



**Making  
more  
health**

**Ashoka and  
Boehringer Ingelheim**

# **Making More Health Fellows – Impact Report 2014 - 2016**

# Introduction

The Making More Health (MMH) initiative, launched In 2010 by Ashoka and Boehringer Ingelheim (BI), identifies, supports and scales innovative entrepreneurial solutions to global health challenges in order to make more health happen for individuals, families and their communities.

The MMH initiative is built upon three distinct but interconnected pillars: ***Social Innovation, Changemaker Talent*** and ***Social & Business Co-Creation***.

Under the first partnership pillar - ***Social Innovation*** – the MMH initiative has identified and supported 75 social entrepreneurs in the field of healthcare from around the world. These innovators are selected as “Making More Health Fellows.” This report outlines the impact of these MMH Fellows, and highlights the value of being part of the MMH network.

***Social Entrepreneur:*** *An individual using innovative and entrepreneurial solutions and skills to address social problems in a sustainable and scalable manner. Within the context of MMH, sustainable include business models that generate revenue.*



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# MMH Fellows' Beneficiaries

# 75

Total number of Fellows supported by MMH between 2010 and March 2016

### AS OF YEAR OF ELECTION

2010 - 2016

## 5,700,000+

Total # of direct beneficiaries of MMH Fellows

## 287,105,000+

Total # of indirect beneficiaries of MMH Fellows

### AS OF APRIL 2016

## 7,400,000+ 77%

Total # of direct beneficiaries of MMH Fellows

## 526,929,000+ 54%

Total # of indirect beneficiaries of MMH Fellows

### DIRECT vs. INDIRECT Beneficiaries

Direct beneficiaries are individuals who experience *More Health* because they are directly impacted by the work or services of MMH Fellows and have been recorded as such by Fellows' organizations. Indirect beneficiaries are the estimated individuals who benefit as result of the impact or change experienced by the direct beneficiaries



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# The Global Spread



47

Total number of countries where MMH Fellows currently operate, with largest representation and impact occurring in: India, Germany, Brazil, Indonesia, Kenya, the UK and the USA



