



2020

# YEAR 4 REPORT



## DEDICATION

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We dedicate our Annual Report to the memory of all those we lost in the global pandemic, including those who suffered with COVID-19 and those whose healthcare was interrupted or delayed.

We believe more strongly than ever that no one should die from a preventable and treatable disease.





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## Letter from the CEOs

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From the earliest reports of the novel coronavirus in China through social distancing orders, sickness—exacerbated by chronic disease—and the tragic loss of too many lives, 2020 was a year few could have imagined and the impact will be felt by countries, communities and families for years to come.

And yet, 2020 was also a year that brought about unprecedented speed of clinical development for diagnostics, treatments and vaccines, and the rapid proliferation of digital health technologies. What has been made clear is that health is fundamental to a functioning society and only by coming together in partnership can we build and maintain strong and resilient health systems.

The successful collaborations to develop and manufacture effective COVID-19 treatments and vaccines at record speed underscore what can be accomplished when the private sector comes together. This commitment to partnership is the same one that led the biopharmaceutical industry to come together in 2017 to create Access Accelerated, a partnership that exemplifies purposeful and impactful cooperation among diverse companies that share a common belief: no one should suffer from preventable or treatable diseases.

People living with non-communicable diseases (NCDs) have faced unprecedented challenges over the past year. The urgency of the moment is why we have remained steadfast in our commitment to accelerate progress in NCD prevention, treatment and care. Through cross-industry collaboration and public-private partnerships, we continue to make progress implementing scalable and sustainable NCD solutions in low- and middle-income countries, despite the challenges brought about by the pandemic.

Access Accelerated also has been—and continues to be—an important example of how our members integrate environmental, social and governance (ESG) factors into their company strategies to continually find ways to maximize our positive impact on society. Access Accelerated demonstrates members' ESG commitments by supporting sustainable and equitable public health solutions around the world.

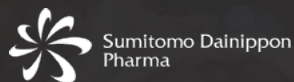
For many, 2020 afforded a new window into the rigors of innovative biopharmaceutical research and development necessary to create lifesaving treatments and cures. Several, often unseen, health system components were challenged, such as ensuring the safety of frontline health workers through the availability of personal protective equipment. The pandemic also fast-tracked the adoption and impact of digital health solutions, for patients and health care professionals alike.

*In a year of so much challenge and change, we remain optimistic about the progress we can achieve for people around the world when we join forces and work together. This is the spirit at the heart of Access Accelerated. Let's continue the momentum in 2021.*





## MEMBER COMPANIES



## TRADE ASSOCIATIONS





# ACHIEVEMENTS & MILESTONES



## Our Partners



**C/CAN** supports cities by making smart local investments that will drive synergistic and long-lasting change for people, and build health-system resilience. Our vision is a world where cities deliver quality and equitable cancer care for all. With 54% of the world's population living in cities, C/Can believes cities are uniquely positioned to drive innovation in cancer care and build resilient health systems from the ground up. C/Can reaches 43.5 million people across nine cities. A partnership that was launched in 2017, C/Can and Access Accelerated work together to transform the way stakeholders from the public and private sectors collectively design, plan and implement lasting cancer solutions.



**NCD ALLIANCE** is a unique civil society network, dedicated to improving NCD prevention and control worldwide. It's network includes NCDA members, national and regional NCD alliances, over 1,000 member associations of our founding federations, scientific and professional associations, and academic and research institutions. Together with strategic partners, including WHO, the UN and governments, NCDA is uniquely positioned to transform the global fight against NCDs through its core functions of global advocacy, accountability, capacity development and knowledge exchange. Our partnership with NCDA elevates the voices of people living with NCDs and supports our shared commitment to meaningfully involve people living with NCDs in creating sustainable solutions.



**PATH** is a global team of innovators working to accelerate health equity so all people and communities can thrive. Across Kenya, Ghana, and Vietnam, PATH is contributing to sustainable system changes that will impact more than 30 million people at risk for, or diagnosed with, NCDs and provided awareness raising efforts, digital solutions, and supply chain and primary health care strengthening efforts. Access Accelerated works closely with PATH in our focus countries, drawing on the organization's capacity and expertise in digital health and data, community-based programming and supply chain strengthening to address local challenges.



**THE WORLD BANK GROUP** is a vital source of financial and technical assistance to developing countries and supports countries in achieving universal health coverage (UHC) by 2030 by expanding access to quality, affordable health care—working closely with donors, development partners, governments, and the private sector along the way. The World Bank Group and Access Accelerated are working together to advance transparent dialogue and accelerate sustainable and scalable NCD solutions. We are making the investment case for NCD prevention, treatment and care; collaborating to advance sustainable and scalable solutions; advocating for stronger health systems and translating evidence into policy.



**THE WORLD HEART FEDERATION (WHF)** is dedicated to leading the global fight against cardiovascular disease (CVD), including heart disease and stroke. WHF is a community of more than 200 heart foundations, scientific societies, civil society and patient organizations from over 100 countries. Our partnership with WHF allows us to pool resources, technical expertise and knowledge on the ground to advance heart health in low- and middle-income countries (LMICs).



# OUR JOURNEY

Launched in 2017 with more than 20 member companies, Access Accelerated is the largest collective industry effort to address inequities in non-communicable disease (NCD) care. Fueled by the belief that all people should have access to quality NCD prevention, treatment and care, we're implementing scalable and sustainable NCD solutions in low- and middle-income countries by helping the public and private sectors work better together.

To the right is a high-level review of our program from launch through 2019.

# 2017

## ACCESS ACCELERATED

Access Accelerated launches on January 17, 2017 at the World Economic Forum.



Access Accelerated Launch Event, 2017 ^

Access Accelerated Steering Committee convenes with representatives from member companies to oversee and advise on program development and partnerships.

Access Accelerated hosts first stakeholder event with Member companies to share lessons learned in their company programs.

Access Accelerated launches website with database of company access programs.

Access Accelerated member companies launch or extend 27 programs across 15 countries.

## WORLD BANK GROUP

The World Bank and Access Accelerated begin first joint project partnership in Kenya.

## C/CAN

First disease-specific partnership begins with City Cancer Challenge Foundation (C/Can) is formed.

## NCD ALLIANCE

NCD Alliance partnership formed.





2018

## ACCESS ACCELERATED

Access Accelerated joins the [Kenya Ministry of Health and the World Bank Group for an event in Naivasha, Kenya](#). Known as “Naivasha II,” this meeting charts a roadmap toward SDG 3.4 and the UN High-Level Meeting on NCDs for country.

Access Accelerated holds major stakeholder convening [“Building Solutions to Patient Challenges in Non-Communicable Diseases”](#) in Nairobi, which engages more than 300 attendees from all sectors to discuss sustainable NCD solutions.

[Access Accelerated and PATH launch NCD Navigator](#), a dynamic mapping of NCD programs in Kenya.

During the UN High-level Meeting on NCDs in New York, Access Accelerated holds [stakeholder meeting to share progress and lessons learned from Kenya](#).

[Access Accelerated launches the Open Platform](#), which gathers information on ongoing efforts to address NCDs and compiles resources to strengthen work at the country level.

[Boston University School of Public Health develops an independent measurement framework, the Access Observatory](#), to create common metrics to evaluate biopharmaceutical company access programs.

Boston University releases first annual report, [“Results and Reflections on Year One.”](#)

Access Accelerated [publishes its first annual report](#).

[Member companies introduce or extend 40 company programs](#)—bringing total to 90 active initiatives in 99 countries.

## WORLD BANK GROUP

World Bank partnership [extends to three countries, Kenya, El Salvador and Vietnam](#).

The World Bank [supports a comorbidity study](#) in Colombia to inform health policies.

The World Bank [supports the government of El Salvador in piloting an integrated health care service delivery model](#) for cervical cancer, diabetes and kidney disease in three regions.

## C/CAN

[Four C/Can Key Learning Cities announced](#): Asunción, Paraguay; Cali, Colombia; Yangon, Myanmar and Kumasi, Ghana.

[C/Can launches the City Health Financing Lab](#), a multi-stakeholder network, including the biopharmaceutical industry, to address innovative funding mechanisms C/Can releases the report, “Confronting the Investment Gap in Non-Communicable Disease Treatment and Care.”

## PATH

[In Ghana, PATH establishes baseline information](#) on the status of NCD-related health systems and policies.

[In Kenya, PATH starts an end-to-end supply chain mapping](#) of NCD commodities to identify barriers and opportunities for action.

## NCD ALLIANCE

[Launch of the Kenya Advocacy Agenda of People Living with NCDs](#) through a consultative process with people living with NCDs at a two-day workshop hosted by the NCD Alliance of Kenya and NCD Alliance.

[NCD Alliance and the Ghana NCD Alliance host a two-day national workshop](#) in Ghana to discuss needs and recommendations of people living with NCDs.

