The Institute of Medicine's Forum on Public-Private Partnerships for Global Health and Safety

Exploring Shared Value in Global Health and Safety – A Workshop

December 3-4, 2015

The Venable Building | 575 Seventh St, NW, Washington, DC

AGENDA

The Institute of Medicine (IOM) Forum on Public-Private Partnerships for Global Health and Safety has been established to illuminate opportunities that strengthen the role of public-private partnerships in meeting the health and safety needs of individuals and communities around the globe.

Workshop Objectives:

- To examine the relationship between shared value creation and meeting the health and safety needs of communities around the globe.
- To illuminate the impacts and implications of an increased movement toward shared value creation for all global health and safety stakeholders, especially corporations but also, non-governmental organizations, government agencies, foundations, academia, and civil society.

Workshop Approach:

Perceptions of the role of business in society are changing. Increasingly, as expectations change both internally and externally, companies are seeking opportunities to enhance their competitiveness while also meeting societal needs. The benefits of such opportunities were articulated in Michael Porter and Mark Kramer's 2011 article *Creating Shared Value*. Since then a global movement within the corporate sector to identify opportunities to align core business strategies with the needs of society has accelerated. Highlighting this growing movement, in 2015, Fortune magazine published its first Change the World list to illuminate companies that have embraced shared value principles and are "doing well by doing good." Companies that are creating shared value are using their core capabilities and competitive advantage to address social challenges within sectors such as the environment, education, and finance. Challenges in the health sector are among those being addressed through shared value and there are demonstrated examples of how companies are positively impacting health while increasing their business value.

This workshop will explore the opportunities, limits, and challenges to maximize the benefits of shared value creation to meet the health needs of communities around the globe. The opportunities as well as the limits of shared value in health will be illuminated through an analysis of global disease priorities and the corporate domains of core products and services, employee health, and community-employer interactions. Challenges will be identified and discussed in the areas of regulation, management of conflicts of interest, and implementation of new business models. Focusing on the journey, not just the results, lessons will be learned from a range of industries as well as perspectives on addressing challenges and trade-offs both inside and outside an organization, measuring progress and results, and the impacts and implications for other global health stakeholders.

This two-day public workshop has been planned by an ad hoc expert committee. The intended audience is the Forum on Public-Private Partnerships for Global Health and Safety members and the organizations that they represent, other public and private entities collaborating across sectors to further global health and safety, and academics and researchers focused on understanding the value proposition and impact of partnerships.

Workshop Notes

- This workshop is being recorded. Please identify your name and affiliation prior to asking questions at the microphone.
- We are webcasting this event live online at: **nas.edu/PPPsharedvalue**
- Please use hashtag **#PPPGlobalForum** to tweet about this event
- Soon after the meeting an archive of the video webcast and presentation slides will be available at: **nas.edu/PPPsharedvalue**
- A summary of the workshop will be published following Institute of Medicine procedures. Rapporteurs will compose the summary from the workshop transcript, and external reviewers will examine the summary to make sure it accurately reflects workshop discussion and conforms to institutional policies.
- Interested in receiving Forum on Public-Private Partnerships for Global Health and Safety Updates?
  Sign up at: **nas.edu/PPPGlobalForum**

PLANNING COMMITTEE ROSTER

Brenda D. Colatrella (chair)
Executive Director, Corporate Responsibility
President, Merck Foundation
Merck & Co., Inc.

Jessica Herzstein
Member
U.S. Preventive Services Task Force

Clarion Johnson
Private Consultant and Physician
Co-chair, IOM Forum on Public-Private Partnerships
for Global Health and Safety

Regina Rabinovich
Exxon Mobil Malaria Scholar in Residence
Harvard School of Public Health

Derek Yach
Chief Health Officer
The Vitality Group

STAFF

Rachel Taylor
Program Officer

Priyanka Nalamada
Senior Program Assistant

DAY 1
December 3, 2015

8:00A **Registration**

8:45A **Welcome from the IOM Forum on Public-Private Partnerships for Global Health and Safety Co-Chair:**
Clarion Johnson, *ExxonMobil*

Introduction to the Workshop from the Planning Committee Chair:
Brenda Colatrella, *Merck*

The Evolution of Shared Value

In 2011, Harvard Business Review published the article *Creating Shared Value*, sparking a global debate on the role of business in society and the alignment of core business strategies with the needs of society. This session provides a perspective on how the shared value strategy has been received and taken up across different sectors, how the approach to shared value has evolved as the movement grows, and the next frontier for shared value.

9:00A Mark Kramer, *FSG*

Priority Issues in Health for Corporate Sector Engagement

This session will explore where there is the greatest need and opportunity for increased corporate sector engagement to address the current and future major contributors to the global burden of disease. The latest trends in disease and health risk will be presented, and an initial analysis of how various industry sectors can have positive health impacts by embracing shared value principles will be shared.

