

A BLUEPRINT FOR SUCCESS

How a Sustainable, New Partnership Model Can Improve
Access to Medicines and Save Lives in Evolving Healthcare Systems

EVENT SUMMARY



Geneva, Switzerland ■ 25 May 2017



Overview

Non-Communicable Diseases (NCDs), such as cancer and diabetes, kill 40 million people each year - equivalent to 70% of all deaths globally¹. Of these deaths, 31 million are from so-called low and middle income countries¹. There is a pressing need for us to explore and identify new partnership models that can address barriers to access to healthcare that affect the lives of millions globally.

Convened by Takeda, in partnership with Amref Health Africa and Cancer Alliance, the 'Blueprint for Success' Summit brought together over 100 health experts from around the world with a single mission: to improve access to medicines and save lives in

evolving healthcare systems. Participants came from ~70 organizations representing government, NGOs, foundations, supranational organizations, academia, finance, healthcare and pharmaceutical industries, plus the broader business world.

The objective of the summit was to explore and identify partnership opportunities, and learn from the successes that have been achieved in tackling Communicable Diseases (CDs), such as HIV, TB and malaria, and translate that progress to deliver long-term, sustainable approaches that benefit patients with Non-Communicable Diseases (NCDs).

“We wanted to create an event where people can share their different experiences and areas of expertise, so dialogues are created – during and even after today – that will spark ideas, inspire, and create partnership opportunities.”

- Ricardo Marek, President, Emerging Markets Business Unit, Takeda

▼ USEFUL FACTS ▼

- ▶ NCDs, also known as chronic diseases, include cancers, diabetes, cardiovascular diseases, and chronic respiratory diseases.¹
- ▶ Global incidences of NCDs are soaring and predicted to overtake those of communicable diseases by 2030.²
- ▶ Of the 40 million people who die from NCDs each year, 31 million people are from so-called low and middle income countries.¹
- ▶ It is estimated that 100 million people in evolving healthcare systems are forced into poverty annually by the high costs of managing NCDs.³

1. WHO. *Noncommunicable diseases factsheet*. Available at: <http://www.who.int/mediacentre/factsheets/fs355/en/> [Last accessed: May 2017]

2. WHO. *Global status report on NCDs, 2010*. Available at: http://www.who.int/nmh/publications/ncd_report_full_en.pdf [Last accessed: March 2017]

3. PATH. *Diabetes Supplies: Are they there when needed?* Seattle: PATH; 2015

Summit Highlights Video

The highlights of the Summit have been captured in a video. Watch the video to hear from some of the speakers and delegates.



Speakers

The impressive line-up of speakers came from different sectors and industries, each with a story to inspire the participants and challenge thinking.



► **Ricardo Marek**
President, Emerging Markets Business Unit,
Takeda

Opening Remarks



► **Marijke Wijnroks**
Chief of Staff and Interim Executive Director,
Global Fund

**What Has Time Taught Us About
Communicable Diseases?**



► **Dr Joseph Kibachio**
Head of Non-Communicable Diseases,
Kenya Ministry of Health

Double Disease Bind in Africa



► **Dr Beth Healey**
Research Doctor, European
Space Agency

**Space: The Final Frontier
for Medicine**



► **Kate Garvey**
Co-Founder Project Everyone
(Global Goals)

► **Gail Gallie**
Co-Founder Project Everyone
(Global Goals)

**Is Working in Partnership the
Key to Success?**

Speakers



▶ **Simon Berry**
Founder, ColaLife

**Considerations in Last Mile
Delivery in Access to Medicines**



▶ **Oliver Evans**
Head of Business Development, Matternet

**Making Things Fly: How Drones Will
Revolutionize Medical Distribution**



▶ **Giles Platford**
President, Europe & Canada Business
Unit, Takeda

Introduction to Dialogue Sessions



PANEL DISCUSSION
Driving Change in NCDs through Innovative and Sustainable Collaborations

