

Making more health

**by Ashoka and
Boehringer Ingelheim**



Making More Health 2011 Activity Report

TABLE OF CONTENTS

What is Making More Health?	Page 3
Core Areas of Work	Page 4
Social Entrepreneurs	Page 5
Online Competition	Page 7
Employee Engagement	Page 8
What are we learning?	Page 10
2011 Financials	Page 11

WHAT IS MAKING MORE HEALTH?

Making More Health (MMH) is a global social initiative which was established at the occasion of the Boehringer Ingelheim (BI) 125th anniversary in 2010. It builds on the long term commitment of its shareholders to bring “more health to mankind” (Leitbild). It is our opportunity to support change and innovation in the field of health around the world at a transformational time for the health sector, while preparing BI for its future.

Our belief is that the most pressing problems in health around the world will require new types of collaboration between market- based companies, NGOs, and governments, which will build on their respective field-based experience to create new systems to improve health.

Consistent with BI’s “Value through Innovation”, ***the vision of MMH is to identify new and better ways of improving health globally.*** Our main objective is to create social impact in health, which will also prepare BI to play a key role for patients and providers now and into the future.

Under the umbrella of MMH, BI has embarked on a three-year journey with Ashoka to explore the field-based activities of people around the world known as ‘social entrepreneurs’ who implement new ideas and improve health in their communities. As the scale of our endeavor expands and matures, the goal of MMH may be accomplished through different strategies which could include the creation of a social business, an investment portfolio supporting social entrepreneurs for health solutions, or a platform to accelerate health innovation.

WHO IS ASHOKA?



Ashoka is the global association of leading social entrepreneurs – men and women with pattern-changing solutions for the world’s most urgent social problems. Since 1981, Ashoka has elected nearly 3,000 social entrepreneurs as Ashoka Fellows, providing them with living stipends, professional support and access to a global network of peers in more than 70 countries. Through their innovative solutions, Ashoka Fellows help society re-envision what is possible; they inspire, recruit, and enable the world’s citizens to act as changemakers for the most pressing issues of our day. Through this work, Ashoka is building an Everyone A Changemaker™ world.

Did you know?

“Ashoka” means the ‘absence of sorrow’ in Sankrit. Ashoka was an Indian leader who unified the Indian subcontinent in the third century BC, renounced violence and dedicated his life to social welfare and economic development.

CORE AREAS OF WORK

BI and Ashoka are working across three major areas of work to bring more impact to the health field.



Identifying a community of health innovators

BI and Ashoka are using two different strategies to source innovations. First, we are identifying **social entrepreneurs** with new solutions to global and regional health challenges. Second, we are using an open source approach to invite the general public to enter health innovations onto **online competitions** hosted on Ashoka's Changemakers.com where they can win monetary prizes and gain recognition. These innovations are fundamentally changing health systems by introducing efficient, low-cost solutions, thereby increasing health access.



Empower employee changemaker talent

We are also bringing new opportunities to BI employees through personal and professional development, as well as a sense of pride and motivation as BI supports pressing health issues around the world. Employees can join a virtual global **Making More Health Changemakers community** to offer their expertise to health innovators. A group of employees will also have the opportunity to work intimately with social entrepreneurs through Ashoka's **Executive in Residence**. Finally, employees can get involved in Ashoka's **Youth Venture** program where they can provide mentorship and support to young entrepreneurs aged 12-24. But most importantly, employees can initiate their own ideas to improve health in the workplace or community!



Build bridges to BI's business

The pharmaceutical industry has and will continue to change. The way it reaches patients, particularly those in lower income populations, will be different than it has been in the past. Our societies need BI to continue to innovate and bring solutions for health to patients in all geographic regions and at all economic levels. This will require us to identify new solutions, new partners and new business models. Through MMH, we are gaining insights from leading social entrepreneurs and health innovators around the world on how to address these changing needs.

SOCIAL ENTREPRENEURS



BI and Ashoka identified 14 social entrepreneurs in 2011 under the Making More Health partnership. Known as *Making More Health Fellows*, these individuals are pioneering new solutions in health.