## WORLD HEART FEDERATION

[Access Accelerated begins a partnership with World Heart Federation](#) to guide country-level priority-setting on cardiovascular disease.

[During the 3rd Global Summit on Circulatory Health](#), key stakeholders convene to discuss and develop a position paper on access to essential medicines for CVD.

[WHF and Kenya Cardiac Society \(KCS\) host a roundtable in Nairobi](#), convening speakers from across all sectors to identify roadblocks and solutions in the management of hypertension in Kenya.



# 2019

## ACCESS ACCELERATED

Ipsen and Servier join Access Accelerated.

Access Accelerated publishes [“Access Accelerated in Action: Key Learnings in Program Design & Implementation.”](#)

Access Accelerated publishes white paper on [“Advancing Universal Health Coverage for NCD Care: Industry Contributions through Access Accelerated.”](#)

Access Observatory releases its [second annual report, “Establishing the Foundation for Shared Learning.”](#)

Access Accelerated co-organizes annual meetings in [Naivasha](#) to reengage stakeholders on how to advance Kenya’s NCD policy.

Access Accelerated publishes its [second Annual Report](#).

[Member companies introduce or extend 15 company programs](#)—bringing the Access Accelerated total to 107 active company programs in 136 countries.

## WORLD BANK GROUP

[World Bank project in Kenya official launches](#) in Busia and Trans-Nzoia counties with an official ribbon cutting attended by Kenya’s Cabinet Secretary for Health Sicily Kariuki.

[The World Bank and the National Health Commission of China convene experts and government officials](#) to share experiences with people-centered integrated care.

[In Colombia, the 2018 comorbidity study](#) opens the door to a policy dialogue and triggers \$200mn USD investments to scale NCD services.

To assist Ghana’s Ministry of Health, [The World Bank initiates a WHO survey to assess NCD burden](#), filling critical data gap and inform national NCD policy.

The World Bank and Ministry of Health conducts four workshops to [advance health promotion and NCD prevention in El Salvador](#).

## C/CAN

[C/Can Key Learning City Cali, Colombia](#) adopts a multi-sectoral cancer control plan.

[Kumasi, Ghana joins C/Can](#) as Key Learning City.

Porto Alegre, Brazil; Kigali, Rwanda; Tbilisi Georgia; Leon, Mexico and Greater Petaling, Malaysia are [selected to join C/Can as Challenge Cities](#).



Access Accelerated in Naivasha, Kenya  
^

Porto Alegre, Brazil.  
Image courtesy of C/Can >

At the [72nd World Health Assembly](#), Access Accelerated examines how to make partnership models more effective to support UHC.

At the [2019 United Nations General Assembly](#), Access Accelerated convenes global stakeholders to examine the role of public-private partnerships in closing gaps in access to NCD services.

Access Accelerated participates in a discussion about patient-first thinking and efficiency at the [2019 Pharma Logistics Africa Forum](#).

At the [Tokyo International Conference on African Development](#), Access Accelerated advances the dialogue on prioritizing NCD prevention and control.





C/Can's City Health Financing Lab (CHFL) works with regional experts, including from member companies, to assess the financial and social return on investment in radiotherapy and nuclear medicine in Cali's public sector health system over the next 10 years.

C/Can co-hosts "Financing Sustainable Cancer Control Solutions" with the President of Uruguay.

## PATH

The PATH Vietnam team launches *Communities for Healthy Vietnam* program to bring NCD care closer to the community.



PATH launches version 2.0 of the NCD Navigator.

PATH expands NCD Navigator to Ghana tracking programs from 42 counties (89% of all counties).

PATH completes "Journey of the Pill" assessment in Kenya to identify strengths and inefficiencies in their supply chain.

## NCD ALLIANCE

The NCD Alliance launches the *Our Views, Our Voices Train-the-Trainer programme* to equip people living with NCDs with skills to leverage their lived experiences and drive action on NCDs and deliver a series of in-country *Our Views, Our Voices* trainings.

Ghana NCD Alliance launched the *Ghana Advocacy Agenda of People Living with NCDs*, built through a consultative process with nearly 200 people living with NCDs and calling on the government to take action on NCD financing and access.

## WORLD HEART FEDERATION

The WHF convenes a collective effort of the *Global Coalition for Circulatory Health* to develop a white paper as a resource for policymakers in national governments and international agencies to drive action on circulatory health.

The World Heart Federation launches a *Global Roadmap on the prevention of cardiovascular disease* among people living with diabetes.

In Kenya, the World Heart Federation disseminates and monitors the uptake of the new *National Guidelines for Cardiovascular Disease Management*.

The World Heart Federation publishes *Improving Access to Essential Medicines for Circulatory Diseases: A Call to Action*.

The World Heart Federation continues the *data collection on the CVD policy landscape* in 12 African countries.

WHF hosts a *roundtable of 40 leaders in Hanoi, Vietnam* for the roadmap on the management and control of hypertension in partnership with Vina Capital Foundation and Access Accelerated.

*Communities for Healthy Vietnam <*

*Hanoi, Vietnam roundtable >*





# 2020 PROGRESS IN KEY ISSUE AREAS

Four years into our initiative, 2020 was a year of progress and challenge, adding new complexities to NCD prevention, treatment and care. The power of Access Accelerated lies in the ability to bring the public and private sectors together, build trust and accountability by being responsive to local needs, and catalyze action that accelerates global progress on NCDs. Through strong public-private partnerships we made progress in responding to COVID-19, supporting people living with NCD's, strengthening reliable supply chains for treatments and developing digital health care tools.





# Responding to COVID-19

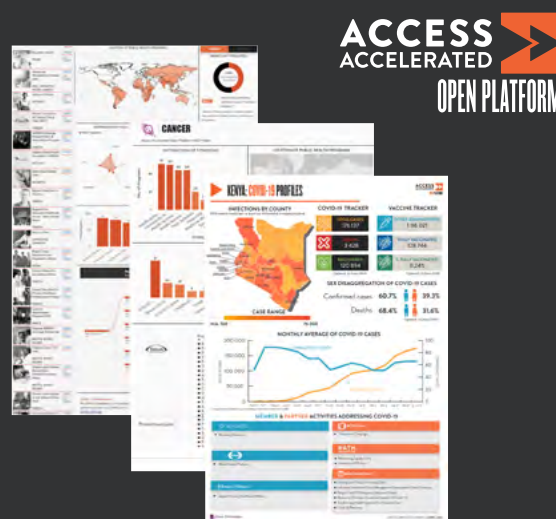
Access Accelerated and its partners were able to pivot programming to address immediate concerns related to COVID-19, including:

- In Kenya, PATH trained more than 2,800 health care workers on COVID-19 infection prevention and control for people living with NCDs, reaching almost 1 million people with improved care.
- At the request of the Ghana Ministry of Health, PATH developed health awareness messaging for people living with NCDs. Using posters, flyers and radio we reached 1.8 million people. In addition, PATH organized 26 Queens and female Chiefs from nine regions to raise awareness on NCDs and the increased risk of severe COVID illness.
- In Vietnam, PATH supported the Ministry of Health to update a policy that would allow multi-month scripting of NCD medicines to reduce exposure risk.
- NCD Alliance strengthened the engagement, programmatic impact, and capacity of national NCD alliances in Ghana, Kenya, Vietnam, India and Malaysia to address COVID-19.
- NCD Alliance also launched a first of its kind NCD Alliance's Civil Society Solidarity Fund on NCDs and COVID-19 to support the organizational sustainability and resilience of national and regional NCD alliances, as well as to promote strategic advocacy and communications efforts to raise the voices of people living with NCDs to shape the pandemic's legacy for building back better and fairer. The \$300,000 USD fund competitively awarded grants of up to \$15,000 USD to 20 national and regional NCD alliances. The fund was officially launched during a high-level virtual event "NCDs & COVID-19: Learning lessons, building back better for the future" held in July 2020 and co-hosted by WHO and the Norwegian Ministry of Foreign Affairs.
- NCD Alliance conducted an *Our Views, Our Voices* global consultation with people living with NCDs to gather their insights on living with and managing NCD conditions during the COVID-19 pandemic. Participants made recommendations to shape stronger health systems and build more resilient communities as part of and beyond the COVID-19 response and will also inform a Global Charter on the Meaningful Involvement of People Living with NCDs planned for 2021.

## EXPLORE THE BIOPHARMACEUTICAL INDUSTRY'S PROGRAMS

Throughout this year's Annual Report, we highlight a few of our member company's programs. You can explore the full range of company-led programs by visiting the Access Accelerated Open Platform. There is a fully searchable database of 119 programs operating in 136 countries.

The Access Accelerated Open Platform addresses a key barrier to effective collaboration: a lack of a centralized information detailing global programs, activities and research on NCDs. The Open Platform is a knowledge resource designed to catalyze global NCD action by centralizing programmatic information and provide the most complete information on the biopharmaceutical industry's efforts to address NCDs.