▶ **Dr Githinji Gitahi**
Group CEO, Amref
Health Africa

▶ **Vinona Bhatia**
Director, Medical
Access, Roche

▶ **Rebecca Stevens**
Head of Access Partnerships,
Novartis Social Business

▶ **Jayasree K Iyer**
Executive Director,
Access to Medicine
Foundation

▶ **Isabel Torres**
Global Head of Access
to Medicines, Takeda

▶ **Andrew Jack**
Curated Content Editor,
Financial Times

Speakers



DIALOGUE SESSIONS

▶ **Katie Dain**
Executive Director
The NCD Alliance
Session Co-Chair

▶ **Desta Lekew**
Director of Fundraising
& Partnerships
Amref Health Africa
Session Co-Chair

▶ **Rebecca Morton
Doherty**
Senior Advocacy Manager
UICC
Session Chair

▶ **Raja Shankar**
Senior Principal and Global
Client Partner, QuintilesIMS
Session Chair

Collaborating for change towards 2018: How multi-sectoral action can catalyze progress for people living with NCDs

From global commitments to action: Using the updated Cancer Resolution to drive national impact

Realizing data potential: A missing piece of the jigsaw when it comes to improving patient care and managing resources in evolving healthcare systems



▶ **Jheric Delos Angeles**
Founder, Lymphoma Philippines
Foundation

A Patient's Story



▶ **Brendan Shaw**
Assistant Director General, IFPMA

▶ **Isabel Mestres**
Director, Members and
Partners Development, UICC

**Moving NCD Care Forward:
A Conversation about Access
Accelerated**



▶ **Rajeev Venkayya**
President, Global Vaccine Business Unit,
Takeda

Closing Remarks

Key Themes

“The cost of inaction is greater than the cost of action.”

- Joseph Kibachio, Head of NCDs, Kenya Ministry of Health

There is a pressing need to tackle the burden of NCDs and address barriers to access to healthcare that affect the lives of millions globally. **Dr Kibachio** discussed the economic and developmental impact that NCDs have on countries such as Kenya. He described NCDs as a “social development issue” resulting in a “double disease burden” for countries dealing with the rise of NCDs while still addressing CDs. Furthermore, he explained that, in Africa, NCDs heavily impact people between 30 and 50 years of age who are the “cogwheels of the economy”.

Rajeev Venkayya, President, Global Vaccine Business Unit, Takeda, described NCDs as “an iceberg” that would be “a burden on health systems for years”.

This fundamental need for action set the scene for the discussion and dialogue during the Summit.



Key Themes

“The challenges are immense and none of us can effectively work alone to solve them. Not the pharmaceutical industry, not government, nor NGOs, none of us.”

- Ricardo Marek, President, Emerging Markets Business Unit, Takeda

The focus of the event was not to discuss the role of pharmaceuticals in this area – although this is clearly one aspect of tackling NCDs and CDs – but to explore a cross-sector collaborative approach across healthcare and pharmaceutical industries, governments, NGOs, other industries, healthcare professionals and communities.

The importance of partnerships across sectors, industries, and countries in improving healthcare was emphasized by a number of speakers.

Kate Garvey and **Gail Gallie** also shared practical advice on ways to form and maintain successful partnerships, based on their experiences of popularizing the United Nations’ Sustainable Development Goals. Kate and Gail advised delegates to remain flexible in the journey towards their objectives while maintaining a clear end goal.

“You need to be determined and fixed on what you want to achieve and not how you get to it because every new partner brings new learnings: You have to adjust, You have to rethink, But don’t lose sight on where you’re going.”

- Kate Garvey and Gail Gallie
Co-Founders Project Everyone (Global Goals)

The panel discussion included engaging discussions on ‘Driving Change in NCDs through Innovative and Sustainable Collaborations’. Citing examples of ongoing partnerships, representatives from the pharmaceutical industry - Novartis Social Business, Roche, and Takeda - spoke about the importance of collaborating with local governments, NGOs, and community health workers to address a broad range of barriers to healthcare and medicines.

“The health system needs to ensure medicine can actually get to the patient at the last mile.”

- Rebecca Stevens
Head of Access Partnerships, Novartis Social Business

“Pick the main problems, find the experts who are local, and figure out how you can work together.”

- Vinona Bhatia
Director, Medical Access, Roche

“It’s not the pharma companies that go to the communities to speak about cancer and explain it and so on. It’s not that we cannot do it; the healthcare workers do it better.”

- Isabel Torres
Global Head of Access to Medicines, Takeda

Jayasree K. Iyer, Executive Director, Access to Medicine Foundation, added “Companies are starting to realize that, if they do want to make a difference, they’ve got to intervene in wider scale across the continuum of care”.

