

BY KIM RIBBINK

# Good CITIZENS

THERE ARE MANY FACTORS THAT GO INTO MAKING A COMPANY A GOOD CORPORATE CITIZEN, FROM THE PRODUCTS THEY MAKE TO HOW THEY INTERACT WITH CUSTOMERS AND PARTNERS TO THEIR REPUTATION AS AN EMPLOYER. INCREASINGLY, LIFE-SCIENCES COMPANIES ARE PLACING AN EMPHASIS ON PHILANTHROPY AND VOLUNTEERISM AND ARE EAGERLY SEEKING WAYS TO GIVE BACK TO THEIR LOCAL COMMUNITIES AND BEYOND.

**T**he pharmaceutical industry comes under a great deal of criticism from politicians and the general public, but much of the value companies offer to society is misunderstood or goes largely unnoticed. This includes the donations made by many companies, from large-scale drug donations in many developing nations to selling drugs at cost in poorer nations to patient assistance programs abroad and in the United States. But it also extends well beyond these programs into areas not necessarily related to their products or even healthcare.

The companies, profiled in this two-part PharmaVOICE special feature to be published in the May and June issues, have embraced the concept of corporate good citizenship and philanthropy. Many of these companies have dedicated divisions for philanthropy and volunteerism. Amgen, for example, established its Amgen Foundation in 1991 as a vehicle for the company's numerous philanthropic endeavors, and AstraZeneca and Roche both have long histories of philanthropy.

Large or small, these companies and their employees are demonstrating not only what it is to be a responsible corporate citizen but also what it is to be an enlightened and community-minded organization.



## AMGEN Personal Commitments

**SINCE ITS FOUNDING IN 1991, THE AMGEN FOUNDATION HAS MADE ALMOST \$110 MILLION IN LOCAL AND NATIONAL GRANTS TO SCIENCE EDUCATION, PATIENT CARE, AND COMMUNITY INITIATIVES.**

One program that the foundation has supported since 1992 is the Amgen Staff Volunteer Program (ASVP), which encourages staff members to contribute their time and talent to a wide range of community programs.

In late 2006, Amgen launched the revamped ASVP, creating a grant component through which for every 15 hours that staff members volunteer at a nonprofit organization, the Amgen Foundation will make a \$500 grant to that organization.

"We had anecdotal information of Amgen professionals volunteering with nonprofit organizations, but we had never tracked those efforts," says Eduardo Cetlin, senior manager of corporate contributions. "As 2007 was a pilot year for the new program we started off relatively small; we created an online tool so staff members could track their hours and request grants. We charted approximately 16,000 hours volunteered at about 150 nonprofit organizations. We have high hopes for the program now that we've seen that the tool works."

With more than 4,000 nonprofit organizations on the company's database, staff members have a lot of flexibility to support the issues that are important to them.

One Amgen employee, Teri M., is a pharmacist who volunteers at the Westminster Free Clinic, an organization that offers free primary



Eduardo Cetlin helps 6-year-old Camilo M. with his reading at Park Oaks Elementary School in California.

healthcare services in locations around Ventura County, Calif., where Amgen is located. Teri fills prescriptions for patients and she sits on the organization's board.

Since much of the money the clinic receives is restricted, the Amgen grants connected to her volunteering enable the organization to direct money wherever it is needed, she says.

Another thriving volunteer program was established three years ago through one of Amgen's affinity groups. These are staff associations that provide mentoring and networking

opportunities as well as develop and strengthen community partnerships.

Members of the Amgen Latin Employees Network initiated a program that brought together Amgen staff to tutor children at Park Oaks Elementary School in math and reading. Most of the children speak English as a second language and their parents speak mostly Spanish. As a member of the Latin network, Mr. Cetlin was drawn to the program.

"I joined this program a few months ago and it's been a wonderful experience," Mr. Cetlin says. "These children have a lot of

potential and the tutors help them work toward success in the classroom."

He has been tutoring a 6-year-old boy, Camilo M., and over the months he has witnessed huge improvements in Camilo's reading skills.

In addition, by using the grant money from the Amgen Foundation the school volunteer activity has been able to extend its reach. The program director Ana Alvarez, who works for the school and volunteers her time for the after-hours program, has set up a program for the parents, running a parenting skills workshop, literacy skill sessions, and even a domestic violence prevention program.