<https://aaopenplatform.accessaccelerated.org/aadashboard/home>



Findings from the global consultation have been presented in an interactive online dashboard embedded in the newly launched [Our Views, Our Voices](#) digital platform.

- NCD Alliance launched a mini-film “[NCD Care in a Global Crisis](#),” made in partnership with BBC StoryWorks, which illustrates the challenges faced by people living with NCDs around the globe during the COVID-19 pandemic. The mini

film has been submitted as an entry to the WHO Health for All Film Festival.

- The Ghana NCD Alliance (GhNCDA) highlighted the specific needs and challenges of people living with NCDs in a letter to the President of Ghana, which resulted in him directing the Ministry of Health to request GhNCDA to gather more insights to inform national policy responses.
- The NCD Alliance of Kenya (NCDAK) and its network of people living with NCDs highlighted specific needs and challenges during the COVID-19 pandemic in two public statements. The Kenyan Ministry of Health invited five people living with NCDs from NCDAK’s network to its COVID-19 Sub-committee on Community Engagement to provide inputs on the Ministry’s COVID-19 response, which included addressing challenges for people living with NCDs had in accessing health clinics during restrictions on movements.

*“I love helping people because this person will have a family who are depending on them, so life continues, it is not cut short.”*

**JOYCE MWENDE, NURSE, ISIOLO COUNTRY REFERRAL HOSPITAL**

- The Healthy India Alliance (HIA) sent a statement on the needs and priorities of people living with NCDs in India during and beyond the COVID-19 pandemic to stakeholders at the NCD Division of the Ministry of Health and Family Welfare (MoHFW), UNDP India and WHO Country Office.
- In Kenya, the WHF and Kenya Cardiac Society (KCS) and Kenya Ministry of Health conducted an evaluation capturing the impact of the COVID-19 pandemic on the ability of health workers to meet CVD and NCD needs of patients as well as on patients’ access to care and follow-up.
- The evaluation also informed the World Heart Federation’s Global cardiovascular & COVID-19 Study which includes a particular focus on low- and middle-income countries and aims to bridge the COVID-19 and CVD research gap to inform policy in the participating countries (at least 18 by the end of March 2021) and beyond.

*Eli Lilly*

## LIFE FOR A CHILD

Since 2009, Eli Lilly and Company has donated more than 2.4 million vials of insulin related to support of the [Life for a Child program](#). The program provides access to care, education and life-saving medicines and supplies to children with diabetes in developing countries with limited resources. In 2020, Life for a Child provided support to 23,553 young people in 42 countries.

In early 2021, Lilly announced plans to expand its support related to the Life for a Child program to increase access to care to approximately 150,000 youth annually over the next 10 years. To facilitate the expanded support, Lilly will increase donations of mealtime and basal insulins and reusable pens, as well as financial support for the costs associated with arranging, packing and shipping to countries in conjunction with Direct Relief.





## Supporting People Living with NCDs

With our partners, we are working to support locally defined priorities, supporting communities and people living with NCDs to be agents of change. We know that for our projects to be successful, they must have strong local ownership and engagement. Our commitment has been to collaborate and communicate with local stakeholders at all stages of program development, execution, and evaluation. This allows us to co-create programs that augment and align with existing systems and avoid program fragmentation and build local capacity to ensure long-term sustainability.

### IMPACT AND PROGRESS IN 2020

- focused on the work we are undertaking with partners in [Kenya](#), [Ghana](#) and [Vietnam](#) to implement innovative, scalable solutions, and most importantly, lift the perspectives of people living with NCDs and health workers.
- Access Accelerated was a campaign partner of the [NCD Alliance 2020 Global Week for Action](#), whose theme was accountability and pushing for progress, and supported the funding of 10 Campaign Fuel awards, which supported local NCD Alliance chapters to plan and implement inspiring and effective campaigns with calls for action from governments, private sector, and other stakeholders. People living with NCDs judged 16 national and regional alliance proposals and narrowed down to the final list of winners.
- NCD Alliance also created a '[Voices of Change](#)' social card generator, which engaged more than 1,800 Voices of Change across the world, reaching over 11 million people on Twitter, with more than 8,000 tweets from 2,300 contributors in over 100 countries. Of note, social media engagement with the new campaign hashtag [#ActOnNCDs](#) and using fresh campaign resources (toolkit, graphics, and Voices of Change cards) tripled in comparison to the 2019 Week for Action.
- Working with BBC StoryWorks and the NCD Alliance to produce a mini-documentary series called [Turning the Tide](#). The partnership



- Access Accelerated supported the participation of several people living with NCDs in the Global NCD Alliance Forum, held in February 2020 in Sharjah, UAE. Participants were able to attend the “*Our Views, Our Voices, ImPatient for Change: [The power of lived experiences in Bridging the Gap for NCDs](#)*” event—a highlight of the global forum.
- NCD Alliance strengthened the engagement, programmatic impact, and capacity of national NCD alliances in Ghana, Kenya, and India to assess the local landscape for integration of NCDs into national Universal Health Coverage (UHC) frameworks and call for people-centered health systems. The alliances also participated in NCD Alliance’s Advocacy Institute Accelerator Programme on NCDs and UHC, which offered training faculties and expert speakers drawn from the NCD Alliance’s global network of national and regional NCD alliances, members, and supporters such as American College of Cardiology, Partners in Health, Direct Relief, Coalition for Access to NCD Medicines and Products, The George Institute and Civil Society Engagement Mechanism of UHC2030. NCD alliances in Malaysia and Vietnam were supported to consult a wide cross-section of people living with NCDs to build National Advocacy Agendas of People Living with NCDs.
- In December 2020, NCD Alliance launched [Our Views, Our Voices](#) digital platform, which serves as a space to consolidate the voices, experiences and expertise of people living with NCDs and support advocacy promoting their key role in the NCD response.
- The World Bank and Access Accelerated project in Kenya has made strides with support groups that bring patients together to share personal experiences and feelings, coping strategies, or firsthand information about diseases or treatments that often fill a gap between medical treatment. In addition to much needed emotional support, the project helps patients monitor their own health more effectively.
- The World Bank and Access accelerated partnership supported a qualitative study to shed light on the patient journey in cancer in Kenya. The report, “[Economic and Social Consequences of Cancer in Kenya: Case Studies of Selected Households](#)” shares the personal perspective of individual patients and identifies broad themes and opportunities to mitigate cancer cost and consequences.
- NCDA Ghana won the [UNIATF Award in 2020](#) and NCDA Kenya was among the finalists in 2019 for NGO of the Year.

Bayer

## GHANA HEART INITIATIVE

Cardiovascular disease is one of the leading causes of death in Ghana. To address this, the Ghana Heart Initiative, funded by Bayer and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH, is focused on providing the resources needed to improve the prevention, diagnosis and management of cardiovascular diseases (CVDs) at all levels of public health care. The initiative has provided equipment with a total value of 200,000 Euros, including 164 sphygmomanometers, 41 weighing scales with height meter, 43 glucometers, 32 electrocardiograms, 4 monitors and 29 defibrillators. The equipment will be distributed to 44 health facilities in the Greater Accra region, reaching more people and getting them into care.



*The Ghana Heart Initiative provides resources needed to improve the prevention, diagnosis, and management of cardiovascular diseases. Pictured: Dr. Charlotte A. Cato, Specialist-in-charge, Mamprobi Hospital, Accra with Hon. Kwaku Agyemang, Manu, Minister for Health* ^

# Supply Chain

NCD treatments do not matter if they can't reach the people who need them. Reliable supply chains are vital for health systems to meet population needs. We are working with partners to close bottlenecks and foster greater efficiencies to address this challenge in low- and middle-income countries.

## IMPACT AND PROGRESS IN 2020

Access Accelerated is partnering with PATH on a "Journey of the Pill" supply chain mapping of NCD commodities to identify barriers and opportunities for solutions.

- In partnership with ministries of health in Ghana and Kenya, PATH created two roadmaps for action to address barriers to NCD medicines and products. Both are being operationalized to strengthen NCD supply security. The roadmaps are grounded in the evidence gathered through the [Journey of the Pill](#) supply chain assessments, which identify strengths and inefficiencies in the supply chain in Kenya and were conducted in partnership with the ministries of health and Ghana Health Service, and implementation will be stewarded by the national Supply Chain technical working groups.
- A third supply chain assessment is underway in Vietnam and the corresponding report will be released in 2021. We will work with the Ministry of Health to develop a roadmap for action based on the report's recommendations.
- With support from Access Accelerated, the [Coalition for Access to NCD Medicines and Products](#) developed a demand forecasting tool for NCD medicines and products that is currently being piloted in Kenya. This tool will support the great need for accurate planning and forecasting for NCD medicines and products.
- The World Bank and Access Accelerated project in Kenya is also addressing supply chain strengthening to build a resilient supply chain of essential NCD medicines and commodities to ensure availability, affordability, and accessibility at primary health facilities.

