

Scaling up in Africa

Significant news from four of our **Publishing Partners**

A new lead appointment for Africa, attendance at an important African conference, update on a significant contribution in the fight against TB, and the announcement of a new African HQ. These are the stories that make the news in this Publishing Partner round-up.



MSD, a global healthcare leader, has announced the appointment of Henrik Secher as Managing Director for Africa, to strengthen the company's response to governments' needs in advancing public health programmes and outcomes, as well as leading the strong sustained healthcare business it has in several countries. Over the past 25 years, MSD is proud of its engagement with African governments and feels it has contributed significantly to the revitalisation of healthcare delivery across the continent, and has laid a foundation for new partnerships to effectively address emerging health challenges. Merck is known as MSD outside the United States and Canada. Henrik Secher will report to Soren Bo Christiansen, President, Eastern Europe, Middle East, and Africa.

'We are excited to strengthen our commitment to Africa by welcoming Henrik to this position. We see that a vast majority of people in Africa are unable to benefit from advances in medicines and healthcare. As a global healthcare company, we believe that we have an important role and responsibility in improving access to medicines, vaccines, and quality healthcare in Africa. Henrik and his team will help us advance this mission,' said Christiansen.

Secher brings to his new assignment more than 14 years in management, sales, and marketing for Organon, Schering Plough and MSD in various markets – including Denmark, Korea, Mexico, and Colombia. Most recently, he was the Managing Director of MSD in Chile.

'I welcome the opportunity to support efforts in improving access to quality care and medical treatment to the African population. One of my biggest priorities is to build local MSD presence across Africa, of health professionals that not only have an understanding of the environment and a respect for local customs, but also the passion to accelerate the public health agenda as defined by the governments. And we have a wide portfolio of products to back this up,' said Secher. Secher will be based in Luzern, Switzerland, which is the home of the Eastern Europe, Middle East, and Africa (EEMEA) regional headquarters.



Partec is pleased to announce participation as an exhibitor at the 16th International Conference on AIDS and STIs in Africa (ICASA) taking place in Addis Ababa, Ethiopia. The exhibition and conference

sessions will take place 4–8 December 2011 at Millennium Hall.

ICASA provides a forum for exchange of knowledge, skills, and consolidation of experiences and best practices in Africa and around the globe to scale-up evidence-based response on HIV/AIDS/STIs, TB, and Malaria to achieve the MDGs.

The company presents at the show its latest innovation – the CyFlow® miniPOC – the only point-of-care instrument on the market, offering CD4 percentages from total lymphocyte counts (CD4%); this also covers paediatric HIV/AIDS patients.

Compared with the other CD4 point-of-care tests which are based on image analysis and lateral flow techniques, the CyFlow® miniPOC offers a 10–15 times higher capacity of approx. 250 patient tests per day at maximum due to use of state-of-the-art flow cytometry technology, which is renowned as 'gold standard' in rapid, precise, and accurate cell enumeration.

Partec, established in 1967 and headquartered in Germany, is a worldwide leading pioneer, developer, and manufacturer of fluorescence-based flow cytometry systems. The key technology flow cytometry has become the standard method, e.g. for automated rapid analysis and sorting of cells, nanoparticles, and microorganisms and precise, accurate cell, and particle counting in a wide range of applications in healthcare (e.g. immunology, leukemia, lymphoma, HIV/AIDS), cell biology, microbiology, biotechnology, agrosociences, plant breeding, aquaculture; and for quality control in the pharmaceutical industry as well as in food and beverage industries.

The Eli Lilly and Company Foundation has committed US\$30 million in funding to support The Lilly MDR-TB Partnership to continue its fight against multi-drug resistant tuberculosis. The announcement was made ahead of the opening of the 42nd Union

World Conference on Lung Health in Lille, France.

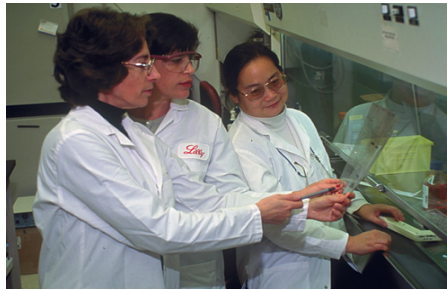
The company launched The Lilly MDR-TB Partnership in 2003 to strengthen the global battle against multi-drug resistant tuberculosis (MDR-TB). It provided US\$135 million from 2003–2011 to transfer technology for two Lilly medicines used to treat MDR-TB to other manufacturers, and to improve prevention efforts and care for patients.