At the moment, the ASVP initiative is only open to Amgen's U.S. and Puerto Rico staff, though Mr. Cetlin says he does envision the program will expand to other countries where Amgen has offices.

Going forward, the Foundation is working on an initiative to increase awareness about ASVP. Mr. Cetlin is optimistic that more staff will be encouraged to get involved.

As another Amgen volunteer, David K., a researcher at the company, puts it: "Everyone is so busy, it is easy to tell yourself that you don't have time to volunteer. But once you do it, you realize that it doesn't take that much time and it really does make a big difference." ■



## **ASTRAZENECA** A Good Ambassador

**DOING GOOD WORK BOTH AT THE OFFICE AND IN THE LAB AND BEYOND IS WHAT ASTRAZENECA AND ITS EMPLOYEES STRIVE FOR, AND IN THAT VEIN THE COMPANY CREATED THE ASTRAZENECA AMBASSADORS PROGRAM TO ENCOURAGE, TRAIN, AND ENABLE EMPLOYEES AND RETIREES TO VOLUNTEER FOR COMPANY-ENDORSED NONPROFIT ORGANIZATIONS.**

The Ambassadors come from all functional areas — line workers, scientists, administrative coordinators, and senior executives — and employees are encouraged to participate in community programs they are passionate about. The commitment to volunteering by AstraZeneca staff is

extensive: 75% of the workforce at the Wilmington, Del., headquarters has volunteered at least once over the past two years.

One program, the ElderBuddy community service program run in partnership with The Family & Workplace Connection, matches AZ

Ambassadors with elderly people in need of companionship.

"Through ElderBuddy, AZ Ambassadors provide regular visits to elderly people living in nonprofit senior housing, assisted living, or long-term care facilities," says Angela Bourgiannis, senior manager of corporate community alliances.

The program began when the company's corporate community alliance department approached The Family and Workplace Connection (FWC) in late 2002 to develop a one-



Volunteers from AZ Healthcare Heroes spruce up the outside of a local community health center.

on-one elder visitation program. AstraZeneca then provided FWC with a contribution to develop and manage what would become ElderBuddy. FWC selected nonprofit senior housing facilities within a 10-minute drive of AstraZeneca's U.S. headquarters.

The process of finding elders who could benefit from companionship and matching them with AstraZeneca volunteers began. That was followed by training, which was conducted by

FWC. The visits began in spring 2003 and the program has expanded since then.

"Participating in the ElderBuddy program has been one of the most impactful things I've done while at AstraZeneca," says Laura Woodin, manager of media relations for AstraZeneca US.

Another Ambassadors' initiative, Healthcare Heroes connects volunteers with patients at a grassroots level. More than 1,500 Healthcare

Heroes partner with healthcare facilities in the Wilmington area to volunteer in the children's wings or waiting rooms or organize fundraisers to meet the needs of various local facilities.

"Those that want hands-on involvement can interact with patients directly; those that aren't as comfortable in such a role can work behind the scenes at a facility, making phone calls or performing other clerical functions," Ms. Bourogiannis says. "Or they can participate in collection efforts, helping to gather and deliver items to facilities. Or they can simply make monetary donations. Each level of participation is equally important."

For the most dedicated AstraZeneca volunteers, there is the opportunity to join the Ambassadors Circle program. Each of the 27 Circle members assumes added responsibilities as the primary volunteer contact to one of the 140 nonprofit organizations in the Delaware Valley that AstraZeneca supports. Circle members also enjoy professional development opportunities for career advancement.

Harry Hatzipavlidis, Ambassador Circle Member for NAMI (National Alliance for Mental Illness), has volunteered, and/or coordinated a volunteer activity, at least once a year over his past 10 years at AstraZeneca.

"By volunteering our time, we help charities and nonprofit organizations conserve funds, and it provides me with the opportunity to connect with the local community," he says. "Volunteering is fun and doing it with a team helps to build deeper relationships and increased camaraderie." ■



## HANA BIOSCIENCES

### Drawing Support

**SEARCHING FOR A WAY TO MAKE A DIFFERENCE IN THE LIVES OF CHILDREN WITH CANCER, ONCOLOGY-FOCUSED BIOTECH COMPANY HANA BIOSCIENCES CAME UP WITH A CREATIVE IDEA.**

The company worked in conjunction with the Lucille Packard Children's Hospital affiliated with Stanford University to develop what

came to be called the BraveArt program, sponsored through donations from Hana and its employees. Through the program, an art ther-

apist comes to the hospital to work with the children.