9:30A

- **Overview of the Global Burden of Disease:**
  Ali Mokdad, *University of Washington, Institute for Health Metrics and Evaluation*

- **Analysis of Shared Value Opportunities:**
  Derek Yach, *Vitality*

Linking Performance and Investments in Health

All companies have the opportunity to have positive impacts on health, specifically through the domains of core goods and services, employee health, and community-employer interactions. This session will focus on data linking corporate investments in these domains to corporate performance.

10:15A **Moderator:** Jessica Herzstein, *U.S. Preventive Services Task Force*

- **Business Investments in Global Public Health:**
  Rebecca Weintraub, *Harvard University*

- **Core Business Products and Services:**
  Frederic Sicre, *The Abraaj Group*

- **Benefits of Workplace Health Programs:**
  Ray Fabius, *HealthNEXT*

- **Common Themes Underpinning Workplace Health Programs:**
  Ron Goetzel, *Johns Hopkins University & Truven Health Analytics*

- **Addressing Both Workplace and Community Health:**
  David Wofford, *Meridian Group International*

12:00P **LUNCH**

The Roles of Corporate Philanthropy, Corporate Social Responsibility, and Shared Value

Many companies that implement a shared value approach also maintain initiatives that fall into the categories of corporate philanthropy and corporate social responsibility. Sometimes there is a strategic alignment across these initiatives or expectation of coordinated approaches both internally and externally. This session will highlight the differences between corporate philanthropy, corporate social responsibility, and shared value, including their different roles and strategic value within a company. Panelists will discuss expectations, challenges, and opportunities in developing and managing portfolios that include philanthropic, socially responsible, and shared value initiatives.

1:00P **Overview Presentation:**
Jane Wales, *Aspen Institute & Global Philanthropy Forum*

1:20P **Panel Discussion**
Moderator: Jane Wales

- David Barash, *GE Foundation*
- Paurvi Bhatt, *Medtronic*
- Paula Luff, *Hess*

2:15P **BREAK**

The Journey to Shared Value

This session will focus on the journey within a company or organization to a shared value approach that is aligned with its core business or mission, and the implementation throughout the company. A methodology overview for determining the right focus, approach, and mix within an organization in terms of business and social outcomes will be presented. Panelists will share experiences from their own shared value journey, including challenges that have been overcome, determinants of success and failure and how they are being measured, and unintended consequences.

2:30P **Moderator:** Brenda Colatrella, *Merck*

Overview of Shared Value Analysis and Methodology:
Kyle Peterson, *FSG*

Panel Discussion:

- Bart Peterson, *Eli Lilly and Company*
- Mehmood Khan, *PepsiCo*
- Lori Stetz, *Aetna International*
- Cate O'Kane, *PSI*
- Nancy Mahon, *Estée Lauder*

4:15P **Facilitated Small Table Discussions**

5:00P **ADJOURN DAY 1**

DAY 2
December 4, 2015

8:30A **Registration**

Balancing Conflicts of Interest and Advancing Global Health and Safety

This session will explore balancing conflicts of interest and advancing global health and safety, focusing on challenges in managing actual, perceived, and potential conflicts of interest for companies; the value of methods, data, and verification in managing and assessing conflicts of interest; and best practices and opportunities for effective conflict of interest policies.

9:00A Victor Dzau, *National Academy of Medicine*

Impacts of Shared Value on Partnerships and Other Stakeholders

This panel discussion will explore the impacts and implications of an increased movement toward shared value creation on partnerships and other stakeholders in global health. Specifically, panelists will discuss if a shift toward corporate interest in shared value opportunities is impacting expectations from corporate partners and investors, creating opportunities for engaging new corporate sectors in global health and development, and/or illuminating areas where corporations are not recognizing shared value opportunities and thus creating a greater need for investments from other stakeholders including government and philanthropy.

9:30A **Moderator:** Beth Bafford, *Calvert Foundation*

Panel Discussion:
- Abby Davidson Maffei, *CARE*
- Aron Betru, *Financing for Development*
- John Sargent, *Broadreach Healthcare*
- Marjorie Paloma, *Robert Wood Johnson Foundation*
- Wendy Taylor, *USAID*

11:00A **BREAK**

Measuring and Reporting Corporate Impact

This session will cover approaches to reporting corporate impacts on society and initiatives to create coherence, accessibility, and dialogue for sharing across corporate reports. The value of and opportunities for increasing the inclusion of health as a component of corporate reporting will be presented. Panelists will also discuss the impacts of the Sustainable Development Goals on companies and their reporting.

11:15A **Moderator:** Clarion Johnson, *ExxonMobil*

Sustainability Reporting:
- Alyson Genovese, *Global Reporting Initiative*
- Sanjay Sehgal, *Nestlé*

Integrating Health Metrics into Corporate Reporting:
- Brett Tromp, *Discovery*
- Joy Phumaphi, *African Leaders Malaria Alliance*

The Way Forward

The objective for this closing session is to discuss and share ideas for how to maximize the benefits of shared value principles to advance global health and safety going forward. Workshop participants will be asked to reflect on the key messages from the workshop as well as their own experiences.

12:45P Facilitated small table discussions

1:30P **ADJOURN/LUNCH**
Conference room will remain open until 3pm for networking opportunities.