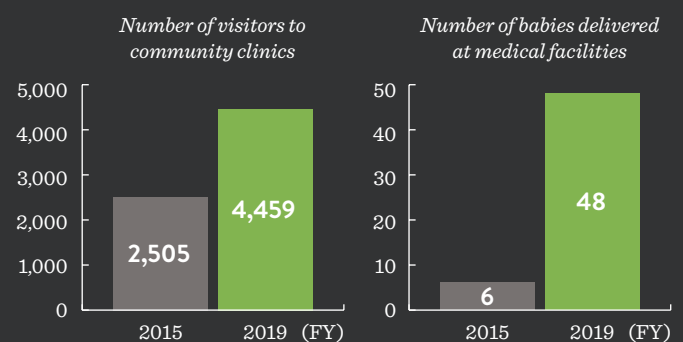
## Shionogi

### MOTHER TO MOTHER

Since 2015, Shionogi & Co., Ltd. has been implementing "The Mother to Mother SHIONOGI Project" in Narok County Kenya. In partnership with World Vision, the project works to address a serious challenge: reducing mortality among pregnant women and new mothers and babies. The program strengthens the healthcare system by building clinics to reach expecting mothers in rural areas and improves access to healthcare by educating healthcare professionals and community members on hygiene, nutrition and healthy living. By 2019, the education program had reached more than 5,100 residents, and steadily increased the number of health center visits and the number of babies delivered at medical facilities and in 2020, the program trained human resources, strengthened the inventory management functions and completed the hand-off of clinics to the country, an important step in ensuring long-term sustainability.

In April 2020, the project shifted its focus to Kenya's Kilifi County, an arid region with higher rates of poverty and limited access to medical services. Following a similar approach for expanding health care access for mothers in rural areas, the project established three clinics in two districts, reaching 77,500 inhabitants.


### RESULTS UP TO AND INCLUDING FISCAL 2019



*In Kenya, Shionogi & Co are partnering with World Vision to reduce mortality among pregnant women, new mothers and babies, increasing visits to health centers. ^*

All of the 73 health facilities sites in the project received pharmacy support through the various drug supply systems with project drugs available in 85% facilities.



A close-up photograph of a smiling man, a smiling woman, and a young child. The man is in the center, wearing a blue button-down shirt. The woman is on the right, wearing a grey top. The child is on the left, wearing a striped shirt. They are all looking towards the camera. The background is a blurred green foliage.

*“For any system to provide sound health care, the health workers must have the necessary skills and knowledge.”*

DR. EPHANTUS MAREE, MOH KENYA



# Digital Health

The potential for digital health to improve health care delivery and health outcomes is indisputable. We believe in the power of these promising tools at both global, national, and local levels, and are working with partners to turn the potential into progress.

## IMPACT AND PROGRESS IN 2020

- There was continued uptake of the NCD Navigator, a dynamic mapping of NCD programs currently active across a country. The Kenya Ministry of Health took ownership of the NCD Navigator in 2020 with ongoing technical support from PATH. NCD Navigator is publicly available on the [Kenya NCD-Intersectoral Coordinating Committee website](#) and supports critical decision-making in the country and offers a source of information and data to guide innovative partnerships across all sectors. The Kenyan government also used NCD Navigator to review their national NCD Strategy 2015–2020 implementation progress and inform the new NCD Strategy 2021–2025 that is currently under development.
- The NCD Navigator launched in three regions in Ghana in 2020, with 87% of implementing organizations participating. After receiving enthusiastic support among decision-makers, it will be expanded to other regions in 2021.
- With funding from Access Accelerated, PATH launched a digital app in Vietnam that helps people living with NCDs by providing information on chronic illnesses, reminding people to get health checkups, and allowing users to do a self-assessment for personal NCD risk factors.
- PATH is leveraging the initial Access Accelerated investment with additional innovation funding in Vietnam to develop a digital app for health workers that helps them manage cases and to provide patients with ongoing support via in-app communications with patients.
- PATH, with funding from Access Accelerated, is providing direct support to the Kenya Ministry of Health for reporting tools mentorship and data quality assessments in ten focus counties, allowing for better follow-up from health care



*Dr. Bernard Gitura,  
Cardiologist  
and President of  
the Kenya Cardiac  
Society, Kenyatta  
National Hospital* <

workers and improved outcomes. Close to 7,000 patients have been enrolled in the Kenya Health Management Information System (HMIS).

- In Kenya, PATH is deploying a cutting-edge digital health program that enables remote screening, blood pressure and blood sugar monitoring, telemedicine, community-based drug delivery and enhanced data management.
- In 2020, through the Digital Health Discovery Forum, a collaboration with partners and stakeholders, C/Can captured and documented insights from health professionals, policy makers and patients to identify and help prioritize digital health innovations, policies and processes that

**Roche**

## SAVE HER, GHANA

Early breast cancer detection saves lives—yet, nearly 70 percent of Ghanaian women receive their diagnosis in advanced states of the disease. Roche's 'Save Her Ghana' initiative aims to tackle the myriad of challenges leading to this devastating outcome through a multidimensional, systemic approach. Strong partnerships with advocacy groups and local communities were key in driving disease awareness and political will to improve breast cancer care. Critical leadership and support from the First Lady of Ghana was instrumental.

These activities were complimented by targeted funding to train healthcare professionals, improve diagnostics capabilities, establish cancer registries and develop the national cancer control policy. Over 300 patients since inception in 2019 received medicines under special access arrangements. Concurrently, the number of hospitals supported through the programme has increased from two to five in 2020 to address geographical access. The success of the project builds upon multiple interventions in the system and local partnerships.



Image courtesy of  
PATH Vietnam >

Opposite:  
Image courtesy  
of C/Can >



have the potential to transform the future landscape for health and information systems that meet the needs of the people they serve. In October 2020, C/Can embarked on the next phase of the project, which is focusing on two priority areas: improving interoperability of healthcare information systems and standardizing pathology reports and cancer data. In Kigali, a multi-stakeholder initiative is being planned to improve the exchange of medical information and improve digital platforms for medical professionals. In Asuncion, C/Can partners have developed a prototype for a digitized cancer pathology reporting tool that will document and share cancer pathology findings. The tool is designed to work in low- and middle-income settings and built to scale globally and in different languages.

- In Kenya, the World Bank and Access Accelerated primary health project included efforts to improve health information flows for NCDs in the two counties the project is in operation. This included lobbying county leadership to prioritize health records and training health workers on the importance and proper use of health record tools. To-date, project staff have trained 103 Health Records and Information Officers. All 73 health facilities have the proper patient file and reporting tools.

*“The Kenya MOH, World Bank and Access Accelerated partnership has made unprecedented impact on the healthcare system with regards to NCD care provision and as a result has given hope to so many patients who now access affordable care for diabetes, hypertension cervical and breast cancer in western Kenya.”*

**DR. JEMIMA KAMANO, MOI UNIVERSITY SCHOOL OF MEDICINE**

- In Vietnam, the World Bank conducted a digital patient journey mapping that will help transform NCD service delivery in Vietnam. The mapping included a review of existing patient-facing digital technologies related to NCDs in the public healthcare network and to identify barriers patients face. A final report is being prepared that will propose specific recommendations to improve digital health services within primary healthcare.
- In Bangladesh, the World Bank is assessing the impact of COVID-19 on NCD services to better understand what patients need and identify potential delivery solutions.
- Following the 2019 [Global Summit on Innovations in Circulatory Care](#) in Paris, WHF released a position paper that makes [the case for the digital transformation of circulatory health](#) as the field with enormous potential for impact. The paper provided key recommendations to map a path across the digital frontier by investing, serving, and protecting end users, ensuring sustainable financing mechanisms and supporting research on digital health.

Sanofi

## NGAO YA AFYA PROJECT

Inspired by the opportunities Africa’s mobile transformation brings for healthcare access, PharmAccess, CarePay and Sanofi joined forces to develop a pilot of a mobile technology-based model for NCD care in Kenya.

The digital model was designed to scale by optimizing cost of care and efficiency, while leveraging funds from patients and payers in a single wallet. The first patients were enrolled in the pilot in 2018. Since then, over 600 people have signed up at four private clinics in Nairobi. Of these patients, 17 percent live with diabetes, 55 percent have hypertension and 28 percent have both conditions.

*“Digital health solutions are now expected to enhance health system resilience by connecting patients, professionals and providers. Locally-led solutions will improve information sharing between health professionals, improve community access and reduce fragmentation of care.”*

MATHIEU MORAND, SENIOR MANAGER, C/CAN





## Integrated Primary Health Care

For most people, primary care is their first contact with the health care system—a doctor’s surgery, a community clinic, or a dispensary. We work with partners to integrate NCD prevention, treatment, and care into primary health services—improving patient outcomes and increasing early detection of NCDs.