"Art therapy has become a very popular practice in hospitals for adults and kids, particularly with kids because the art helps young children express how they are feeling through their artwork," says Remy Bernarda, director of



Standing in front of the wall of children's drawings from the BraveArt project are Hana's President and CEO Steven Deitcher, M.D., Biao Lu, Ph.D., Senior Director, Biostatistics, Christopher Salentine, Ph.D., VP, Manufacturing and Chemistry, and Michael Imperiale, M.D., VP, Clinical Research Operations.

investor relations at Hana. "It gives the doctors a way to gauge their pain, sadness, or sleepiness index, things like that."

Once the program was under way, Hana invited the art therapist to discuss the program and its effects on the kids with employees.

"Her feedback has been that it is a very positive and well-received program," says Hana's President and CEO Steven Deitcher, M.D. "Also to honor us, she brought along framed examples of the children's art, and we now display those through the main space of our offices. That way all Hana employees get to see them."

The financing for the program was kicked off with the Pacific Cup sailing trip from San Francisco to Hawaii, for which a former Hana executive raised funds from employees and then donated the funds to BraveArt. The donations initially were raised by word of mouth and going forward the company is looking at other ways to raise funds, perhaps through charity walks.

The goal longer-term is to expand the program to other pediatric cancer hospitals.

"Ideally, we would like to expand the program and have it be not just donations coming from employees but even reach out to others in our industry and beyond," Dr. Deitcher says.

The program has profoundly touched Hana's employees, many of whom have seen loved ones battle cancer.

"We've probably all been touched by cancer in one way or another; some of us have family members, others close personal friends who are either struggling with cancer or have died because of the disease," says Hana employee Bill Bleker, who works in drug safety. "I have a sister who died at the age of 5 from acute lymphoblastic leukemia. BraveArt is a wonderful program that offers children with cancer and who are undergoing immense suffering an outlet to express themselves, especially those who might not have yet developed the vocabulary to explain how they feel." ■



## GENZYME

A Give Approach

**MORE THAN 200 ORGANIZATIONS HAVE BEEN RECIPIENTS OF GENZYME'S G.I.V.E. (GENZYME INVESTS IN VOLUNTEER EFFORTS) PROGRAM SINCE ITS INCEPTION IN 2000.**

Originally called Dollars for Doers, the company piloted the program in its home state of Massachusetts with 12 events resulting in awards of just more than \$6,000. The program went nationwide in 2001 and in 2005 it was renamed G.I.V.E. Last year, Genzyme had 86 events and awarded almost \$240,000 in G.I.V.E. grants. The program helps Genzyme to support team efforts in volunteerism and has the added benefit of helping employees develop leadership and professional development skills while volunteering, says Genzyme's Corporate Communications Specialist Sarah Millerick.

A broad range of organizations are beneficiaries of the program. In the past year alone, volunteers have contributed time and money to a wide variety of organizations, with funding bolstered by the G.I.V.E. program. Among them are the Cystic Fibrosis Foundation, which G.I.V.E. supports through the Great Strides Walk in which employees participate and raise funds; the American Cancer Society (New England), for which Genzyme employees raise funds via the ACS Daffodil Days fundraiser; and Brightside Manor, a provider of housing and support services for lower income seniors.

"Each holiday season, a group of almost 25 employees from Ridgefield, N.J., organizes a visit to the senior center," Ms. Millerick says. "They plan a party for the seniors and hand out almost \$5,000 worth of gifts donated by employees from their facility. On behalf of their efforts, Genzyme awarded a supporting G.I.V.E. grant of \$4,000."

Local community support is another key driver for volunteers, and the G.I.V.E. program also helped to support several local schools. Recently, the Miriam McCarthy School in Framingham, Mass., received a \$10,000 grant on behalf of employees who coordinated a holiday gift drive in December, with the funds going to support an after school theater program called HAAM (Hilarious Acting at McCarthy).

Individual employees embrace the spirit of G.I.V.E., volunteering in their own way to causes that touch them.

Rhiannon Kitson from Oxford, United



Genzyme employee Rob Reed leads a team in the MS Bay to Bay Bike Ride.

