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 when and how, 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 programs because of the 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 technical assistance as provided by the public health resident and community affairs.

Developing executive summary reports for approved proposals by BMSF

Explaining medical terminology and drug knowledge

Conducting site visits with grantee partners

Explaining medical terminology and drug knowledge

Creating oncology and chronic disease educational materials

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

BMSA HIVAIDS 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

St. Kizito Hospital: Mikumi, 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

Global Experiences

National University of Lesotho: Rome, Lesotho

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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 in a unique position to address HIV and cancer problems 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.

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Disclosure

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

DEFINING THE NICHE OF A CORPORATE FOUNDATION IN PUBLIC HEALTH

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Innovation

Passion

Accountability

Speed