

Press Release

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GlaxoSmithKline publishes pioneering new research into replicable healthcare models in developing countries

GlaxoSmithKline (GSK) and the International Centre for Social Franchising (ICSF) have undertaken the first ever global in-depth study to identify healthcare innovations in developing countries that have the potential to be replicated to increase access to affordable medicine. The report "Identifying replicable healthcare delivery models with significant social benefit", released today, assessed over 900 healthcare programmes for their suitability for investment to scale up and replicate elsewhere.

The research, undertaken with the Oxford Said Business School, identified significant opportunities for commercial organisations to establish strategic partnerships with a number of promising healthcare delivery models in order to drive scale, profitability and impact.

The report found that existing healthcare delivery models, for the most part, target the more affluent emerging middle class rather than the poorest. There were numerous models that were either early stage or obviously non-scalable. It also found a few outstanding programmes that were already well-funded by an increasingly competitive investment community.

Promising models included everything from increasing micro-health insurance in East Africa through to tiered pricing models for maternity care in India to make services affordable for the poor.

GSK, ranked first among pharmaceutical companies in the Access to Medicine Index, set up its Developing Countries and Market Access unit in 2010 to increase access to medicines in the world's least developed countries. It commissioned ICSF, a not-for-profit organisation that works to help successful social impact projects replicate, to undertake this research to establish which healthcare delivery models were already working well in

developing countries and where GSK could potentially act as a catalyst to enable programmes reach greater scale.

Duncan Learmouth, Senior Vice President, Developing Countries and Market Access, from GSK said:

“The DCMA unit is focused on expanding healthcare capacity and access to medicines in developing countries. We believe that the private sector needs to be part of the solution - providing expertise, resources, medicines and vaccines - rather than simply sitting back and waiting for things to change.

We needed a means of identifying where best to channel our resources for the most impact and where this impact would be sustainable. This research was a significant undertaking and a very difficult exercise because no comprehensive, easily accessible, open knowledgebase exists. The findings provide GSK and partners who want to work with us, with vital information to begin to address this, to find the best emerging programmes and support them to replicate and scale up and to create a database that can help to share experiences from different models and approaches to support improved healthcare delivery in resource-poor environments.

Our intention of reaching the poorest people was challenged by the research findings. There are many programmes delivering healthcare to the middle classes, but fewer social enterprises up and running available to those earning less than \$2 a day. This is where we will now focus our attention.”

Dan Berelowitz, Chief Executive of the ICSF, added: “We found that there are a large number of good ideas out there but not many proven programmes – we want to encourage the best programmes to be replicated and supported.”

Dr Pamela Hartigan, Director of the Skoll Centre for Social Entrepreneurship at Saïd Business School, University of Oxford, commented: “Social entrepreneurs are the harbingers of innovative business models that transform unsatisfactory systems and practices. It is up to visionary corporations to embrace those innovations and enable large scale positive change. We are delighted that GSK is showing how global companies can

be in this catalytic role, partnering with successful social entrepreneurs so that millions can benefit from their innovations in health care delivery”

GSK and the ICSF are now calling on potential partners and stakeholders to work with them to develop a healthcare knowledgebase and spread proven healthcare innovations, by participating in a Working Group, which will identify the best programmes and best practice with the aim of helping the most promising programmes replicate to scale.

The Working Group will launch at an evening event on the 4th of June in central London. To register your interest email deanna@the-icsf.org.

Notes for editors

The report is available to download from the ICSF web site www.the-icsf.org and also from the GSK DCMA website www.developingcountriesunit.gsk.com

For more information or interviews please contact The International Centre for Social Franchising press office, marie@the-icsf.org / 07812 124092.

GlaxoSmithKline – one of the world’s leading research-based pharmaceutical and healthcare companies – is committed to improving the quality of human life by enabling people to do more, feel better and live longer. For further information please visit www.gsk.com For information about GSK’s Developing Countries and Market Access team please visit www.developingcountriesunit.gsk.com

The International Centre for Social Franchising provides expertise to commercial and social sector pioneers, and advice for investors, seeking to replicate their social impact. www.the-icsf.org

The **Access to Medicine Foundation** is an international not-for-profit organisation dedicated to addressing the challenges of access to medicine worldwide. Based in the Netherlands, the Foundation publishes the Access to Medicine Index, the first Index of its kind to rank pharmaceutical companies with respect to their efforts to improve global access to medicine. www.accesstomedicineindex.org/ranking