Kingdom, led a team of seven employees from Genzyme Therapeutics on a two-day, 65-mile

trek through Cambridgeshire to raise funds for the Oxford Children's Hospital, and their



## **AVEO** A Safe Place

### **THE PLIGHT OF HOMELESS CHILDREN HAS REALLY TOUCHED EMPLOYEES AT AVEO PHARMACEUTICALS.**

It began when Tom Mullin, facility specialist at the company introduced his colleagues to a philanthropic partnership with the Salvation Army. Mr. Mullin had participated in volunteer activities with the Salvation Army earlier in his career, and realizing that the Cambridge, Mass., chapter was just blocks away from AVEO's office, saw it as a perfect opportunity to encourage his colleagues to share his passion for contributing to families in need.

Three years ago, Mr. Mullin initiated AVEO's participation in the Salvation Army's "Get Teddy Ready" event in which AVEO employees dress teddy bears in donated cos-

tumes to give to children and the elderly in need around the holidays. The inaugural Get Teddy Ready in 2005 resulted in AVEO employees dressing 30 bears, and in its third year the number has almost tripled to 84 bears.

A central part of the program involves AVEO volunteers reaching out to children from Our Place, a day-care program at the Salvation Army in Cambridge for children living in homeless or battered women's shelters.

Last October, AVEO organized its first Halloween event for the children at Our Place. The Fun Committee at AVEO collected dona-

efforts resulted in the hospital receiving a grant of \$2,000. For her dedication, Ms. Kitson's peers honored her with the 2007 Activist Award.

"It has taken me some time to realize that true volunteers make things happen and since being awarded the 2007 Activist Award I have realized that as long as your actions align with your personal values then there are no limits to what you can do," Ms. Kitson says.

For the past seven years, Rob Reed of San Diego has led a team in the MS Bay to Bay Bike Ride. Participating in the ride has made Mr. Reed conscious of the devastating effects of multiple sclerosis and has brought him into contact with those who suffer from MS.

"It is hard to imagine going through life with MS; getting on a bike and riding 150 miles is the least that I can do," Mr. Reed says.

Mike Phipps, a Framingham, Mass.-based Genzyme employee is finding ways to give back to the local community. Each year, he leads the Genzyme Gift Drive and last year almost 200 employees shopped for and wrapped gifts or donated funds to fulfill the wish lists of more than 100 children. Because of the huge effort, Genzyme granted the largest possible G.I.V.E. grant of \$10,000, which was used in various ways by the five elementary schools involved, including helping to fund the building and maintenance of a handicap-accessible playground. ■

tions for candy and new and used Halloween costumes for the children.

"On Halloween day, 36 children and chaperones from Our Place visited the AVEO offices dressed in the donated costumes to trick-or-treat, stopping at employees' desks to collect Halloween treats," Mr. Mullin says.

Recently, employees made Easter baskets to deliver to the children at Our Place and organized their annual springtime clean up of the Our Place playground. And for the past two summers, AVEO employees have organized an ice cream social, complete with an ice cream truck, for the children at Our Place, its staff, and AVEO employees.

Support continues throughout the year with collections for bikes, toys, car seats, and

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any other items that may help a child or family in need.

“Many AVEO employees donate their lunch hours to read to children at Our Place as part of the National Education Association’s Read Across America program,” Mr. Mullin says.

Families in need are a central focus for the

volunteers and when a new battered women’s shelter opened in the area, employees raised donations for items for the women and their children.

Employees make monetary donations for food coupons, raising nearly \$2,000 last Christmas. Employees also adopted 10 local

With Easter baskets ready for delivery to the children at Our Place, AVEO volunteers hope to put a smile on the faces of children in need. From left the volunteers are: Brooke Esteves, Associate Director, Clinical Research, Mike Morris, Facility Specialist, Monette Cotreau, Director, Clinical Pharmacology, Tom Mullin, Facility Specialist, and Mary Burt, Executive Assistant.

families last Christmas so that they could enjoy holiday meals and presents.

The volunteering is done on an individual basis; AVEO does not fund these activities on a corporate level. Volunteers at the company get a great deal out of the experience.

“The AVEO family has been fortunate to have the opportunity to interact with and help these children,” says Monette Cotreau, director, clinical pharmacology. “It reminds all of us of the tremendous needs that exist in our community and allows for us to give back.”