Key Themes

The Summit included a session on Access Accelerated – a collaboration of over 20 biopharmaceutical companies and associations focused on improving NCD care and supporting the United Nation’s Sustainable Development Goal of reducing deaths from NCDs by one-third by 2030.

“The CEOs of [these] companies decided it was time for the industry to take the next step forward in NCD care... there was a general recognition that, as an industry, we need to do more in the NCD space.”

- Brendan Shaw
Assistant Director General, IFPMA

“UICC, together with Access Accelerated and other partners, has created a global partnership; it’s the first time there’s been such a group of partners.”

- Isabel Mestres
Director, Members and Partners Development, UICC



“I feel like a student doing an exam with all the answers on the table...we know exactly what needs to be done to address NCDs.”

- Dr Githinji Gitahi, Group CEO, Amref Health Africa

Learning from the progress and successes of addressing CDs and using these to ‘leap-frog’ were acknowledged as important elements of tackling the NCD burden.

Prevention, early identification, diagnosis, and referral were all identified as ways to better address NCDs. The key theme raised was integration of these efforts across disease areas. While traditional approaches typically involve testing, treating and caring for patients for a specific disease, **Githinji Gitahi** and **Marijke Wijnroks** were among the speakers who called for more holistic efforts that address a range of potential health issues (both CDs and NCDs) in a single individual.



“The woman who walks into an HIV clinic is the same woman who gets hypertension, the same woman who gets diabetes, the same woman who gets cancer. So why is it that when she comes we focus on HIV?”

We should re-focus and say the most important person is the patient, not the disease theme. How do we integrate everything around [the patient], and away from the thematic approaches that we’ve been used to in the past?”

- Dr Githinji Gitahi
Group CEO, Amref Health Africa

“I was in Mozambique [where] they’re fully integrated. If you go to a clinic, there’s HIV testing, there’s testing for TB, you get your blood pressure measured, you get a diabetes test, and cervical cancer screening. So, everything is integrated in a one-stop-shop, which is much more efficient. It also responds much more to the reality that many countries are facing.”

- Marijke Wijnroks
Chief of Staff and Interim Executive Director, Global Fund

Key Themes

“We have to foster innovation [because] we need the step change that innovation can deliver. Incremental improvements are not good enough.”

- Simon Berry, Founder, ColaLife

The role of innovation – in ideas, partnerships, and technology – was raised by a number of speakers. **Simon Berry** encouraged urgency in innovation that will improve access, particularly in developing countries where “the divide between the have’s and the have not’s in the health space is growing”.

Oliver Evans, Head of Business Development, Matternet, talked about the company’s efforts to use their drone technology to overcome access challenges such as lack of road infrastructure. He explained: “It’s about what the tools can do...to transform lives. That can mean the difference to people’s lives if they’re waiting for medicines.”

“The critical thing is focusing on the common purpose: it’s about the patient.”

- Rebecca Morton Doherty, Senior Advocacy Manager, UICC

Throughout the Summit, speakers and delegates talked about their common focus: the patient. This was amplified following a talk by **Jheric Delos Angeles** who shared his own patient journey from diagnosis, through to treatment, and then surviving cancer. Jheric talked about a number of access barriers that he faced including initial misdiagnosis, lack of information as well as affordability.

“I do hope that when you go back to your offices and to your respective countries, you think about the patient somewhere in the world...who is not getting the right treatment. Hopefully, one step at a time, one day at a time, we can achieve a world, a scenario, where no one gets deprived of access to not just treatment to medicines but access to living life to the fullest.”

- **Jheric Delos Angeles**
Founder, Lymphoma Philippines Foundation

Photography Exhibition

The Summit featured a photography exhibition depicting some of the access challenges faced by communities in Kenya, Philippines, and the Ukraine.



Committing to Partner is the Key to Success

Participating organizations were invited to sign a global charter to address barriers to access to healthcare. In signing the 'Blueprint for Success' Charter, signatories from across sectors and industries made a commitment to achieve more for patients.



