improve access to health and strengthen communities where our employees live and work," Ms. Colatrella says.

Some communication experts believe the industry could be doing even more in terms of advancing awareness of its charitable initiatives, beyond the corporate reporting sites.

"Ranging from access programs to environmental sustainability to philanthropic donations, matching and other funding, pharmaceutical companies collectively do a lot more,

Whether through a marketing campaign or a centralized portal, philanthropic efforts need to be made visible so the press and the public can easily find them.

**JULIE ROSS**  
Advanced Clinical



Companies can make the fabric of their own organization stronger by helping others in meaningful ways.

**MICHAEL BROOKS**  
PRA Health Sciences

I suspect than the world realizes," says Wendy Blackburn, executive VP, Intouch Solutions. "To counteract this, pharma companies must consistently get the word out about all the good they're doing. This requires clear giving objectives that align with the corporate mission, partnering smart, implementing well, and communicating clearly and consistently. Above all, their intentions must come from the right place or the public will see right through it."

Julie Ross, president of Advanced Clinical, believes that the industry should be making a stronger effort to get the results of its good works publicized by using press releases and campaigns to increase the visibility of the positive stories.

"We don't see anything in the press about the millions of dollars these companies are giving back to their communities and the healthcare industry at large; these efforts need to be marketed so they are visible alongside what the press is picking up naturally," she says. "Whether it's through a marketing campaign, or a centralized portal, these efforts need to be made obvious so press and the general public can easily find them."

The lack of visibility causes a disparity

between what pharma actually does in terms of social responsibility and philanthropy and what consumers perceive they do.

"That's why it's important that we work to continually improve the two-way dialogue with the public on our initiatives," Mr. Zuka from Gilead says. "We need to remain transparent and be more vocal about the shared priorities we have with governments, community, academia, healthcare providers, and advocates to collectively address the world's biggest health challenges."

Unfortunately, there is a perception among consumers that pharmaceutical companies are only worried about profitability and their own bottomline but the reality is there are many, many companies that give quite generously, Mr. Brooks says.

"Pharma companies partner with many philanthropic organizations on a variety of projects to improve the health and well-being of people around the world, but sadly we don't always hear about those efforts," he adds. "Pharma companies need to proactively promote their philanthropic work as part of their overall corporate branding and marketing efforts and look for more ways to partner with charitable organizations that extend beyond traditional giving."

At Merck, robust reporting and communications efforts create an opportunity to engage with stakeholders.

"We believe it is important for the company to be transparent and authentic in communicating about how it conducts its business in a responsible and sustainable manner," Ms. Colatrella says. "By using multiple communications channels, targeted to specific audiences, we can help ensure that the company is reach-

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Pharma needs a new playbook on how to self-advocate.

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There is little doubt that drug companies are abysmal at promoting their social responsibility.

**ED MITZEN**  
Fingerprint

### Drug Companies Top List of Corporate Donors

The Chronicle's June 2016 report on corporate giving features 17 years of data on philanthropy among the country's largest public companies.

Corporation	Total Donations	Total Cash Donations	Product Giving*
Pfizer	\$3,239,724,812	\$93,326,327	\$3,146,398,485
Gilead Sciences	\$2,319,979,000	\$446,737,598	\$1,873,241,402
Merck & Company	\$1,815,978,000	\$132,539,000	\$1,683,439,000
Bristol-Myers Squibb	\$725,000,000	\$27,000,000	\$698,000,000
Eli Lilly and Company	\$560,000,000	\$50,000,000	\$510,000,000

**Notes:**

\* Product giving IDs are based on fair market ID unless otherwise indicated in an organization's notes; values provided are derived only from foundation data.

Abbott Laboratories, AbbVie, AmerisourceBergen, Cardinal Health, Johnson & Johnson were among the 81 companies that either declined to provide data for both 2014 and 2015 or did not respond to repeated requests from The Chronicle.

Source: The Chronicle of Philanthropy

to participate in company efforts. Companies measured business value of employee volunteerism using employee surveys to include questions about volunteering and job satisfaction. The conclusion is that employee volunteerism is crucial to engaging staff, boosting morale, and improving overall job satisfaction.