Colleague Brooke Esteves, associate director, clinical research, concurs, saying: “From a personal perspective, having the opportunity to interact with these special children has given us the opportunity to teach our own children about the importance of helping others. Seeing the smiles on these children’s faces and hearing their laughter is a precious gift that we feel very lucky to receive.” ■



## SHIRE PHARMACEUTICALS

### Getting Connected

**WHEN SHIRE PHARMACEUTICALS OPENED ITS DOORS IN CHESTER COUNTY, PA., IN FEBRUARY 2004 IT QUICKLY BEGAN HIRING STAFF, EACH OF WHOM RECEIVED A NEW LAPTOP ON JOINING THE COMPANY.**

Three years later, when the company’s Information Services (IS) team began the task of upgrading laptops for its Pennsylvania-based employees — which now numbered almost 900 — it was left with a question: what to do with the hundreds of good-quality laptops it was replacing.

After much thought and research, Matt Cabrey — who oversees the company’s media relations, internal relations, and community relations — decided to approach Wireless

Philadelphia, a nonprofit organization that was started about two years ago. Wireless Philadelphia’s mission is to provide wireless Internet access across Philadelphia and to bridge what it calls the digital divide.

“Basically that means helping those who don’t have access to a computer or who don’t have access to the Internet,” Mr. Cabrey says.

At the time Shire reached out to Wireless Philadelphia, the nonprofit had been battling some negative publicity over whether its model

could be successful. This followed a series of difficulties when its service provider, Earthlink, decided to abandon plans to advance municipal wireless service, as well as the perception that the initiative was a project of outgoing Mayor John Street and its future under newly elected Mayor Michael Nutter was not yet defined.

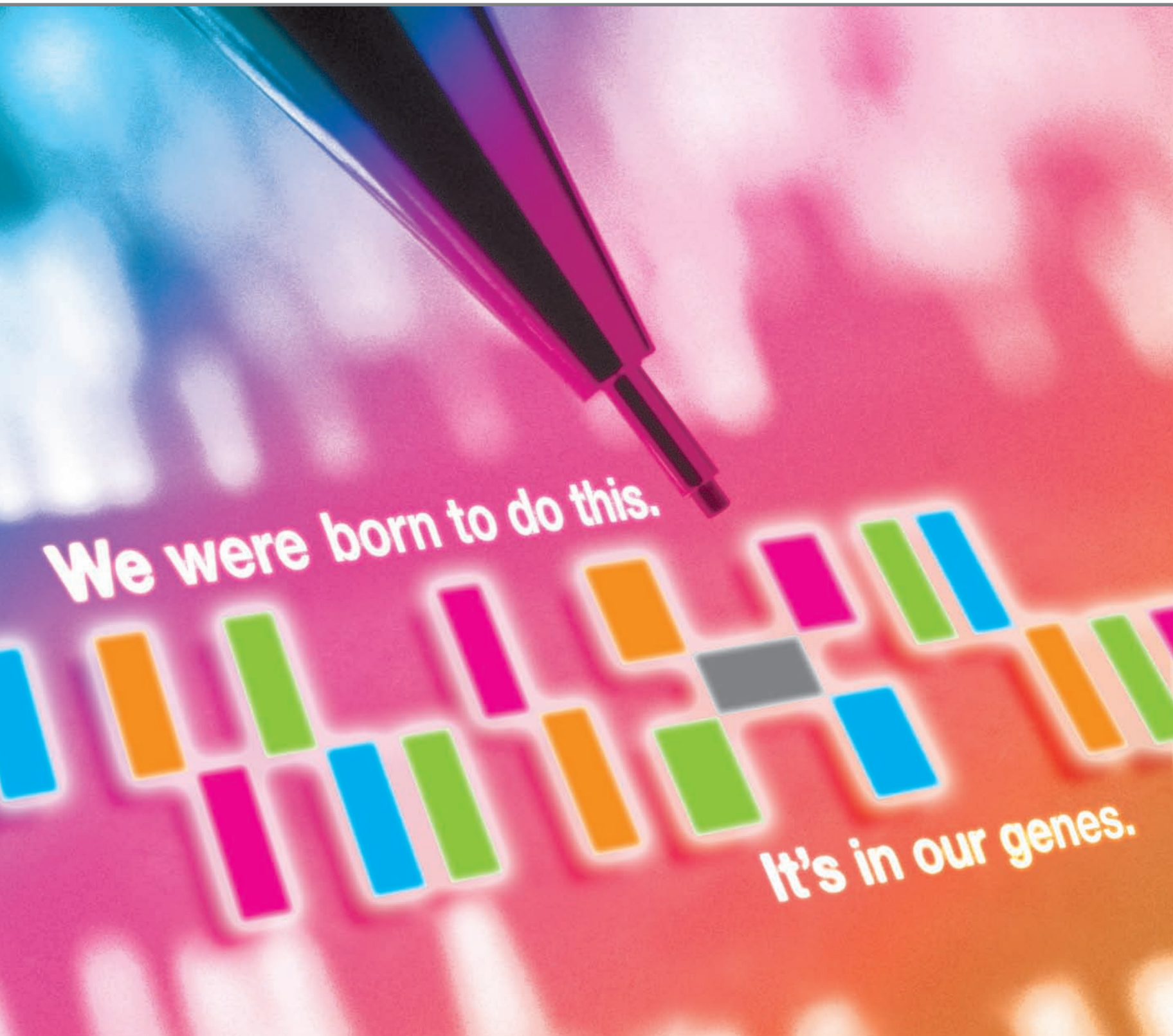
“The team at Wireless Philadelphia was thrilled to receive our help; it was just the kind of positive opportunity they needed to show there was value in the mission,” Mr. Cabrey says.