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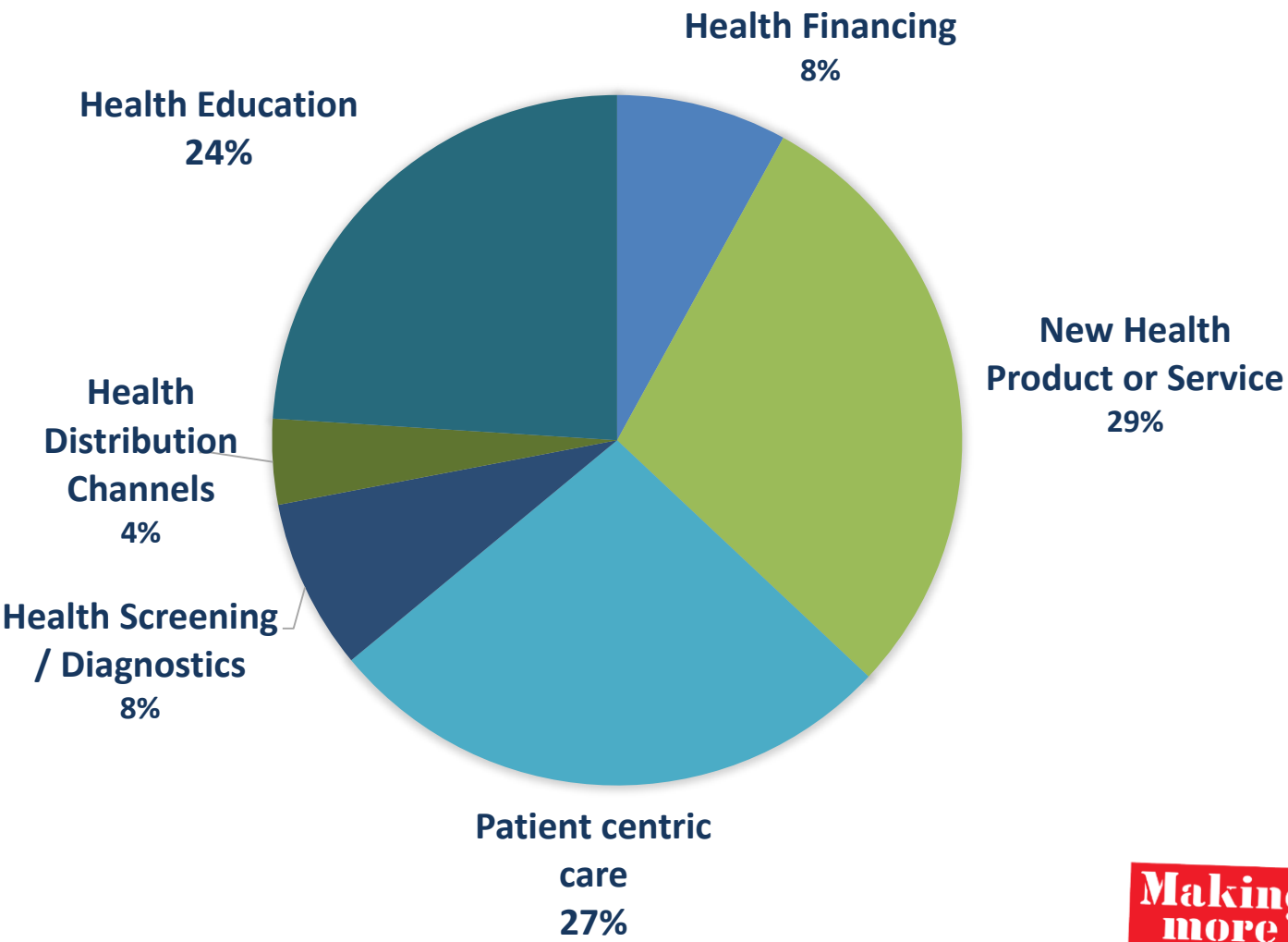


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# MMH Healthcare Delivery Models



The work of a MMH Fellow often spreads across multiple types of healthcare delivery models in order to change systems. This chart is a snapshot of the primary model of healthcare delivery used by MMH Fellows.



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# 2015 Fellow Engagement

**95%** Of MMH Fellow respondents in a 2015 survey indicated that they are either “Proud to be a MMH Fellow” or “Identify as a MMH Fellow”



**38 %** Of MMH Fellow respondents in a 2015 survey – who were elected prior to 2014 – indicated that their strategy for realizing their mission and vision has changed as a result of their affiliation with MMH

*“Without MMH my vision was just small. Now it’s huge. Thanks!”*  
- MMH Fellow

**90%** Of MMH Fellows elected to the network in 2015 believe that collaboration with the business sector is either “very important” or “extremely important” in realizing their core vision and mission



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# 2015 Fellow Engagement *continued*

**1/3\*** Of the MMH Fellowship publicly identifying as a MMH Fellow or as a member of the MMH / BI partnership on their organizational website

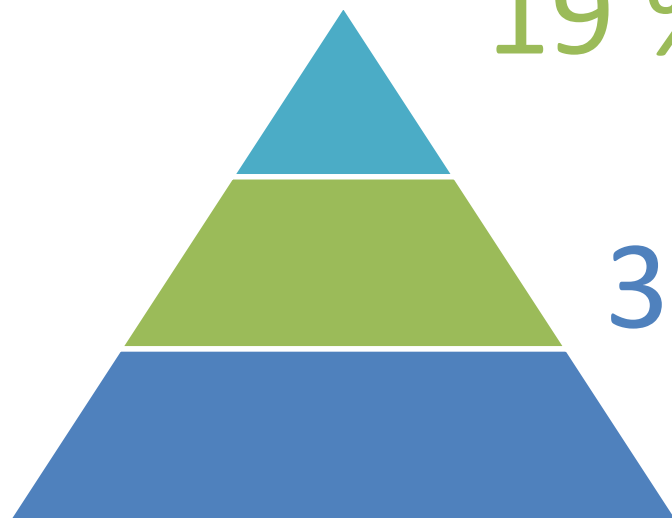
**12%** Of MMH Fellows participated in a high-level engagement opportunity with the MMH network: *HIGH = e.g. Executive in Residence Placement, Co-Creation Challenge Finalist, MMH online course participant*

