

Prescription for Progress



February 15, 2022
San Francisco & globally



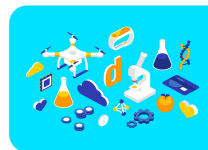
TECH AND INNOVATION MEET GLOBAL HEALTH

Prescription for Progress is an annual event bringing together leaders across sectors working on **technology and innovation to advance global health**.

Through illuminating journalism and expert analysis it features — and inspires — **partnerships between innovators and the global health community** that are essential to accelerating progress on health outcomes for all.

In February 2022, we'll convene once again to dive into learnings about global health partnerships over the past year. What's working, what isn't, and what's next?

The fourth edition of this unique event will be hosted with a **curated group of around 75 executive-level attendees** in San Francisco with opportunities for our global audience to participate and network virtually.



Visit the 2021 event page for programme and recorded sessions



Read the 2021 live updates and news



Read the 2020 event takeaways article

WHAT'S NEXT?

Since the first edition of Prescription for Progress in October 2018, there has been growing awareness of the role Silicon Valley, and technology and innovation more broadly, must play to move the needle in global health. The onset of the COVID-19 pandemic has made it more critical than ever for cross-sector partnerships to leverage the power of technology in order to bridge gaps in global health.

Prescription for Progress 2022 aims to connect the people at the center of these partnerships to bring solutions to scale in the COVID-19 response and long term recovery – and to accelerate progress on global health goals more broadly.

“We have seen some really nonobvious partnerships created through COVID-19 and let's build on those.”

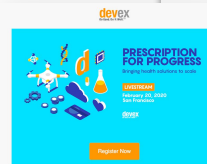
— Pauline Williams, senior vice president and head of global health R&D, GSK

DEVEX IMPACT PRODUCED IN PARTNERSHIP: PRESCRIPTION FOR PROGRESS

Partnering for preparedness: 4 takeaways from Prescription for Progress 2021

Castell / 04 March 2021

COVID-19 & ICT Private Sector



Dear colleague,

This is a reminder that you can still register to have your presentation of "Prescription for Progress: Bridging health inequalities in India" featured. You can access the invitation [here](#).

This 1.5 day event is hosted by Devex, WHO for Women, Facebook, Channel, Microsoft, Meta, Novartis, and GSK. This event will feature engaging panel discussions, interactive sessions on both sides of the screen and practice and build on what is working. This is an opportunity to meet face-to-face from both companies, governments, academia, practitioners, communities, and individuals from across the globe. It will be held in a mix of formats – including live in-person for those who can attend, and a mix of live and on-demand content to ensure the best possible experience for all attendees.

You can view the detailed agenda, as well as our sponsors [here](#). A few highlights you may find include:

- Keynote: "VOC" on: Impact of Health, Education
- Tech Update: Senior Program Officer, Lead Partners & Innovators, Bill & Melinda Gates Foundation
- Dr. Nancy Henderson, CEO, Co-Founder, Health4People
- Dr. Norval Day, Senior Vice President, Health, The Rockefeller Foundation
- Subsequent Keynote: General Manager, Global Health, Ford

We hope you will find the investment and energy you put in the online conversation well worth the effort. We are excited to see you at the event, and we look forward to your questions or comments you may have for our panels and speakers!

Sincerely,

Devex LIVE

Register Now

Hosted by:



The authors provide information to a community about COVID-19, and how health of disease prevention. Photo by: Devex/WHO / UNICEF/Edgewise / ICF BY: ANJAN



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RECOMMENDED FOR YOU

1. UK's use of AI for COVID-19 trials could breach international rules, politicians say
2. For the global development community, 7 priorities for 2021
3. Nutrition experts sound alarm on UK aid cuts and government transparency
4. In Brief: Former GPC secretary calls for Big Tech tax to fund aid
5. Aid to Myanmar: COVAX's vaccine forecast, and PEPFAR leadership: This week in development

had health community works toward a rapid, sustainable, and recovery from the COVID-19 pandemic, technology is playing a role that has never before. From telehealth to data-driven performance art, digital technologies are transforming the way partners as diverse as pharmaceutical companies, and community health care workers e to deliver care where it is needed most.

age was underscored at the third edition of the Devex signature event on for Progress – held fully virtual for the first time – during which revealed to share their experiences and insights from what has proven of unprecedented challenge, but also of innovation and ties.

our key takeaways from the day's conversations.

Are equal access to care

mic has highlighted and exacerbated deep inequalities in global th low- and middle-income countries and underserved communities financially affected. Responses proposed by speakers included a ion of development funding to reach those most in need, the creation mic procurement fund to ensure lower-income countries receive the key need in the event of future pandemics and, more immediately, the distribution of vaccines.

tance of guaranteeing health coverage and health insurance schemes stand - [www.health-who.org](#)

Devex CheckUp For rolling access to exclusive global

TRENDS

A photograph of four individuals seated on a panel. From left to right: a man in a dark shirt, a woman with glasses in a black top, a woman in a green patterned top, and a woman in a yellow top. They are all looking towards the right side of the frame. The background is a light blue wall with some faint text.