We continued our multi-year partnership with the World Bank on health system strengthening initiatives in 20 countries. These programs integrate NCD services at the primary care and community levels. Each project is meticulously studied for insights on what works and could be scaled nationally or implemented in other countries.

In China, primary care is widely viewed as an essential platform for prevention, early diagnosis, and treatment of NCDs. As part of its own health

reform process in recent years, the World Bank is supporting the country’s efforts to transition its health care delivery system toward one that is more people-centered, high quality and integrated with other tiers of the country’s overall health network.

Impact and Progress in 2020 includes:

- China continues to learn from its own practices and international expertise and global practices and is prepared to transform the learning and results from the implementation support of the China Health Program for Results to more sustainable outcomes.
- **SPECIFIC LEARNING ACTIVITIES:** Assisted partners in hosting workshops, attending, and presenting at international conferences, conducting a study tour to Denmark and Germany, gathering case studies, producing policy notes, and conducting analysis of China’s health care system.
- **SPECIFIC IMPLEMENTATION ACTIVITIES:** Assisted partners in launching pilot programs related to hypertension care, sodium reduction, and integrating diabetes management, facilitating knowledge sharing events including a four-day Executive Training course, submitting policy

Image courtesy of  
AMPATH Kenya ✓



notes to inform the government's Five-Year plan in Health Security.

In Kenya, there was progress on the AMPATH Primary Integrated Care For 4 Chronic Diseases (PIC4C) initiative, a partnership with Kenyan Ministry of Health and supported by the World Bank and Access Accelerated partnership. The initiative integrates care for hypertension, diabetes, cervical and breast cancer at the primary care level with project sites in the counties of Trans-Nzoia and Busia, and operational sites in 33 and 40 health facilities, respectively. Highlights include:

- Reaching over 2.5 million people with health education in 2020.
- Since the project began in 2018, providing a total of 122,207 with blood pressure screening and 61,105 with blood sugar screening, and those with elevated levels being referred to care.
- COVID-19 presented headwinds with patients reporting lack of or increased cost of transportation, loss of income and increases in anxiety and stress about the virus. However, the project had almost half of the patients on treatment and their blood pressures controlled.
- Achieving the highest level of breast and cervical screenings through the project, which is attributed to the involvement of nurses and Reproductive Health Coordinators who can interact with mothers more effectively to share cancer care messages.
- The project offers mentorship sessions to increase the NCD knowledge and skills of county health staff. This helps increase patient reach and to manage the increased demand for NCD screening and services.

The World Bank and Access Accelerated El Salvador project is integrating the prevention, early detection, and treatment of cervical cancer, as well as the prevention of NCD risk factors into primary care across three regions: Paracentral (Cabañas, Cuscatlán, San Vicente y La Paz), Central (La Libertad y Chalatenango) and Metropolitan (San Salvador). Highlights include:

- Increasing regional health professional's capacity to do NCD screening with 1,854 people receiving training, and throughout 2020, 1,156 timely NCD diagnoses being made. Additional training of trainers is happening to ensure that NCD awareness is implemented throughout the region in a sustainable and effective way.
- Making strides in HPV prevention with the purchasing 29,700 HPV vaccines and 86,439 HPV screening tests as well as additional refrigerators to store the tests. The COVID-19 pandemic halted the distribution of vaccines, but efforts are underway to restart the program in 2021 when schools reopen.

## Sumitomo

### PROMOTING SOUND CHILD HEALTH PILOT PROGRAM

In Cambodia's Kampong Cham District, Sumitomo Dainippon Pharma is partnering with NPO People's Hope Japan to promote healthy development in children from birth to 2 years through its "Promoting Sound Child Health Pilot Program." The program trained community health volunteers to deliver best-practice home visits to mothers and children, addressing a full range of child health needs during the critical first years of a child's life.

Since its launch, 91 Community Care volunteers are now trained and visited the homes of 1003 antenatal women and 938 postnatal women. Through the home visits, the volunteers encourage health checkups and provided education on nutrition and hygiene. In addition, over 300 residents attended 11 cooking workshops to learn how to prepare nutritious weaning food.



Cooking workshop on nutritious weaning food in Kampong Cham District, Cambodia. ^



## Bristol Meyers Squibb Foundation

### GLOBAL CANCER DISPARITIES INITIATIVE IN BRAZIL

In Brazil, where lung cancer is the leading cause of cancer deaths and the incidence of melanoma is 3-4 times greater than the global rate, the Bristol Myers Squibb Foundation is focused on improving access to cancer information, delivering care and providing support to medically underserved and rural communities. The goal of this national initiative is to catalyse sustainable improvement for high quality cancer screening, treatment, care and support services for patients receiving care through the publicly funded healthcare system and charity care networks.

The Foundation is also working to establish partnerships to strengthen cancer care capacity and is building telemedicine capabilities, improving community awareness of primary care and strengthening ties between primary and oncology specialty care and support organizations.

In light of the disruptive impact of COVID-19 on cancer medical services and patient education and support programs in Brazil, the foundation is focused on supporting cancer care institutions, patient education, professional societies and academic institutions to develop and adapt service delivery models affected by the pandemic.



*The Bristol Meyers Squibb Foundation is working to improve cancer care capacity in Brazil through the Global Cancer Disparities Initiative. ^*

- Creating health education resources, including 16 different types of outreach materials, such as HPV awareness brochures, posters and flyers as well as an educational game on healthy lifestyles.

Another Latin America regional project identifies opportunities to improve multi-morbidity NCD care management in Colombia, Costa Rica and the State of Sao Paulo, Brazil. The project will test multimorbidity management models and analyze patient care to better equip health systems for these cases.

The World Bank and Access Accelerated are also working in five Latin American countries, Ecuador, El Salvador, Paraguay, Peru and Uruguay, on a project to increase capacities to address mental health services by supporting the assessment of supply and demand under the [OECD mental health performance framework](#), specifically, the use of innovative protocols to increase case detection, de-stigmatization and better communication. This project is focusing on the institutionalization of services within the healthcare system and the integration of community support in the provision of mental health care.

In Myanmar, a project is supporting health security, building sustainable health financing and improving and adapting service delivery models to deliver essential health services. This project builds on existing World Bank health-related engagements in the country. Yangon, Myanmar is also one of the cities with the City Cancer Challenge works. The work engages stakeholders across the health system and provides policy-based analyses and technical assistance. The current political situation is delaying the project start and may require a re-evaluation.

We are working with PATH to scale the *Communities for Healthy Vietnam* program to three provinces. This program employs an innovative health care delivery model to improve patient management of hypertension and diabetes. By setting up free checkpoints in convenient community hubs such as markets, cafes and barbershops, we bring screening and referral services to people in places they already frequent.

- In 2020, PATH formed an innovative partnership with the largest grocery mart chain to increase blood pressures screenings. This latest community partnership demonstrates how easy it is to scale the community-based model and reach more people. To-date, the program reaches close to 300,000 people and has screened over 45,000 for elevated blood pressure and diabetes.

- The program also trained 18 trainers, 200 health workers, and 600 village health workers. This training translates into reaching more than 65,000 people with improved NCD care.

WHF worked with the Kenya Cardiac Society (KCS) and the Kenya Ministry of Health (MoH) to implement the [National Guidelines for Cardiovascular Disease Management](#) in 5 counties: Isiolo, Kitui, Nyandarua, Kisumu and Nakuru. The work entailed training health professionals at all levels to adopt an integrated care approach for diagnosing cardiovascular disease (CVD) so it could be managed as part of primary care and streamlined throughout the health services provision continuum. Highlights of this work include:

- In Q3 2020, WHF and Kenya Cardiac Society (KCS) extended the implementation of the guidelines to 2,800 more health workers and 6 additional counties: Marsabit, Elgeyo Marakwet, Bungoma, Kajiado, Kilifi and Kirinyaga.
- WHF and KCS added access to the digital ECHO platform shared by the HIV and non-communicable diseases communities (NCD) to promote learning and better outcomes among health professionals and CVD patients, respectively.
- An evaluation of the full program to implement the guidelines generated evidence on ways that CVD interventions strengthened primary care and improved health outcomes for people living with heart disease.