1. Delivering Impact

- We will ensure that every initiative has a positive, measurable impact on sustainably tackling NCDs in involving healthcare systems

2. Ensuring Transparency

- We agree that this voluntary Charter has been developed in good faith and that every effort will be taken to ensure the complete transparency and appropriate conduct of all signatories

3. Raising Awareness

- We will implement health education programs that increase community knowledge of NCDs
- We will improve patient care by building local capacity

4. Improving Access

- We will improve access to facilities and equipment for more accurate and timely diagnostics
- We will identify new approaches to addressing the cost barriers in accessing healthcare

5. Building Partnerships

- We agreed strong partnerships are essential for effective action and positive change
- We will continuously explore and agree new partnerships to deliver this work

6. Sparking innovation

- We will harness the power of innovation and digital platforms to engage key audiences and hard-to-reach communities

“A number of you have already signed the Charter, and I hope that many more of you will sign up to the ambition of this ‘Blueprint for Success’.”

- Giles Platford, President, Europe & Canada Business Unit, Takeda



Drawing the Blueprint

Along with the many enriching presentations of the day stood the Dialogue sessions. These sessions provided an opportunity for participants to directly contribute to identifying and shaping key initiatives to be carried forward within **three main topics**:

▶ **From Global Commitments to Actions**

Using the updated Cancer Resolution to drive national impact



▶ **Collaboration for Change towards 2018**

How multi-sectorial action can catalyze progress for people living with NCDs



▶ **Realizing Data Potential**

A missing piece of the jigsaw when it comes to improving patient care and managing resources in evolving healthcare systems



Each working group discussed and prioritized a single key initiative following an intensive exercise to identify current barriers, opportunities and interventions, the ecosystem of relevant partners, and sequence of activities that was captured in a roadmap to 2022. More importantly, more than 50 participants pledged to join the conversation going forward and help drive progress in these topics with Takeda's coordination and support.

The selected initiatives:

- ▶ **Close infrastructure gaps for primary health care and diagnostics**
Improve the early detection options through diagnostic training of local primary health care providers, quality and performance improvement of health care workers, and through integration of cancer services particularly with NCDs, women, children and adolescent's health, creating synergies and cost efficiencies.
- ▶ **Collaborate with non-traditional players**
Investigating innovative collaborations and institutionalize partnering with local governments and non-traditional players beyond healthcare such as partnering with players in telecommunication, technology, FoodCo, retail, distribution/postal agency, governments.
- ▶ **Capture greater local epidemiological data**
Capturing and gathering specific information on prevalence and incidence of non-communicable and other chronic diseases in local communities, identifying specific profiles, such as particular mapping of drug resistance or differentiated ethnic responses to traditional therapies, (e.g. cancer incidence, pharmaco-ethnicity).

Making the Blueprint a Reality

The intended outcome for the summit was to agree innovative, sustainable, and measurable ways to improve care and treatment for patients with NCDs through international, cross-sector collaboration.

Now that the 'Blueprint for Success' has taken the form of the three identified initiatives, it is time to make the blueprint a reality.

Participants who pledged an interest in driving progress in these initiatives will meet virtually and face-to-face. Project management support will be provided by Takeda's Access to Medicines Office to create and deliver a 180 day action plan.



“I have been to a lot of meetings on the margins of the World Health Assembly but rarely have I ever seen this diversity of subject matter. There isn’t a magic bullet that is going to remove this [NCD] burden. This is an important opportunity for us to think differently about this challenge.

I hope all of you leave today energized having heard different approaches to tackling tough health challenges.”

- Rajeev Venkayya, President, Global Vaccine Business Unit, Takeda

Resources



Websites

- ▶ AMREF HEALTH AFRICA: <http://amref.org/>
- ▶ TAKEDA: www.takeda.com/atm



Related blogs

- ▶ [Three lessons learned by ColaLife](#) by Simon Berry
- ▶ [Cancer Taught Me To Love Sunsets](#) by Jheric Delos Angeles
- ▶ [Why A Drone Could Save Your Life](#) by Oliver Evans
- ▶ [Partnerships are key to addressing NCDs in Africa](#) by Githinji Gitahi
- ▶ [My Year At 'White Mars'](#) by Beth Healey
- ▶ [No One Should Have To Choose Between Educating Their Kids Or Having Access To Medicine](#) by Isabel Torres



Questions?

- ▶ If you have ideas or suggestions, you can get in touch by emailing isabel.torres@takeda.com