The Lilly Foundation has now committed US\$30 million to support the partnership for 5 years (2012–2016) and identified two areas of focus over this period:

- Providing training for healthcare providers, from pro-

professional healthcare workers such as nurses and doctors, to informal care givers, such as community volunteers.

- Improving supply and access to safe, effective and quality-assured second-line drugs (currently less than 1% of MDR-TB patients globally receive appropriate second-line treatment).



The Lilly MDR-TB Partnership will continue to work with partners at the global and local level, with a specific focus on organisations in the four countries with the highest burden of MDR-TB: China, India, Russia, and South Africa.

Furthermore, the partnership will use the following approach to guide its efforts:

- Research: Pilot and collect data on new and existing best practices to combat MDR-TB – specifically in the areas of healthcare provider training and improving access to second-line medicines.
- Report: Work with well-respected partners to share data and key learnings.
- Advocate: Inform key stakeholders about the findings and encourage the adaptation and scale-up of proven, cost-effective solutions.

In 2016, Lilly will conclude its role in The Lilly MDR-TB Partnership. Over the next 5 years, Lilly will support its partners to help ensure they are well positioned to carry on the partnership's work – with the ultimate goal of sharing learnings with the global health community so that successful solutions can be adopted and replicated across the world on a sustainable basis.

'Our financial contribution is small compared to the billions of dollars needed to fight MDR-TB. We cannot solve this global challenge alone, but – given our unique experience and capabilities – we have an important role to play as a catalyst,' said John C Lechleiter, Ph.D., Eli Lilly and Company Chairman, President and Chief Executive Officer. 'Our goal over the next 5 years is to focus the partnership on finding effective new approaches that improve patient outcomes and can be replicated by others.'

The Lilly MDR-TB Partnership

Lilly launched The Lilly MDR-TB Partnership in 2003. The partnership is comprised of more than 25 health organisations, academic institutions, and corporations with the goal of combating the expanding global crisis of MDR-TB through the training of healthcare professionals, providing access to medicines and raising awareness.

'Years ago, Lilly manufactured two medicines effective against MDR-TB. However, our portfolio had evolved over time to focus on chronic diseases,' said Lechleiter. 'Yet, as a global corporate citizen, we couldn't just walk away from people in need – so we started The Lilly MDR-TB Partnership to mobilise and engage organisations to fight this devastating disease. Since the inception of the partnership, our goal has been to collaborate with other organisations and help them advance this work, with Lilly's involvement ending when feasible and in a responsible manner.'

Lilly and the Lilly Foundation have committed a total of US\$165 million in cash, product, and in-kind services and material to The Lilly MDR-TB partnership.

Significant successes 2003–2011

In the first 8 years of The Lilly MDR-TB Partnership (2003–2011), Lilly's commitment of US\$135 million was allocated among three

principal areas: US\$70 million for drug supply and the transfer of MDR-TB drug manufacturing technology to producers in high-burden countries; US\$50 million for advocacy activities, community support and healthcare provider training; and US\$15 million to the non-profit TB Drug Discovery Initiative. The Lilly MDR-TB Partnership has achieved significant results, including:

- The transfer of manufacturing technology to seven companies around the world to increase availability of MDR-TB medicines and improve standards of care. Companies in China, India, Russia and South Africa – the highest burden countries for MDR-TB – received technology, know-how and trademarks, as well as training and financial support from Lilly.
- The Lilly MDR-TB Partnership has trained more than 100 000 healthcare professionals and nurses to better recognise, diagnose and treat MDR-TB, and to provide care and support to patients and their families.
- Guidelines and toolkits have been distributed to more than 45,000 hospitals and clinics.
- TB and MDR-TB messages have reached millions of people in high-risk populations through innovative public awareness campaigns.
- More than 350 journalists have been educated and trained to report on the disease in ways appropriate to their cultures.
- The Lilly MDR-TB Partnership's work has been recognised at the highest level, and it has received international awards from the Clinton Initiative, International Chamber of Commerce and Global Business Coalition on Health.



Standard diagnostics are pleased to announce the establishment of an African Regional Office in Addis Ababa, Ethiopia in August, 2011. This development is a direct

response to the growth in the company's market share in Africa.

The company has been working in the diagnostics sector for over 10 years now and is proud of the reputation built to date.

Based from the Ethiopian Office, the company feels that it can better address client needs more efficiently and promptly. It will also allow the company provide customised services to clients and listen better to their diverse requirements.

From this new launchpad, executives of the company are looking forward to introducing additional products into the market as well as forging closer relationships with the healthcare professions across Africa.