"People want to work with companies that give back," Mr. Mitzen says. "This is especially true of millennials, who not only want to give their business to caring companies, but want to work for them as well."

At Fingerprint, the staff is surveyed to identify causes that are important to them. Whether it's animal shelters, working with kids, helping the homeless, or stocking a food bank, by working with charities that are meaningful to the team, the company ensures long-term commitment to its philanthropic work.

"This ensures that our authentic approach to giving will reflect on our reputation within our communities," he says.

### Philanthropy as a Reputation Builder

Understandably, pharma companies have to be very clear that their charitable giving is solely for the purpose of improving the conditions of the world in which they operate. But once that goal has been determined and the organization begins to develop philanthropic measures, publicizing these good works could possibly help polish the industry's tarnished reputation.

"Generally, a company does not and should not engage in philanthropy to improve its rep-

ing the right audience with the right message through the right communications vehicle to help raise awareness and understanding of our commitment to corporate responsibility."

Mr. Mitzen says that creative PR and social campaigns that promote the cause first and the drug company efforts second would do wonders for public perception. In addition, the employees of pharmaceutical firms, who are often incredibly generous, caring individuals, need to do a better job of collectively participating in causes. "Disease awareness events, personal donations at work, and participation on charity boards will all help elevate drug companies' reputations," he says.

Creating greater awareness of philanthropic

works has benefits both inside and outside the organization. Increasing external awareness can inspire more customer loyalty, but internally, there are benefits too. Companies that make corporate responsibility and charity part of their DNA could experience greater employee morale and retention.

CECP, a coalition of CEOs united in the belief that societal improvement is an essential measure of business performance, conducted a poll and identified employees as the most important stakeholders influencing decisions to expand community investments. In turn, the report said, companies are expanding their socially motivated employee engagement opportunities to offer new ways for employees

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## Giving Back from our Experts

### ADVANCED CLINICAL



**JULIE ROSS**  
President,  
Advanced Clinical

Giving back is the core DNA of who Advanced Clinical is. This spirit not only aligns with our mission, “to make a difference,” but it helps us achieve a great sense of satisfaction that we are putting our time and talent to use in ways outside of our business to make an impact on our communities and in the lives of people around us. Advanced Community Works is an innovative program through which our employees are able to volunteer and earn money for a charity of their choice. Advanced Community Works supports both our employees and the charities they volunteer for.

Advanced Clinical also partners with charities that service underprivileged youth and adults. We feel it’s the best way we can create better futures and communities. Everyone in our organization can participate in supporting a variety of charities. For example, we work with the Cristo Rey network, which is a thriving association of high schools that use an innovative work-study program to provide affordable, Catholic education exclusively to families that have limited financial resources. We partner with The Cara Program, which prepares and inspires motivated individuals to break the cycle of homelessness and poverty, transform their lives, strengthen our communities, and forge paths to real and lasting success. Another Chicago-based program that we work with is Horizons for Youth, which provides low-income Chicago youth with scholarships, mentoring, and a support community. Horizons for Youth contributes a significant portion of each participant’s educational needs to attend a Chicago area private school. We also support Rainbow Days, which gives children hope for a promising future by providing them with skills

and support they need to make healthy choices, stay drug free, and believe they have a purpose.

In addition to these programs, Advanced Clinical also implements a President’s Club award program/ trip to recognize employees for their efforts from both a qualitative and quantitative perspective. The program includes an all-expense paid trip for each winner and their guest to celebrate together with the rest of the winners for their accomplishments and excellence throughout the year. In 2017, the trip incorporated a one-day service trip to Garland Hall, a local orphanage privately run by the Jamaica Baptist Union and sponsored by the Jamaica Baptist Women’s Federation. During their time at the orphanage, the team toured the home and played soccer, played on the jungle gym, played cards, flew kites, and spent time talking with the children and staff. In addition to the time spent, Advanced Clinical brought the children toys and toiletries, as well as purchased the orphanage a dishwasher.