Shire ended up donating 447 laptops that its IS team had cleaned and refurbished and delivered in laptop bags.

Since then Wireless Philadelphia has been

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making the laptops available to those in need through partner nonprofit organizations that work in underprivileged neighborhoods. These include The School District of Philadelphia, People for People, the Re-Entry of Ex-Offenders Program, and the Community Women's Education Project.

Mr. Cabrey says the initiative is all part of Shire's philosophy of partnering with community organizations that help the entire region be

more successful and thrive. Shire's relationship with Wireless Philadelphia continues, with the pharma company helping the nonprofit to further its exposure and advance its goals.

"We've agreed to pay for time with a local public relations agency to develop a communications plan intended to help take Wireless Philadelphia to the next level," Mr. Cabrey says. "It includes, for example, meeting with the editorial board of the Philadelphia Inquir-

er, writing guest opinion pieces to appear in local media, and other ways to increase awareness about the positive effects of Wireless Philadelphia and encourage other businesses to get involved."

To that end, Shire has reached out to the Eastern Technology Council, a venture capital fund group that was established to bolster investment and growth of the technology industry, and later the life-sciences, in southeastern Pennsylvania.

"The plan is to host a breakfast meeting, with costs to be underwritten by Shire and drawing on the technology council's membership contacts, to provide a forum for the Wireless Philadelphia team to discuss its goals and encourage those who attend to get their companies involved," Mr. Cabrey says. ■



## MEDIMMUNE In the Trenches

### FROM HEALTH OUTREACH TO EDUCATIONAL PROGRAMS TO GRASSROOTS INITIATIVES, MEDIMMUNE PROVIDES BOTH FINANCIAL AND HANDS-ON SUPPORT TO COMMUNITY SERVICE PROGRAMS AROUND THE WORLD.

One particular initiative involves the company's sales organization and centers around the annual meeting that brings together the sales people and the home staff, about 600 employees.

"About three years ago, they added community service at the meeting to do some team building and also to give back to the community," says Toni Stiefel, director, internal communications and community relations. "For our third year, we wanted to take on a project that would keep everybody busy

and to see what we could do to really provide a lasting impact."

In 2007, the company initiated a project with KaBOOM!, a nonprofit that provides playgrounds for low-income communities, to build a new 7,000-square-foot playground at the Palomar Family YMCA in Escondido, Calif.

For the event, the company provided a financial donation, and about 600 MedImmune employees donated their time to build the playground.

The volunteer day, when the playground would be built, was scheduled for June 20, 2007. A couple of weeks before, some of the MedImmune staff met the kids in the daycare center and asked them to draw their dream playground.

"There were about 20 kids, and they drew the most incredible pictures and then each stood up and did a presentation of what his or her perfect playground would be," Ms. Stiefel says. "While we thought they might come up with outrageous things we could never meet, so many of the things that they were asking for were quite possible with the pieces of equipment that KaBOOM! works with."

