

DEFINING THE NICHE OF A CORPORATE FOUNDATION IN PUBLIC HEALTH



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BACKGROUND

In the words of Aristotle, “to give away money is an easy matter, and in any man’s power. But to decide to whom to give it, and how large and when, and for what purpose and how, is neither in every man’s power-nor an easy matter. Hence it is that such excellence is rare, praiseworthy and noble.”

There is a delicate balance in which a corporation strives for valuable goods/profits, but also responds to social issues raised by employees, stakeholders, and the surrounding community through the way it conducts its business. Today’s consumer culture recognizes the importance of a corporate foundation within a pharmaceutical company that is committed to helping patients prevail over serious disease not only by innovative medicines, but also by conscious efforts of social accountability and support for public health disparities. Bristol-Myers Squibb Foundation, Inc. actively seeks to address these issues with a number of strategic initiatives utilizing its Public Health Residency as the vehicle to help drive its impact.

OBJECTIVE

The primary objective of this project is to both describe and evaluate the process for implementing successful programs and projects in a global setting with resource constraints to promote health equity and improve the health outcomes of populations disproportionately affected by serious diseases through a corporate foundation within a pharmaceutical company.

PROGRAM DESIGN

From July-December 2016, the Public Health Resident served as a Technical Assistance Program (TAP) Faculty member and completed projects under the Secure the Future® initiative to enhance patient care through hands-on strengthening of healthcare systems in Tanzania, Lesotho, Johannesburg, and Ethiopia. Technical Assistance as provided by the public health resident included, but was not limited to:

- Conducting site visits with grantee partners
- Explaining medical terminology and drug knowledge
- Creating medical information tools for use
- Evaluating new grant proposals to ensure alignment with BMSF mission and fiscal objectives
- Developing grantee summary briefs for BMSF corporate communications and community affairs
- Developing executive summary reports for approved proposals by BMSF
- Managing supply-chain
- Organizing outcomes research studies
- Bridging communications and building interdisciplinary care

GLOBAL EXPERIENCES

St. Kizito Hospital: Mikumi, Tanzania

- Developed medication safety and handling protocols
- Created oncology and chronic disease educational materials
- Trained medical staff on medication safety and quality improvement measures
- Provided disease state management education with a focus on HIV, TB, and non-communicable diseases for healthcare workers and patients
- Contributed strategies to streamline service delivery
- Integrated Pink Ribbon Red Ribbon breast and cervical cancer screening services within the hospital and community settings

Mbeya HIV/AIDS Network: Mbeya, Tanzania

- Collaborated with staff members that work with adolescents living with HIV/AIDS to develop an intervention plan for growing and aging with the diseases
- Empowered healthcare workers and patients to take control of health/medication issues
- Developed information, education, and communication (IEC) materials
- Collaborated with local health facilities/clinics for MHNT population reach to utilize for further care

Helen Joseph Breast Clinic: Johannesburg, South Africa

- Assisted in updating the Helen Joseph Breast Clinic data registry of screening results
- Assisted in the write up of outstanding studies, by coordinating and supporting the contributing authors including literature contribution and editing
- Assisted in the development of a breast cancer screening and management policy for local healthcare system use

National University of Lesotho: Rome, Lesotho

- Served as a guest lecturer within the College of Pharmacy
- Evaluated NUL pharmacy curriculum standards in side by side comparison with accredited US Pharmacy schools’ curriculums to aid in restructuring
- Developed contracts for preceptors and clinical sites
- Assisted with the facilitation of interviews for Program Manager for ongoing STF grant project
- Developed key terms and contracts for research assistant’s supervisors and research assistants

BMSF Program Development

- Worked with partners to promote BMSF presence and engagement with other organizations at the AIDS2016 conference and “In Our Voice Day”
- Completed a systemic review of lung cancer epidemiology, services, and policies in sub-Saharan Africa
- Completed a systemic review of growing and aging with HIV/AIDS in sub-Saharan Africa
- Reviewed and assessed Lung Cancer program proposals
- Reviewed and assessed 2016 STF Balance Score Cards



LIMITATIONS

- Lack of medication and immunizations
- Lack of medical equipment, healthcare systems/database intelligence, and technology
- Limited medically trained staff and healthcare providers
- Language and cultural barriers
- Social determinants of health

CONCLUSIONS

Resident-provided technical assistance is a vital concept used to enhance patient care through community-based health initiatives. As a TAP Faculty member the resident is able to contribute to addressing HIV and cancer in high risk populations throughout Africa. Bristol-Myers Squibb Foundation has achieved long-term, sustainable effects in developing countries by strengthening healthcare worker capacity, integrating medical care and supportive services, and mobilizing communities in the fight against disease. On the home front, initiatives such as Bridging Cancer Care® and Specialty Care for Vulnerable Populations® are of utter importance to underserved communities in our country.

The role of the corporate foundation in public health is ever important - the impact is realized on a global scale and even reaches local communities by means of policy advancement and change, health education, and elimination of disparities.

Foundations and corporations seem to exist in different worlds – rarely acting in concert. However, it is through a careful understanding of their complementary goals and by leveraging the combined capabilities of foundations and corporations that far more powerful solutions to social problems are achieved collaboratively rather than independently.

ACKNOWLEDGEMENTS

Special thanks to the preceptors who helped facilitate and support this global health opportunity.

John Damonti, MSW
Phangisle Mtshali
Patricia Doykos, PhD
Michael Toscani, PharmD
Evelyn DeSantis, PharmD
Joseph Barone, PharmD

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DISCLOSURE

All authors are affiliated with the Rutgers Institute for Pharmaceutical Industry Fellowship Program and are paid employees of Rutgers, the State University of New Jersey.