*“The National Guidelines for Cardiovascular Disease Management are critical for integrating CVD management into primary care by streamlining care across the entire health services provision continuum. A well-trained workforce is key to this integrated approach, especially considering that the Kenya context of one cardiologist for 1 million Kenyans.”*

**OANA SCARLATESCU, PROGRAM MANAGER,  
WORLD HEART FEDERATION**

## Servier

### CUOMO PEDIATRIC CARDIOLOGY CENTER IN DAKAR

Since 2016, Mécénat Servier has supported the Cuomo Cardiopaediatric Centre (CCPC) in Dakar, Senegal, funding open-heart surgery for children and training for medical teams, partnering with La Chaîne de l'Espoir, the CHU FANN and the Cuomo Foundation. From 2019 to 2020, Mécénat Servier funded the operations of 41 of the 139 children who received surgery at CCPC. In March 2020, the Center was requisitioned for COVID-19 patients in need of intensive care; pediatric surgery was temporarily put on hold, and it resumed in September of 2020. Since its opening, the Cuomo Center has provided 7,592 consultations to children and more than 600 successful surgeries have been performed.



Cuomo Pediatric Cardiology Center (CCPC) in Dakar, Senegal ^



Mécénat Servier is funding pediatric open-heart surgery and training for medical teams in Senegal through the CCPC ^



# 2020 RESULTS IN OUR STRATEGIC GOALS



# Results from 2020

## INFORMING HEALTH POLICY

- PATH conducted expert interviews, collected local prevalence data, and conducted a review of policies and related literature exposing barriers and facilitators to access to quality NCD care in India. The report is helping to inform NCD care in India at a timely moment as the country reviews its commitment to achieve Universal Health Coverage.
- PATH is working with the Ministry of Health in Vietnam to advance policies that strengthen NCD management, including leveraging the application of information technologies. To this end, PATH is working with the Ministry of Health to establish regulations for data sharing between curative and preventive medicine systems at the primary health care level. In addition, PATH is mapping existing health information systems, software, and implementation across 63 provinces. This data sharing will enable policy- and decision-makers to access a comprehensive snapshot of the overall NCD situation in Vietnam to develop focused NCD responses and interventions improving reach and quality of care.
- The NCD landscape assessment conducted by PATH in Ghana is informing the development of the country's national NCD policy and subsequent NCD Strategic Plan.
- PATH is supporting the Ministry of Health to finalize the Kenya National NCD Strategy 2021–2025 to guide the country at both national and county levels on NCD programming and service delivery for the next five years.
- As Ghana embarked on Presidential elections in early December 2020, Ghana NCD Alliance produced a NCD Civil Society Manifesto highlighting NCD and UHC related priorities that has been presented to at least two Presidential candidates. Political parties have also recognized the need to address NCDs and improve primary healthcare.
- In its role as Co-Chair of Kenya's NCD Inter-sectoral Coordinating Committee (NCD-ICC), NCD Alliance of Kenya (NCDAAK) supported the Ministry of Health (MoH) in reviewing the Kenya National Strategy for the Prevention and Control of NCDs 2015–2020 and provided input for the forthcoming National Strategy for Prevention and Control of NCDs 2021–2025.



*Image courtesy of C/Can ^*

Additionally, the MoH created two positions specifically for people living with NCDs in its NCD-ICC to support the new strategy development process.

- C/Can implemented technical assistance projects to strengthen the quality of cancer care infrastructure. They implemented 28 projects across its four Key Learning Cities of Cali, Asuncion, Yangon, Kumasi and another 22 projects in their Challenge Cities of Porto Alegre, Kigali, Tbilisi.
- C/Can worked with city stakeholders and global experts in Yangon, Myanmar to develop seven new resource-appropriate guidelines and multidisciplinary team approaches as standard practice for management of cancer patients. The Myanmar's Ministry of Health and Sports approved the standards in October 2020.
- The World Bank/Access Accelerated partnership project in El Salvador successfully engaged local governments in the need for NCD awareness, prevention, treatment and care. The government established a National Division of Chronic Diseases and released a new NCD National Strategy.
- In Cameroon, the World Bank and Access Accelerated partnership will be generating evidence of the NCD burden and risk factor prevalence. This will be used to inform future NCD investments in the country and other low- and middle-income countries. The study will be specifically looking at operations research, e-Health innovations and leveraging pharmaceutical services to expand NCD service delivery.
- A regional program in Kosovo, Bosnia & Herzegovina, Serbia, North Macedonia, Croatia and Belarus will focus on improving prevention and management of NCDs through policy advocacy, technical expertise and capacity building.



- Several blog posts on the World Bank website have been published in partnership with Access Accelerated, reaching a large audience of World Bank client countries with NCD focused messaging and examples from successful partnership activities for example in Kenya, China and El Salvador.
- [The 5th Global Summit on Circulatory Health to the Heart Talks](#) webinar series was held to continue advocating for the health workforce, with the theme *Rethinking the Future of the Cardiovascular Workforce*. The event featured panelists from the frontlines of the pandemic, policymakers, medical educators and journalists.
- In an October webinar, Dr. Lilian Mbau and Dr. Rachel Wanjiku highlighted the learnings from the Kenya project to implement the [National Guidelines for Cardiovascular Disease Management](#).

## ACCELERATING INVESTMENT

- Since launch, Access Accelerated has leveraged close to \$300 million in new World Bank investments in NCDs and the partnership has informed a total of \$2.1 billion of NCD projects.
- City Cancer Challenge has unlocked \$59mn in new funding for city level efforts to advance cancer care.
- In Cali, C/Can's Health Financing efforts built a case for investment in local cancer care infrastructure and in Yangon, identified, structured and supported the implementation of sustainable public-private partnerships to expand cancer care.
- In Kenya, the World Bank is continuing work on a study to generate additional evidence on the costs and benefits of investing in key preventive and curative interventions to address the [growing burden of cancer](#). The focus is on both the prevention of cancer and the cost-effectiveness of cancer detection and treatment looking at the financial and socio-economic impacts of the human papillomavirus (HPV) vaccine as well as better understanding the factors that explain relatively low cost-effectiveness of key cancer interventions.

## ADVANCING PARTNERSHIPS

- Ghana NCD Alliance was awarded the [2020 United National Inter Agency Taskforce Award](#) for "Deep Commitment to Fostering Multi-sectoral Partnerships in Accelerating Action on NCDs."
- NCD Alliance Kenya supported the Ministry to develop the Kenya National Strategy for Prevention and Control of NCDs 2021–2025. The NCD Intersectoral Coordinating Committee ratified the involvement of people living with NCDs as key members of the strategy development technical working group. This ensures their voices and needs are included in the new strategy.
- C/Can is developing processes to ensure long-term sustainability of its efforts and guidance to help cities form and foster productive collaborations. Their Sustainability Framework supports cities on their path to developing resilient health systems for cancer care by strengthening the local capacities in multiple areas. This will ensure local ownership, successfully transitioning cities from C/Can's financial and organizational support. Their [Constructive Engagement Framework](#) provides guidance to cities and partners on the rules of engagement for productive collaborations.
- The World Bank is using its fundraising capability and started discussions with other potential donors that could add resources to the joint effort for improving access to NCD services for people in low- and middle-income countries.
- Healthcare is so complex such that there is no intervention that can accomplish much without the support of key stakeholders. To operationalize, embed and sustain NCD care across the primary care systems active in the World Bank and Access Accelerated project in Kenya, county leadership has been consistently engaged to promote local ownership, investment and on-going support. In these sessions, challenges and opportunities, including health care worker strikes, needs for more mentorship, supply chain strengthening and the value of health records can be addressed.
- PATH engaged 300+ stakeholders across Kenya, Ghana, Vietnam towards a coordinated response to transform NCD care through primary health care strengthening, supply chain strengthening, implementation of the NCD Navigator, and improvement of NCD data quality and use.

# STRATEGIC FRAMEWORK

|                 |   |   |  |                                  |  |
|-----------------|---|---|--|----------------------------------|--|
| VISION          | A future where all people have access to quality NCD prevention, treatment & care   |   |  |                                  |  |
| MISSION         | Transforming how the private sector can accelerate global progress on NCDs  |   |  |                                  |  |
| STRATEGIC GOALS | 1<br>Impactfully Inform Local & Global Priority Health Policies   | 2<br>Accelerate Public & Private Investment in NCD Prevention, Treatment & Care | 3<br>Optimize Engagement & Set a Gold Standard for Impact & Rigor in Public-Private Partnerships   |                                  |  |
| ACTION AREAS    | <b>PROGRAMS</b><br>NCD access programs of 20+ global biopharmaceutical member companies   |   | <b>PARTNERS</b><br>Leading global & local partners with complementary technical expertise  |                                  | <b>PLATFORMS</b><br>Collaboration, learning & digital platforms at the global, focus country & city levels                 |
| PRINCIPLES      | People-Centered Approach  | Local Ownership & Engagement  | Substantive Partnerships   | Sustainable, Equitable Solutions | Innovation & Continuous Learning   |
| SDGS            | <b>SDG 3.4</b><br>By 2030, reduce by one-third pre-mature mortality from NCDs through prevention and treatment, and promote mental health and wellbeing |   | <b>SDG 3.8</b><br>Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all. |                                  | <b>SDG 17</b><br>Strengthen the means of implementation and revitalize the global partnership for sustainable development. |





# Measuring Our Impact



*Q&A with Dr. Peter Rockers, Co-Principal Investigator of the [Access Observatory](#) and Assistant Professor in the Department of Global Health at the Boston University School of Public Health*

*In addition to the Access Observatory, Access Accelerated also offers the Access Accelerated Open Platform (AAOP), a knowledge resource that has the most complete information on the biopharmaceuticals industry's efforts to address NCDs. The site provides custom dashboards across industry programs and focus areas of supply chain, digital health and integrated primary health care. Users can now also search for information related to COVID-19.*

COVID-19 forced companies to make significant changes to their ongoing NCD Access programs. What are ways that companies should think about reporting and evaluating their access programs in light of the impact of COVID-19?