### CONCENTRIC HEALTH EXPERIENCE



**KEN BEGASSE**  
CEO, Concentric  
Health Experience

At Concentric, our core values are courage, compassion, and community. We believe that these help our organization contribute to our society at large. This mindset led our organization to build the face of our social responsibility efforts, the Health Fix. In the past five years, the Health Fix has used our promotional dollars to not only raise awareness but to raise funds and even buy equipment to solve health crisis in underserved populations, poverty stricken communities in Africa, and closer to home and our hearts with [www.strongmom](http://www.strongmom). These efforts support our belief that it takes both courage and compassion to be an active agent of change within our communities, the Concentric community, and beyond.

### FINGERPAINT



**ED MITZEN**  
Founder, Fingerpaint

When we started Fingerpaint, we hired a person whose sole responsibility is to manage our corporate giving and community involvement in each of the four cities where we have offices. Instead of just taking on one-off projects or choosing the most obvious causes, Fingerpaint invests the time in building sustainable partnerships by delving into the interests of staff and clients. This is rare for a company with a staff of 165.

Giving back means more than just writing checks. Fingerpainters offer their time, talent, and resources to dozens of humanitarian and health-related organizations, connecting with causes close to their hearts while ensuring surrounding communities are cared for and appreciated.

In 2016 alone, Fingerpaint contributed more than 700 hours of in-kind/volunteer time; helped nine organizations with pro bono brainstorming sessions on branding, messaging, PR, and event assistance; attended or had a presence at 36 charity events; and even had an impressive 100% office participation in holiday giving efforts companywide.

Fingerpaint employees don’t mind getting involved in causes bigger than themselves, volunteering for cleanup days, food pantries, and homeless shelters. Whether they’re donating financially through pro bono work or through volunteerism, Fingerpaint employees commit to the community with the same passion they put into their work. From Philabundance in Conshohocken, Pa.; the Special Olympics in Saratoga Springs, N.Y., or Free Arts of Arizona in Scottsdale, Ariz., Fingerpaint continued to raise the bar on its philanthropy core value in 2016. In 2017, Fin-

utation, however, that is a natural byproduct of doing the right thing,” Ms. Ross explains. “However, when a company invests to make the world a better place and is giving to those who are less fortunate, it is highly likely that

its reputation will grow positively.”

Last year, the Reputation Institute published a report that measured the general public’s perception of the world’s top 14 pharmaceutical companies on the seven key ra-

tional dimensions of reputation: products and services, innovation, workplace, governance, citizenship, leadership, and performance. The citizenship dimension is where charitable and philanthropic efforts can improve a compa-



## Giving Back from our Experts

gerpaint plans to enact a companywide Day of Service for employees — in lieu of our summer picnic — the benefits of which will be felt nationwide.

All of these efforts have given our firm a wonderful reputation as “one of the good ones.” Clients value our philanthropic efforts and see it is a key indication of our culture and the way we will manage their business. We’re here to benefit clients and their customers, of course, but we also know we’re a force for good in the world. That makes Fingerpaint a special place.

### GILEAD



**KORAB ZUKA**  
Director, Public Affairs,  
Gilead

At Gilead we are inspired by the opportunity to address unmet medical needs for patients living with life-threatening diseases around the world. We recognize that patients and communities often face challenges in accessing the best possible care. Through our partnerships with more than 2,000 organizations worldwide, we are able to help expand disease awareness, address stigma, and create and deliver front-line services and care in the places they require the greatest support.

Through our scientific innovation, we have helped transform HIV infection from a fatal and debilitating disease into a chronic, manageable condition. Through our access initiatives, more than 10 million people had received our antiretroviral therapies in resource-limited countries — the regions hardest hit by HIV/AIDS in 2016.

We are proud to support our nonprofit partners worldwide, last year contributing almost \$460 million in grants to organizations working across all our therapeutic areas. In 2015 we were named the top corporate funder globally in the fight against HIV/AIDS, and we introduced a new program to support organizations engaged in HIV cure research.

