Guiding Principles on Access to Healthcare
A Project of the BSR Healthcare Working Group
What is BSR?

For over 20 years, BSR has worked with business to create a more just and sustainable world.

Core Offerings

- Access to Health
- Collaboration & Partnerships
- Stakeholder Engagement
- Strategy & Transparency
- Human Rights

Our experience extends across...

- 250 BSR Member Companies
- 110 BSR Employees
- 15 Collaborative Initiatives
- 50 Countries

BSR Office
BSR Project Location by Country
The Guiding Principles on Access to Healthcare (GPAH) are a set of principles to help frame and position the healthcare industry’s approach to reducing the global burden of disease and improving global health outcomes.

They build on the experience and lessons learned by the industry from working with many stakeholders to help improve access to medicines and vaccines.
A 2011 engagement between BSR’s Healthcare Working Group member companies and stakeholders showed that there was no clear definition nor common understanding of what “access to healthcare” encompasses.

In the following months, BSR acted as a convener and gathered healthcare companies and stakeholders to draft a common definition and framework for access to healthcare.
Why were the GPAH developed?

The GPAH were developed to **provide an industry-wide definition and framing** that:

- Reflects the **importance and complexity of industry’s role** in expanding access to health
- Contributes to **deepen engagement with stakeholders** on key access issues
- Works towards **alignment** in activities
- And **demonstrates a spirit of collaboration**.

They were designed to **complement and align with existing initiatives** undertaken by stakeholders and individual companies.
How were the GPAH developed?

The GPAH were developed through a thorough process that included extensive discussions and stakeholder consultation.

In July 2013, CEOs from 13 companies signed the GPAH to demonstrate their companies’ commitment to expanding access to healthcare and to promoting new thinking and a comprehensive approach involving all stakeholders of a particular healthcare system.
GPAH | CEO Signatories

- Sanofi
- Bristol-Myers Squibb
- Johnson & Johnson
- Astellas
- Merck Serono
- MSD
- Lilly
- Novo Nordisk
- Novartis
- Takeda
- Roche
- GSK
- Eisai
Five Guiding Principles

- **Research and Development**
  e.g., addressing unmet health needs, IP, trials

- **Availability**
  e.g., pricing, registration, policy

- **Collaboration**
  e.g., cross-sector partnerships

- **Respecting Human Rights**
  e.g., global human rights norms (UDHR)

- **Health System Resources**
  e.g., training practitioners, awareness raising
Principle 1: **Collaboration**

Expanding access to healthcare is complex and requires the participation and cooperation of numerous diverse stakeholders, with complementary responsibilities and capabilities.
Principle 2: **Research & Development**

R&D is the primary mechanism through which the industry seeks to **meet unmet health needs**.
Principle 3: Expanding Availability of Healthcare Services

The results of innovations are only of value to patients if they are available and accessible.
Principle 4: Developing Health Systems Resources

Quality healthcare rests on the strength and capacity of local health systems.
Principe 5: **Respecting Human Rights**

Respect for human rights is at the foundation of the industry’s activities.
The GPAH: one year on...

GPAH 2014 Status Report

The Guiding Principles on Access to Healthcare: From Aspiration to Action
In this report, we take a closer look at how signatory companies address access to healthcare by evaluating a sample of initiatives. Reviewing 31 projects, the status report informs the reader on companies’ efforts to address access to healthcare and related opportunities.
Scope and Impact of the Initiatives Reviewed in the Report

- **94%** in emerging markets and low developing countries
- **31** case studies reviewed and analyzed
- **13** of the top **25** pharmaceutical companies* (in terms of global sales)

**50%** address neglected diseases

**48%** address noncommunicable diseases

**35%** focus on children’s health

**20%** focus on women’s health

**16%** focus on HIV/AIDS

Sample Case Study Locations
Six Success Factors to Improve Access to Healthcare

1. One Size Does Not Fit All
2. Collaboration is Critical
3. Technology Enhances Access
4. A Focus on Global Goals Promotes Collective Progress
5. Measurement Is Key
6. Connecting to Business Drives Systemic Change
One Size Does Not Fit All

Multiple problems to solve / no unique solution

Diverse and complex unmet medical and healthcare needs (current and future)

Companies need to develop initiatives tailored to the problem, linked to their own strengths and capabilities.
Collaboration is Critical

Leveraging other organizations’ technological, geographical, scientific, commercial & logistical expertise

Opportunities to collaborate with a broad spectrum of partners:
  » NGOs
  » Governments and Multilaterals
  » Companies from other sectors
  » Peer companies

Healthcare sector’s complex challenges requires a level of resources and skillsets that often exceeds the capacity of an individual player.
Technology Enhances Access

A multitude of innovative solutions:

- e-learning
- social media
- cell phones

Combining innovative technologies and medical expertise to:

» Provide patient with access to more information
» Train medical practitioners
» Perform remote diagnostics
» And much more…

Healthcare companies are embracing technology and technological partnerships in a big way, creating innovative solutions to access issues.
A Focus on Global Goals Promotes Collective Progress

- Advancing global health agendas
- Developing approaches to eliminate diseases and meet medical needs
- Working toward tackling the increasing threat from noncommunicable diseases

As we look toward the post-2015 development agenda, healthcare companies will be expected to increase their efforts toward meeting global goals.
Measurement and transparency provide valuable insight to help stakeholders assess whether individual companies are pursuing the right avenues to advance access.
Connecting to Business Drives Systemic Change

Developing initiatives linked to the company’s core business operations, products, and/or strategic objectives

Focusing on programs designed to drive returns for the organization

Healthcare companies are increasingly seeking sustainable solutions that promote access to care by integrating access to healthcare as a core element of the company’s operations.
Despite the tremendous progress made around the world, access to healthcare remains a complex, persistent challenge for people from all walks of life across the globe. This challenge will remain a top priority in the future.

The GPAH have become an important framework to guide this progress, and we look forward to many more years of collaborative efforts to make these commitments a reality.
Find out more about expanding access to healthcare…

Read our status report “The Guiding Principles on Access to Healthcare: From Aspiration to Action”

Access 50 individual cases on http://gpah.bsr.org/

… and share your views with us:

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