Access is now a central issue in public policy debates and dinner table conversations around the world. The speed with which companies innovated to develop COVID-19 vaccines and treatments in 2020 was astonishing. Similar ingenuity is now needed to rapidly expand access to those lifesaving products for 8 billion people. Measurement and reporting must play a central role in these efforts. We have already seen the importance of data in identifying inequities in the impacts of the virus and we are starting to see similar inequities in access to the vaccine. Companies have an opportunity to address equity explicitly through their access programs. The *Access Observatory* asks companies to report on how they intend to address equity and to submit data that demonstrates their success in doing so.

The work that companies have already put in to measuring and reporting on their Access Accelerated programs has real value as a source of information and learning when thinking about strategies for

COVID-19. The *Access Observatory* framework is designed to be flexible with respect to disease area and many of the strategies that companies have used for NCDs could also work well for COVID-19. For example, the *Access Observatory* has several examples of NCD programs that aim to improve access using price strategies and similar strategies are now being used to enhance the affordability of COVID-19 vaccines and treatments. COVID-19 has also spurred an unprecedented level of partnership and new voluntary licensing agreements between companies to enhance manufacturing capacity. These strategies are part of the *Access Observatory* framework but have not previously been used by registered programs.

The pharmaceutical industry's commitment to measuring and reporting on their access programs is important now more than ever. There is an opportunity to build up a strong evidence base on what works to improve access and learnings from COVID-19 programs can and should inform the design of programs in other disease areas. The industry and its partners should strengthen its leadership role in generating and using evidence to improve access globally.

We also saw unprecedented levels of collaboration across the biopharmaceutical sector as we raced to find an effective vaccine. What do you think this will mean for more effective future multi-company collaborations on access?

Increased collaboration sparked by COVID-19 is a positive development for the industry and has the potential to greatly benefit society. Many of the biggest challenges that society faces cannot be solved by a single actor or a single company. Companies sharing ideas and experiences will expand learning opportunities and should accelerate innovation in the design and scale-up of new access solutions.

*Furthermore, companies pooling resources and capabilities should make new large-scale investments in access solutions possible.*

Some important access solutions are likely to be deliverable only as public goods and it may be important to develop innovative financing models that entail collaboration across the industry and between the industry and the public sector.



Shifting to measuring impact of access programs, what trends have you observed over the last few years that should represent best practices for companies?

Companies are continuing to expand their access efforts. In 2019, 17 new programs were registered in the *Access Observatory*, most of which were newly created. Companies have also demonstrated an increasing capacity to measure and report on their access efforts. The percentage of programs with a published reporting plan outlining key performance indicators increased from 48% in 2017 to 76% in 2019. The percentage of programs submitting data has also increased, though more modestly from 37% in 2017 to 45% in 2019.

We expect these positive trends to continue through this coming cycle which will focus on 2020 activities.

What are some opportunities for companies to design more effective programs and better measure their impact?

We have identified four main opportunities for companies to design more effective programs and better measure their impact:

First, expand the range of program strategies. The majority of new company access programs are employing the same few basic strategies: health system strengthening, particularly provider trainings; and community awareness campaigns. We encourage companies to explore other strategies

for improving access, including those that leverage their unique expertise in product development, manufacturing, licensing, and pricing.

Second, conduct needs assessments prior to program implementation. Only one-quarter of programs registered in the *Access Observatory* reported conducting a needs assessment. We recommend that all new programs base their strategies on learnings from a thorough needs assessment conducted prior to the program implementation. We recommend that all new programs base their strategies on learnings from a thorough needs assessment conducted prior to the program implementation.

Third, increase the number and scope of multi-company collaborations. Existing programs are concentrated in a relatively small number of countries and focus on a relatively small number of diseases. Geographic and disease-focus concentration creates opportunities for efficient and impactful multi-company collaboration, which is a key goal of Access Accelerated.

Fourth, strengthen alignment on reporting standards with stakeholders and investors. The broad adoption of the *Access Observatory* measurement framework has strengthened standards within the industry. To continue to build on the achievements of Access Accelerated, it will be necessary to increase alignment on these standards with stakeholders and investors, to ensure a shared understanding of expectations.

*The Access Observatory will finalize reporting on 2020 activities and produce a report in the summer of 2021.*



## Communications Update

As an initiative that values innovation, continuous learning and rigorous measurement, Access Accelerated brings the same focus to our communications and engagement efforts. In 2020, we conducted a deep analysis of how access to health care is covered in the media and how access challenges and solutions are represented in social conversations. The insights we gleaned from our analysis were used to optimize our communications outreach.

For the analysis, we used two tools, Brandwatch and Talkwalker, which track and analyze media coverage and allow us to ingest a massive amount of data points, including news stories, tweets, Facebook posts, LinkedIn posts, and then analyze them. The results helped us establish a baseline understanding of how people and the media are communicating about NCD barriers to care and solutions and to understand key themes and opportunities to enter into the conversation effectively.

It is worth noting a few limitations. Our analysis focuses on English-only content. Due to the large volume of content produced by U.S. and European outlets, the data skewed toward those geographies, though the tools do also capture data from other countries. To balance this, we also conducted in-depth interviews with more than a dozen global NCD experts and stakeholders from organizations like the World Health Organization, leading NGOs and national patient advocacy organizations for their feedback on Access Accelerated, public-private partnerships and what enables successful NCD strategies. Together, these two sources helped us collect a holistic picture.

### KEY FINDINGS AND HOW WE LEVERAGED IN OUR COMMUNICATIONS OUTREACH

*Price dominates social and traditional media as the largest perceived barrier to care.*

While there is coverage of other barriers and solutions, such as digital health, low health literacy and the need to upskill health workforces, the share of the conversation on these topics is dramatically smaller and the coverage is fragmented compared to coverage of medicine pricing. This suggests there is still work to be done to show the importance of a systems-level approach to addressing barriers to care.

Image courtesy of  
PATH Vietnam >



With the analysis validating the perception that price is the primary barrier to care, Access Accelerated focused on showing a more comprehensive view of the barriers faced during the patient journey. This effort included the development of a key section on our refreshed website about how NCD control requires strong health systems and clear descriptions of 11 barriers to care, including policy, regulatory, financial and delivery challenges, as well as possible solutions.

We also shared specific case studies and examples of how our member companies are working on systemic barriers, identifying what the biopharmaceutical industry brings to these kind of upstream challenges. We began production of a podcast that will debut in 2021 on this topic with each episode focusing on a systemic barrier and the innovative solutions that can happen with the public and private sector work better together.

*Not surprisingly, COVID-19 gained massive attention in 2020.*

However, the coverage did shift to focus more on people living with NCDs as it became clearer these individuals faced greater health risks and were delaying care. These conversations were driven by advocates calling for greater attention and support, and from the release of medical studies showing possible links between COVID-19 and chronic illnesses. COVID-19 exposed weaknesses

in health systems and at the same time, presents an opportunity to refocus global attention on the need for better NCD care.

To draw attention to the connections between COVID-19 and NCDs, we created a video that challenges us all to build strong and resilient health systems that can meet the demands of both chronic illness and infectious disease crises. The video calls for us all to *Respond with Resilience* and take a more holistic approach to global health by focusing on building resilient health systems. However, overall, it was a challenge to focus media attention on NCDs in the early months of the pandemic.

## OUR INTENTION MOVING FORWARD

Access Accelerated is much more than an exercise in communications. However, it is important to generate greater awareness for the full range of barriers to NCD prevention, treatment and care in low- and middle-income countries so that we can continue to build momentum for multisectoral solutions that strengthen health systems.

It is our intention to spark a productive conversation among health system stakeholders that focuses on solutions that can scale. We will hold up examples of the progress that can be accelerated when sectors work together to co-create solutions and be honest when we encounter challenges.