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MedImmune's Jamie Lacey, Senior Director, Media and Public Relations, pushes a wheelbarrow full of concrete in preparation for building the playground in Escondido, Calif.

Examples included a fire truck, a slide that twists around, spring-loaded jumping blocks, and a rock climbing wall; and the emphasis from all the children was bright colors.

Ahead of the big day, Ms. Stiefel reached out to her local colleagues, such as Jamie Lacey, senior director, media and public relations, and to MedImmune's California-based staff for help on some preparatory work, including digging ditches and setting concrete.

"There were about 20 of us on the pre-build teams, including about 10 people from the Mountain View, Calif., office and we were very grateful they came," Ms. Stiefel says. "Jamie and I were on that team, and I don't

think either of us had ever worked so physically hard in our lives."

The big day brought in the rest of the MedImmune team — more than 600 volunteers — who spent the day building the playground. And with several kids on site that day, the volunteers also had an opportunity to interact with the children who would benefit from their hard work.

"People were thrilled that it was so organized and that they had an opportunity to participate at various levels; there were community members directly involved so they had direct interaction, and there were a lot of kids on site that day," Ms. Stiefel says. "Being able

to see the fruits of their labor at the end of the day was also a thrill."

Going forward, MedImmune hopes to partner again with KaBOOM! and is talking about doing another project in the Washington, D.C., area where the bulk of the company's employees work.

"The reason we have so much interest in this from our employee base is that two of our core values are a strong work ethic and an entrepreneurial spirit, and I think both of those really fit into volunteering," Ms. Lacey says. "There's a real pleasure in being out there and taking ownership in a project that can live beyond the walls of the office and the lab." ■

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## ROCHE

### Teaching for the Future



Lisa Hawkins, Lester Elementary School Principle Greg Mingo, Bob Barile, Cindy Lewis, Jan Chatlosh, Melanie Garand, Brandon Shealy, and Tecali Carroll from Roche celebrate their efforts.

#### **FOR MANY ROCHE EMPLOYEES, COMMUNITY OUTREACH AND VOLUNTEERISM IS AS MUCH A PART OF THEIR LIVES AS THEIR PROFESSIONAL PURSUITS.**

From volunteering time at food programs to involvement in environmental sustainability programs to educational outreach, community service is integral. One area that holds particular interest for Roche's volunteers is education. Roche employees from the Nutley, N.J., campus and Roche South Carolina (RCI) dedicate their time to helping children in local schools, with a particular focus on science.

In 2001, a federal grant encouraged partnerships between schools and companies, and Roche became involved with Lester Elementary School in Florence, S.C. While the grant ended in 2005/06, the relationship between Roche and the school had been cemented and support continues through a local budget.

Brandon Shealy, a chemist with RCI, has been a tutor from the start and became team coordinator in 2006. He says the special needs curriculum coordinator for the school, Lisa Hawkins, aligns the program with the teacher's standard curriculum. This past year has seen an increased focus on the sciences to help bolster students' scores.

Overall, though, the goal is to provide a positive adult role model for the kids.

"The first 10 minutes of the weekly class are used to mentor the kids and address any thoughts or questions they may have," he says.

Students also enjoy an opportunity to visit the Roche campus to see where their tutor works. Additionally, RCI helped the school complete a career project.

"Roche supplies the tools that scientists use while working in the laboratory, such as safety glasses and lab coats," Mr. Shealy says. "We also sent Lester Elementary School pictures of scientists exploring different compounds in the lab and we had a Roche researcher answer a questionnaire about the job of a scientist. This is really interesting for the kids, as Roche tutors cover a cross section of the RCI site."

In the Nutley site, a similar story of long-term dedication is evident in the volunteer activities of Sherrie Pietranico, Ph.D., research leader, discovery chemistry. Dr. Pietranico has been a tutor and role model for many years.

Dr. Pietranico cochairs the science fair at

Watchung Elementary School, conducts science programs for students, and gives lectures at schools on drug discovery. And she has long been involved with the Student Enrichment Program for Paterson third-graders at the Edward W. Kilpatrick School.

While work and other commitments mean Dr. Pietranico cannot devote as much time to tutoring as she has in the past, she still loves to get involved with students and encourages them to embrace science. She conducts a "chemistry in the kitchen" project to enlighten students about what chemists do.