Rebecca Onie, USA, Health Leads

Linking poverty and poor health by mobilizing doctors to prescribe “non-medical” resources in hospital settings

Josh Nesbit, USA, Medic Mobile

Creating coordinated rural health care systems by reinventing the role of the community health worker through the simple tool of SMS



María Ana Angeleri, Argentina, Fundacion Educational

Attacking child obesity through prevention in schools and building healthy habits from childhood

Frank Hoffmann, Germany, Discovering Hands

Pioneering a low-cost breast examination method by training blind people as skilled diagnosticians



Michaela Nachtrab, Germany, Verbavoice

Granting full citizenship to deaf populations by creating community and broadening access through new translation methods

Claus Gollmann, Germany, KiD

Improving the quality of care for abused children by integrating all stakeholders in an inpatient diagnostic center



Did you know?

Ashoka’s Fellow selection process is based on five criteria: The New Idea, Social Impact, Entrepreneurial Quality, Creativity and Ethical Fiber. **Each Fellow candidate goes through both a national and international vetting process consisting of interviews, reference checks and selection panels staffed by social and business entrepreneurs.**

SOCIAL ENTREPRENEURS CONTINUED



Gerald Koller, Austria, Risflecting

Reducing risky behavior, such as addiction, by spreading a responsible risk-taking culture and training community 'risk multipliers'

Phil Conway, UK, Cool 2 Care

Introducing a model of homecare based on the real needs of the clients and driven by open-minded, energetic young people employed as 'personal assistants'



Krystian Fikert, Ireland, MyMind

Developing a new social business model of community-based mental health services through both face-to-face and web-based counseling

Jordi Martí, Spain, Dried Blood Screening

Enabling affordable detection of infectious and non-communicable diseases with a new low-cost dried blood testing model



Guillaume Bapst, France, ANDES

Spreading a network of solidarity grocery stores to deliver affordable and accessible food to the poor in France

Luh Ketut Suryani, Indonesia, Suryani Institute for Mental Health

Providing a holistic approach to mental health care through a referral system between traditional healers and modern psychiatrists



Mia Sutanto, Indonesia, AIMI

Launching Indonesia's first Mother to Mother Support Groups to improve nutrition through breastfeeding awareness

Vandana Gopikumar, India, The Banyan

Using a community care approach to treat and rehabilitate mentally ill homeless women, with the goal of ensuring their reintegration as fully functioning members of society



ONLINE COMPETITION

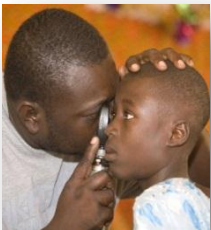


Ashoka and BI held their first of two open source online competitions from September to December of 2011. The competition sought the most innovative models that are transforming the field of health for individuals, families and communities around the world. The competition closed with **473** entries across **82** countries and had **4530** votes from the community, marking a huge success for the BI and Ashoka community!

“Creating more health for individuals, families and communities requires new strategies and fresh ways of thinking. I’m impressed by the quality of the innovations participating in this competition. Being able to identify initiatives of this caliber is an important asset for the health field.”

- Dr. Andreas Barner during the competition judging panel

AND THE WINNERS....



Unite for Sight, Ghana (USA headquartered)

Partnering with local eye clinics to provide sustainable eye-care in rural villages



Saúde Criança, Brazil

Offering holistic health solutions for families in favelas



ColaLife, Zambia (UK headquartered)

Piggybacking simple medicines on Cola Supply Chains to save lives in rural Africa

Did you know?

11 employees entered the competition with their ideas for more health, including phone apps to monitor and track particular health problems and projects aimed at increasing nutrition among communities, among other ideas. Local offices also held voting campaigns for employees to vote for their top favorite health entry. Over 300 employees voted!

**Making
more
health**

**achieving individual, family
and community well-being**



EMPLOYEE ENGAGEMENT



Employees are finding creative ways to get involved in Making More Health in the workplace and community. Engagement opens up a global network of health innovation and equips employees with new experiences and skills necessary to face a rapidly changing society.

"We can all be changemakers in one way or another, be socially committed, be innovators, be part of BI's endeavor to improve the lives of people worldwide."

- *Jean Scheftsik de Szolnok*

Executive in Residence



BI employee Rajeev Sukumaran worked for three months with Ashoka Fellow Mukti Bosco (founder and Executive Director of Healing Fields.) Through his in-house volunteership with Healing Fields, Rajeev collaborated with Mukti's team to build marketing strategies for health insurance plans targeting rural India. Rajeev also helped Mukti design a 2.3 million dollar funding request which was recently approved!