*Cuomo Pediatric Cardiology Center (CCPC) in Dakar, Senegal. Image courtesy of Servier <*



# Lessons Learned



*Martin Bernhardt, Vice President and Head Global Public Affairs, General Medicines & Emerging Markets, Sanofi Group, Chair, Access Accelerated Steering Committee (2019–2021)*

As part of our annual reporting, we share reflections on lessons learned as a commitment to transparency and to fostering a learning culture.

## BALANCING AMBITION AND FOCUS

Access Accelerated was created with an ambitious agenda because the enormous scale of the NCD challenge in low- and middle-income countries demands bold action. From the beginning, we knew that to build and maintain the momentum needed to achieve this ambition, we must do better in fostering a collaborative culture and shared sense of urgency among our member companies and channel that focus where we can have the greatest impact.

This initiative is unique in how we brought together companies that, in every other way, are competitors. Our 20+ member companies have headquarters in Europe, the U.S. and Japan. We have different organizational cultures. We have different areas of business focus and different levels of experience in building NCD access programs.

To navigate these differences effectively, we created a Steering Committee comprised of company members to direct projects, assess opportunities, address challenges and work together. We are keenly aware that implementing projects at this scale is always difficult and requires a careful balance of ambition and focus.

An alternative model would have been to focus more narrowly by identifying a single country or even a region within a country and pursuing a specific set of barriers to NCD care with a tailored and time-bound project to demonstrate initial success. The tradeoff in this scenario would have been less complexity and reach of our programming, but more confidence built in the value a collective model over time. That was a tradeoff we took and perhaps at the expense of slowly building momentum and trust.

Moving forward, we can always do more to maintain momentum and build trust. We are strengthening how we communicate about the value of this collective effort for member companies—focusing on what has worked, and what has not. We are fostering effective feedback loops with our companies that optimize the management of our programs and feeling of ownership among our many diverse members.

And we can do more to focus on “sweet spots”—areas where our efforts can be an accelerator. The supply chain work is one such area that holds great promise. There are many weaknesses in supply chains that need to be addressed = and what the pandemic has brought into even sharper focus. In doing so, all sectors will realize specific and concrete value, and most importantly, we can ensure medicines reach those in need.

## PARTNERSHIPS REQUIRE TIME AND GOOD TIMING

The systemic challenges preventing quality NCD prevention, treatment and care require all sectors to come together to co-create solutions. We chose to work in partnership with others because we firmly believe it creates greater sustainability over time. Partnerships come with inherent challenges that require the commitment of time to foster trust, align values and learn to work together, but also leverage program design and implementation that are the right fit for the current time.

We have learned over the past four years just how critical it is to align on common and clear objectives with our partners. To do this requires intention, understanding the strengths and the values each partner brings. There are tradeoffs in efficiency and, at times, visibility for Access Accelerated, by working in partnership, but we believe the outcomes are worth it.

For example, we provided critical seed funding to launch the City Cancer Challenge (C/Can). We

Side event at  
2019 World Health  
Assembly >



saw great strategic value in their model. This kind of funding allowed us to move fast and help C/Can realize the results they are now seeing in their Learning and Challenge cities in informing cancer policy and unlocking sustainable financing.

Other types of partnerships require time as well as the right timing. The local governments need to be motivated to address NCDs as part of their efforts to achieve Universal Health Coverage or through a well-defined and politically supported NCD control plan. It is vital to connect into existing and sustainable funding streams so efforts can be scaled and sustainable, reaching more people. Time is one element needed to understand the current landscape and see where we can either build on existing efforts or fill gaps.

## LIMITS TO PRIVATE SECTOR ACTION

The private sector—even a collective effort by many companies—will naturally face limits. Access Accelerated could not seek official accreditation at the World Health Organization. While our efforts were mentioned in the WHO Private Sector Dialogue on NCDs, we are not official participants in that process and may lack influence in critical policy dialogues and discussions.

We have also worked to build understanding about the initiative's value-add and limits of our World Bank Group partnership. Throughout our engagement with the World Bank, we have had to make the effort to learn about each other's organizations and explore the value each partner brings to the table so that we can more effectively reach our goals.

We have also learned limits we need to respect. The World Bank fiercely protects its independence—and rightly so. We know that by working collectively, we have been able to bring insight to their NCD portfolio that informs better projects and outcomes in a way that would not have been possible working as individual companies. We are proud of the concrete results that have been achieved.

*As we move into our fifth year, we remain committed to learn and evolve. We are evaluating not just our programming, but how we are working together with our member companies and our program partners. It is only with this honest reflection that we can truly reach our goals.*

## Director's Note



James Headen Pfitzer

Preparing our annual report each year is an opportunity to stop and reflect on the impacts we have had in addressing barriers to NCD care. It would be impossible to reflect on 2020 without considering how the pandemic put the importance of our individual and collective health into a clear perspective. If anything, it has inspired me to continue our work to implement scalable and sustainable NCD solutions in low- and middle-income countries.

I know I'm not alone. Every member of the Secretariat, every employee in our member companies and all of our partners came together because we share a fundamental belief: we can create a future where no one dies prematurely from a treatable, preventable disease.

We put the needs of people first in everything we do. In the past 18 months, people living with NCDs have faced increased challenges. Many delayed care and had an increased risk of more severe illness or death from COVID-19.

While the needs of people living with NCDs have certainly changed during the pandemic, their persistent advocacy has not. They have long fought for progress, bringing their voices and lived experiences to the frontlines of policymaking and community building. People living with NCDs inspire Access Accelerated to “walk the talk” by ensuring our solutions and models reflect their needs.

In addition to continuing to be patient-first, we look forward to collaborating across sectors to convert the promise of Access Accelerated into tangible, measurable results. This includes partnering to create the kind of innovative solutions that support long-term, sustainable systems change. It includes building an evidence base of what works so that countries and regions can scale up proven solutions. It means accelerating investment to where it is most needed and can be most catalytic. It always means committing to rigorous accountability among all stakeholders—from all sectors—as we work to achieve our mission.



# Leadership

The Access Accelerated Steering Committee is the primary strategic decision-making body and consists of one representative from each member company. Through consensus, the Steering Committee guides the overall vision and direction of Access Accelerated with guidance from member company CEOs.



**TITTA ROSVALL-PUPLETT**

*Chair (Term ended June 2021)*

Senior Director, Head  
Global Policy Partnerships  
& Alliance Development,  
Global Policy & Government  
Affairs, Corporate Affairs,  
Bristol Myers Squibb



**MICHAEL FREDRICH**

*Chair*

Lead Access To Medicine—  
Non-communicable  
Diseases, Bayer



**TAKANORI SATO**

*Vice-Chair*

Head, Public Affairs,  
International Organizations  
Relations, Corporate  
Communications & Public  
Affairs, Takeda



**HAROLD COTTIN**

*Vice-Chair*

Director of Public Affairs,  
Global, Servier



**MARTIN BERNHARDT**

*Adhoc Advisory Member*

Head of Public Affairs  
Global Health, Sanofi



**COURTNEY N. ROBERTS**

*Adhoc Advisory Member*

Director, Global Health  
Philanthropic Partnerships,  
Eli Lilly



**JUSTINE HIBBERT**

*Adhoc Advisory Member*

Director, Global Public Health  
Communications, Roche



**SARA MARTIN**

*Adhoc Advisory Member*

Associate Director, Global  
Policy Partnerships &  
Alliance Development,  
Bristol Myers Squibb

# Secretariat

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Based in Geneva, the Access Accelerated Secretariat serves as the managing body implementing programs and activities. Executing on operational decisions and driving workstreams, the Secretariat plays a crucial role in bringing the initiative's vision to life.



**JAMES HEADEN PFITZER**

*Director*

James Headen Pfitzer is the Director of Access Accelerated where he leads overall strategy and implementation for this multi-year initiative.



**MARA NAKAGAWA-HARWOOD**

*Associate Director of Implementation and Partnerships*

Mara Nakagawa-Harwood is the Associate Director of Implementation and Partnerships and leverages strategic partnerships and oversees the implementation of Access Accelerated programs.



**NICHOLAS MISSO**

*Associate Director of Operations*

Nicholas Misso is the Associate Director of Operations of Access Accelerated and provides coordination of diverse business operations essential to the effective implementation of the Access Accelerated strategy.



**MINJI KWAK**

*Project Manager*

Minji Kwak is the Project Manager of Access Accelerated. Minji is responsible for coordinating Access Accelerated partners collaboration and planning activities within the initiative and between the project governing bodies and the other stakeholders.



**GWENDOLINE NAVARRO**

*Administrative Officer*

Gwendoline Navarro is the Administrative Officer of Access Accelerated. She assists in administrative functions and support for the all team.









*"People living with non-communicable diseases (NCDs) have faced unprecedented challenges over the past year. The urgency of the moment is why we have remained steadfast in our commitment to accelerate progress in NCD prevention, treatment and care."*

MEMBER COMPANY CEOS





#### TRADE ASSOCIATIONS




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