Dr. Pietranico says growing up in Harlem, N.Y., she never met a chemist. She was the first African-American woman to graduate from the University of Pennsylvania with a Ph.D. in organic chemistry and loves an opportunity to provide a positive role model for African-American children.

"For Black History Month, I did a science program at Liberty Science Center to teach the children about famous African-American scientists, and they did hands-on science in honor of the scientists," she says. "Parents sent me e-mails to express that it inspired their children to want to be scientists. It was very rewarding." ■

**Giving Back (part one) ...**

**AMGEN**, Thousand Oaks, Calif., is a human therapeutics company in the biotechnology industry. The company's philanthropic division, The Amgen Foundation seeks to advance science education, improve quality of care and access for patients, and support resources that create sound communities where Amgen staff members live and work. For more information, visit [amgen.com](http://amgen.com).

**ASTRAZENECA**, Wilmington, Del., is an international healthcare business engaged in the research, development, manufacture, and marketing of prescription pharmaceuticals and the supply of healthcare services. For more information, visit [astrazeneca-us.com](http://astrazeneca-us.com).

**AVEO PHARMACEUTICALS**, Cambridge, Mass., is a biopharmaceutical company

focused on the discovery and development of novel cancer therapeutics. For more information, visit [aveopharma.com](http://aveopharma.com).

**GENZYME CORP.**, Cambridge, Mass., is a biotechnology company focused on rare inherited disorders, kidney disease, orthopedics, transplant, cancer, and diagnostic testing, and is also conducting research into immune disease, infectious disease, and other areas of unmet medical need. For more information, visit [genzyme.com](http://genzyme.com).

**HANA BIOSCIENCES INC.**, South San Francisco, Calif., is a biopharmaceutical company focused on acquiring, developing, and commercializing innovative products to strengthen the foundation of cancer care. For more information, visit [hanabiosciences.com](http://hanabiosciences.com).

**MEDIMMUNE**, Gaithersburg, Md., a wholly owned subsidiary of AstraZeneca, is focused

on cardiovascular/gastrointestinal disease, neuroscience, oncology, infection, respiratory disease, and inflammation. For more information, visit [medimmune.com](http://medimmune.com).

**ROCHE**, Nutley, N.J., is one of the world's leading research-focused healthcare groups in the fields of pharmaceuticals and diagnostics. The company also commits to citizenship efforts, especially in areas surrounding Roche facilities, with the goal of becoming familiar with the social, educational, medical, and other needs that contribute to a healthy community. For more information, visit [rocheusa.com](http://rocheusa.com).

**SHIRE PHARMACEUTICALS**, Wayne, Pa., focuses on attention deficit hyperactivity disorder, human genetic therapies, gastrointestinal, and renal diseases. For more information, visit [shire.com](http://shire.com).

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**FEATURED GOVERNMENT ADDRESS:**

## NAVIGATING THE DEMOCRATIC AGENDA

The Honorable Henry A. Waxman,  
U.S. Congressman, United States,  
California District 30

Mark Blum, Executive Director,  
America's Agenda:  
Health Care for All

Barbara Bonfiglio,  
Senior Corporate Counsel,  
Pfizer Inc

Marc Boutin, Executive Vice President  
and COO, National Health Council

Randy Burkholder,  
Associate Vice President, Policy,  
PhRMA

Jeff Gabardi,  
Senior Vice President, State Affairs,  
America's Health Insurance Plans

Jean Paul Gagnon, Director,  
Public Policy, sanofi-aventis

Valery Gallagher, Director,  
U.S. State Government Affairs,  
Baxter Healthcare

W. Bradford Gary,  
Vice President, Government Operations,  
Allergan, Inc.

Todd Gillenwater,  
Vice President, Public Policy,  
California Health Care Institute

James Greenwood, President and  
Chief Executive Officer, BIO

Tim Hermes, Senior Director,  
Government Affairs, Sepracor Inc.

Joff Masukawa, Senior Director,  
Government Relations and Public Policy,  
Shire plc.

Ronald Miller,  
Senior Director, Public Policy,  
Bristol-Myers Squibb

Ryan Saadi, Vice President, Global  
Health Outcomes and Strategic Pricing,  
Genzyme Corporation

Jean Slutsky, Director,  
Center for Outcomes and Evidence,  
Agency for Healthcare Research  
and Quality

Grace-Marie Turner, President,  
Galen Institute

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