**19%** Of MMH Fellows participated in a mid-level engagement opportunity with the MMH network

*MID = e.g. Meet & Greets or brainstorming sessions with local MMH teams, semi-finalist in global Challenge (1:1 conversation with BI employee)*

**37%** Of MMH Fellows participated in a low-level engagement opportunity with the MMH network

*LOW = e.g. entry into Co-creating a Healthier World Challenge, participating in an on-boarding conversation, participating in a Virtual Hangout*



\* Calculation based on portion of MMH Fellow network with active online website or social media platforms (65/75 Fellows)



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# The Making More Health Impact – A Case Study

MMH Fellow MICHELLE LEM

Founded in 2009, Community Veterinary Outreach (CVO) uses a *One Health* approach to tap into the human-animal bond and provide free veterinary care which leads to free health care for homeless peoples.

## 2013

Elected to Ashoka and MMH Fellowship

\$ 55,000 - \$60,000 USD annual operating budget

“Meet & Greet” with Local BI Canada MMH Team

## 2014

Invited to a pro-bono consulting “Virtual Hangout” with BI’s Business Resource Group – Women’s Leadership Initiative (WLI)

Inspired by Michelle leadership in animal and human health, a member of WLI invites Michelle to the BI Vetmedica Inc. (BIVI) executives leadership retreat exploring the link between entrepreneurship and leadership.

## 2015

BIVI selects CVO as ideal project to build employee skills through the “Accelerator program”. A team of 4-5 employees conduct a feasibility and shared value study to explore expansion of CVO model from Ottawa, Canada to Kansas City, USA.

Michelle invited to enter her work with Accelerator into the Co-Creating a Healthier World Challenge as an example of Co-Creation

## 2016

CVO Co-Creation idea announced as Finalist in Co-Creating A Healthier World Challenge; Michelle and BI executive Alexa Beavers travel to Ingelheim to pitch their co-creation idea to BI leadership

CVO team named one of the 2016 Co-Creation Pioneers, awarded \$10,000 USD towards co-creation idea

CVO co-creation team has expanded to 18 BI employees

CVOs annual operating budget has grown to \$ 100,000 - \$250,000 USD

*“The BI employees I have been truly fortunate to work with are the most incredible people who have both energized and inspired me. These experiences have taught me how business and social innovation can work together for a win-win, how to develop and pitch co-creation ideas, and how the power and impact of meaningful social change can move people to action in their workplace, home lives and community.” – DR. MICHELLE LEM*