As a company, our goal is to help end the AIDS epidemic. Through our corporate giving programs, we are able to partner with organizations in raising HIV prevention awareness; support people living with HIV; and partner with scientific, academic and community groups that are working in the field of HIV cure. As part of this effort, we have provided more than \$22 million in grants to more than 100 organizations working to raise awareness about HIV prevention since 2012, including 37 grants, totaling almost \$7.0 million, in 2016.

We also announced the HIV Cure Grants Program in 2016 to support academic institutions, nonprofit organizations, and community groups engaged in HIV cure activities. Through this initiative, we issued a funding opportunity announcement focused on the four pillars of what we were looking for to advance the field of HIV cure: translational research, animal studies, institutional support, and supporting community organizations.

In addition to the traditional research and science institutions, there were a few community-based grantees on the recipient list: AIDS Foundation of Chicago, Project Inform, and My Brother's Keeper.

The HIV cure grants program is one of many programs Gilead supports. Any given year, Gilead assesses about 4,000 proposals from various organizations that are grassroots-based, many of which do individual outreach in an effective way, which larger organizations could certainly learn from.

### INTOUCH SOLUTIONS



**WENDY BLACKBURN**  
Executive VP,  
Intouch Solutions

Intouch Solutions is passionate about paying it forward and does so through a number of ongoing philanthropic programs. Appropriately, our giving policy is centered around supporting causes related to both human and animal health. Last year, we donated more than \$100,000 to these causes. We provide employees with four hours of paid volunteer hours annually to use as they choose. We also sponsor a program called #ALLin where Intouch helps pay for employees to participate in health-related walks and runs. In 2016, Intouch supported employees who participated in more than 45 events across the country, raising awareness for 40 unique health-related causes.

### MERCK



**BRENDA COLATRELLA**  
Executive Director,  
Corporate  
Responsibility, Merck

Merck, known as MSD outside of the United States and Canada, is committed to improving healthcare quality and increasing access to care for underserved populations in select disease areas of global need and relevance to our business, including Alzheimer's disease, cancer, diabetes, hepatitis C, and HIV/AIDS. Through key partnerships and philanthropic initiatives, we

ny's reputation. The Global Pharma RepTrak shows that pharmaceutical companies' reputations are improving, and that the overall reputation is average with the general public around the world. These results show that the industry is not perceived as badly as many industry insiders think. These findings should encourage the pharma companies to engage and communicate more, the report says, because the general public wants to know more about the companies behind the drugs, and

today 44% to 55% of respondents are uncertain about what pharma companies are doing within the seven dimensions of reputation.

Ms. Colatrella from Merck says she believes corporate philanthropy can be effective in advancing reputation in terms of trustworthiness and respect.

“Philanthropic efforts demonstrate a company's interest in and commitment to being a good corporate citizen,” she says. “If done well and viewed as sincere, these efforts can

help build trust and goodwill among key stakeholders thereby enhancing corporate reputation.”

However, philanthropy alone is not sufficient, she adds. The reputation of a company is more likely to be determined by its broader commitment to corporate responsibility — that is, how it operates and whether it is achieving its business goals in a responsible and sustainable manner.

Increasingly, investors, consumers, em-

## Giving Back from our Experts

have made major investments in cross-cutting interventions with evidence of effectiveness to advance the quality of health services delivery, reduce healthcare disparities, strengthen health system capacity, and to empower patients as active participants in managing their own health.

In September 2011, the company created Merck for Mothers, a 10-year \$500 million initiative focused on improving the health and well-being of mothers during pregnancy and childbirth. Through this program, we are committed to using our business and scientific expertise to end preventable maternal mortality and we are already working in more than 30 countries around the world. Working closely with program leadership, advisory board, governments, international organizations, health experts, and those on the front lines, we are helping women across the world be well and learn more.

Merck also donates its medicines and vaccines through organized programs that address a particular disease or geographical area, and to a select group of charitable organizations for use in their ongoing humanitarian programs.