"This was clearly a development opportunity. I could come to India and do something here that impacts the lives of people. That ability to be able to learn to think large and expand large so that we can affect social outcomes and the social health of people - that is just incredible. That has been an eye opener to me and a great learning; it helps you evolve as person."

- *Rajeev Sukumaran*

Youth Venture

Youth Venture supports young people ages 12-24 launch community ventures, thereby helping them to develop important life skills and be part of the solution instead of the problem. In 2011, BI Argentina, Indonesia and USA had the opportunity to support 45 youth-led ventures. Employees had the chance to be on judging panels for the youth teams, provide mentorship to these teams and present to/train youth on leadership and other skills.

"I'm feeling completely inspired by the youth that are here. They are phenomenal. It gives me great hope for our future that they are thinking of ideas and challenges that the world is facing, and trying to come up with ideas to face these challenges."

- *Marybeth McGuire (while participating in an Ashoka Dream It Do It High School Challenge)*



EMPLOYEE ENGAGEMENT CONTINUED



Changemakers.com

Ashoka and BI recently launched Making More Health on Changemakers.com! The platform (www.changemakers.com/community/morehealth) represents an easy way for BI employees to learn more about social innovators and engage with them by exchanging “needs” and “offers”. It is also a way to connect with other BI employees, in other regions, about the topic of social entrepreneurship and to “follow” various movers and shakers in the field. Join the changemaker movement along with your colleagues now!



We challenge you—what can you do for more health?

Your own colleagues are initiating activities around the world. For example, BI Italy has launched its canteen’s first ever waste-reduction program – entirely employee led. In BI France, ten employees are working with France Fellow Guillaume Bapst (founder of ANDES) on his HR strategy and on marketing to design a branding so that ANDES can sell its solidarity food products in the mainstream grocery store market. BI Denmark has co-designed a summer trainee program for autistic individuals with Fellow Thorkil Sonne (founder of Specialisterne.) And there are many other examples!



Did you know?

Ashoka believes that to thrive in a world of rapid-change, to not be marginalized, and to contribute constructively to solving problems, people need to learn to be changemakers. The most important skills to master in the 21st Century are empathy, teamwork and leadership. How can you put these skills into practice? Engage with Making More Health!

WHAT ARE WE LEARNING?



Successful collaboration involves co-inventing new solutions that provide both economic and social value. It is not pure philanthropy, nor is it pure business, but a space where business and social values can be combined to unleash innovation and achieve economic and social progress. In order to identify new economic health models that could be relevant for the future, BI and Ashoka are beginning to identify some of the major trends and principles among the work of health innovators. Below is a sample of health care trends which social entrepreneurs are leveraging and further perpetuating through their innovations.

"We get a different perspective about solving health care issues and that is why we believe as Shareholders that this initiative is not only something to say that we are social, but we will also learn a lot from [social entrepreneurs] because they have a completely different perspective on how to solve problems which is not the industry perspective that we have."

- *Christian Boehringer discussing MMH*

TREND #1: *The health system is broader than the traditional healthcare industry:* The concept of "health" is becoming more inclusive. We are witnessing a shift away from traditional dichotomies between provider/patient, sick/not sick, and disease/cure to a broader definition of healthiness and wellbeing, one that recognizes sanitation, clean water, nutrition and food security as necessary components of healthcare. Furthermore, health is no longer centered on the provider; families, communities and even environments are now important recipients of health.

TREND #2: *Patient participation in the design of healthcare is growing:* The information age and technology has brought about the empowered and knowledgeable patient who is increasingly directing the design and facilitation of his/her own health.

TREND #3: *Health challenges are increasingly global, not regional:* Disease patterns have dramatically shifted over the past two decades as the globalization of disease presents new opportunities and challenges. Health issues typically considered problems for wealthy or poor countries have now gone global. For example, chronic diseases once considered to be problems of the 'rich West' are now occurring across the globe.

TREND #3: *A rapidly growing market for health is forming at the Base of the Pyramid (BoP):* Economies of scale – low margins but high volume – and a growing understanding of patient preferences at the BoP are enabling high quality care and services to reach previously marginalized communities.