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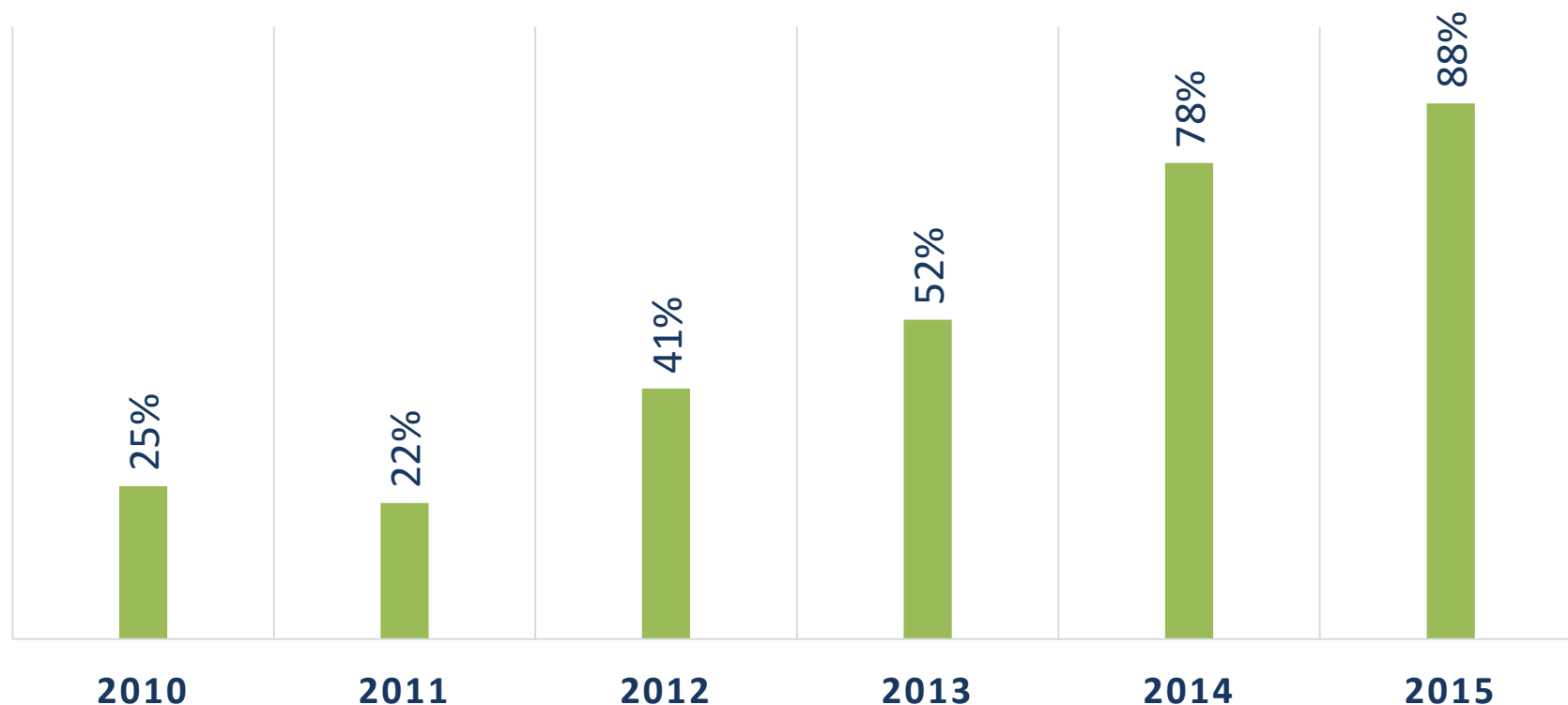


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# MMH Fellows' Sustainable Business Models

% of annual cohort of MMH Fellows using market-based / business strategies\* as part of their work



\*Fee for service, consultancy fees, product sales, micro-loan/ finance models, social business /for profit models



# Co-Creating with MMH Fellows toward Shared Value

## 2016 Co-Creation Pioneers

In October **2015**, Making More Health launched the Co-Creating A Healthier World Global Challenge as an opportunity for social entrepreneurs to spark the next generation of sustainable health solutions through partnership with Boehringer Ingelheim, a global healthcare company. Of **157** entries, **7** social entrepreneurs partnered with **7** BI employees and were welcomed as the **2016** MMH Co-Creation Pioneers.

Of the **157** entries, **21** were MMH Fellows

**34%** of the Semi-Finalists were MMH Fellows

**71%** of the finalists were MMH Health Fellows

*“The Co-Creation team matching experience was great...it was great to work with BI staff to help hone the message of a rather new and abstract target audience.”*

*-Challenge Winner*

*“I loved the entire experience!”*

*-Challenge Winner*



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