One of the most significant initiatives undertaken by the company to help improve access to medicines in developing countries is the Mectizan Donation Program (MDP). The MDP, established in

1988, is the longest-running disease-specific drug donation program and public-private partnership of its kind. The MDP aims to eliminate two tropical diseases from the world — river blindness and lymphatic filariasis. Latin America, Colombia, Ecuador, Guatemala, and Mexico have received verification from the WHO that river blindness has been eliminated, thanks in part to Merck's efforts.

Merck also provides financial support and the expertise of its employees through grant and volunteer programs that address critical health and selected social issues in communities where we have a major presence. Last year, as the company celebrated its 125-year anniversary, Merck employees surpassed their goal of completing 125,000 volunteer hours, logging more than 214,000 hours. We encourage employees to give back to their communities and support causes and nonprofits that are important to them, provide professional development experiences through skills-based volunteerism, and strengthen the capacity of our nonprofit partners. A key program in the company's employee engagement portfolio is the Merck Fellowship for Global Health. The Fellowship is a three-month, field-based corporate pro bono program designed to leverage the skills and talents of our employees in meeting the capacity development needs of nonprofit partner organizations to provide meaningful improve-

ments in health services delivery for people in the greatest need around the world.

### PRA HEALTH SCIENCES



**MICHAEL BROOKS**  
Executive VP, Product  
Registration (Americas),  
PRA Health Sciences

Our passion to help others extends far beyond our daily work. Our PRA Cares mission is to inspire kindness and empower action. In 2016, we cycled from Brussels to Amsterdam and raised money for Doctors without Borders. Our City to Shore cycling team in New Jersey raised money for MS research. Thanks to an employee-led grassroots 10-week effort, we were the top fundraiser for an NC Triangle Leukemia and Lymphoma Society event. We packed care kits for Heart to Heart International to help those in crisis around the world. Our staff in Italy volunteered to help build tents at a camp for kids with chronic diseases. We donated backpacks and school supplies for abused and neglected children. Our employees have no shortage of ideas on how to give back to their respective communities and we are proud of all that they have accomplished.

employees, policymakers, and other stakeholders are placing more emphasis on social and environmental responsibility in determining their views on a company's reputation.

"For example, at Merck, the number of inquiries related to environmental, social, and governance issues increased about five-fold in 2016," Ms. Colatrella says. "Ultimately, a company's reputation often depends on how key stakeholders perceive different aspects of a company's behavior and performance. Corporate responsibility and reputation are thus linked as mutually reinforcing or enhancing components of a company's business value."

Mr. Begasse thinks this is where many pharma companies fail. Many do support patient communities and further clinical research efforts in underserved populations and impoverished countries with free drugs, care, and money. But does their social consciousness hold up under scrutiny?

"As an industry, we are philanthropic and certainly that is being a good citizen," he says. "But it's important to delineate benevolence from social consciousness, and it is here where our industry can do better."

Organizations that live their purpose have the right to actively communicate and advocate this purpose, as it is authentic and enduring. The long-standing issue at play has been pharma doesn't put social consciousness at the core of its corporate strategy, and this can no longer continue. In today's consumer-powered marketplace, it's noticeable.

"It's true, pharma companies are appreciated for their contribution to medicine through innovative products but instead of being known for their impact on patients, they're known for their focus on profits," Mr. Begasse says. "Putting social responsibility as a linchpin to their organizational vision goes beyond taglines and donations; it must be demonstrated and celebrated."

Pharma's philanthropy efforts will never single-handedly solve the industry's reputation problem, but, done well, these can help chip away at problem areas, Ms. Blackburn says. Additional ways of helping the industry's reputation include opening up the lines of communication — being accessible, building relationships, and delivering on the promise of patient-centricity. Working hard to make products more affordable and accessible is, of course, critical as well.

"We make a living by what we get, but we make a life by what we give," says Mr. Brooks, borrowing a quote often attributed to Winston Churchill. "How you give back matters. When a candidate contemplates a career opportunity, or when a potential partner considers collaborating, they want to know what your company stands for and do you put your money where your mouth is. By helping others in meaningful ways you make the fabric of your own organization stronger." <sup>PV</sup>