OUTCOMES FROM PREVIOUS EDITIONS OF THE EVENT

Prescription for Progress is really about partnerships — and how they can be a force multiplier for innovation and impact. At previous editions:

- The **Rockefeller Foundation's** senior vice president of health Dr. Naveen Rao announced the foundation's new partnership with **Medic Mobile** around a new global health technology accelerator.
- The Bay Area Global Health Alliance – a consortium of 45 institutions, experienced nonprofits and innovative technology, biotech and pharmaceutical companies including **Pfizer, PATH, UC Berkeley, UNICEF USA, Facebook** and 40+ others – was launched to catalyze health innovation and equity.
- **WhatsApp** shared the key learnings from the messaging app's work with the **WHO** during COVID-19.
- Nonprofit **Malaria No More** announced Forecasting Healthy Futures, a partnership aimed at leveraging weather data to tackle mosquito-borne disease with **Reaching the Last Mile Global Health Initiative, PATH, Tableau Foundation** and **IBM's The Weather Company**.
- **Facebook's** head of health KX Jin demonstrated the impact their blood donation tool had in India through partnerships with local organizations.
- **Medtronic LABS** and the **Kenyan ministry of health** shared how they are leveraging technology to identify and solve health issues across the NCDs.
- The **Pfizer Foundation** and **Living Goods** shared learnings from the rollout of the the Smart Health app in Uganda – a digital tool that is the continuity of health care services delivery while protecting community health workers during the pandemic.
- **GlaxoSmithKline** and **Amref Health Africa** announced a new partnership aimed at encouraging people to seek health care and supporting health care workers with the necessary tools for disease surveillance to tackle Malaria and TB in Kenya and Ethiopia.
- We heard from tech startups and scale-ups **Vir Biotechnology, Nexleaf Analytics, Parsyl, DataBlick LLC, Zipline, Hunuvat Global** and others on how they successfully scaled solutions through partnerships and what they learnt in the process – and a number of new partnerships started in the room.

“One company, one organization can not do it alone. COVID-19 just really brought to light for the global community how important these partnerships can be.”

Dr. Harmony Garges, chief medical officer, Viiv Healthcare

“You have to be clear on what the ask is. You cannot go to the private sector — in this instance, the big tech companies — without a clear, crisp ask about what role they can play, what’s in it for them, how much risk it is.”

Dr. Naveen Rao, senior vice president of health, The Rockefeller Foundation

“Data needs to be a lot of things to be truly useful but two of those things are unbiased and accessible... [it’s important to] ensure that health data is being collected in a way that is capturing underlying disparities and is being used to plan interventions that address those disparities.”

Jennifer Gardy, deputy director of surveillance, data, and epidemiology, Bill & Melinda Gates Foundation.

“It is crucial that organizations communicate and work in close collaboration with ministries of health.”

Dr. Florence Duperval Guillaume, Haiti country director at Chemonics International, former minister of health and former acting prime minister of Haiti

“Now that our devices are in over 15,000 clinics across 23 countries, we’ve learned even more how critical partnerships are”

Nithya Ramanathan, CEO and co-founder, Nexleaf Analytics

“It’s really important that donors are not crowding out private sector and private capital. The more they are creating market incentives, the more we are getting private actors into these sectors — we are going to have more of a sustainable financing structure.”

Ben Hubbard, chief executive officer, Parsyl

PARTNER WITH US

PRESCRIPTION FOR PROGRESS

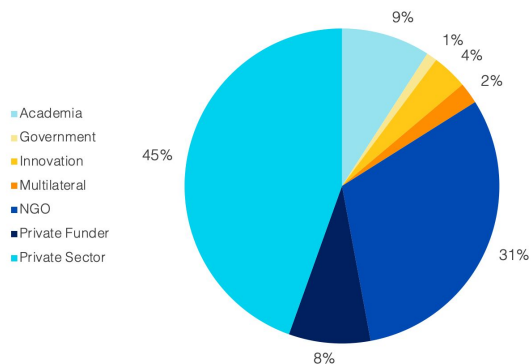
We are reaching out to select partners with the opportunity to play a prominent role in this event. For organizations that are innovating in health or have hands-on experience working toward positive health outcomes in low- and middle-income countries, partnering with Devex around Prescription for Progress is an opportunity to:

- **Establish** your organization as a leader in the space
- **Elevate** the visibility of your work and share your expertise at the event or online
- **Participate** actively in compelling conversations at the cutting edge of global health
- **Engage** with a curated audience of potential partners in global health, government and the private sector as well as the broader global development community online

We can tailor a partnership that fits your objectives and budget to ensure the fourth edition of Prescription for Progress is an impactful event for your organization.

Impact for Partners

Partners have the opportunity to **influence, network and build strategic partnerships** with a strategic audience — think executives, health experts, founders, and investors – through interactive workshop-style sessions, audience Q&A and VIP networking.



At the 2021 edition of the event:

86%

of respondents were very satisfied or satisfied with the overall event.

95%

of respondents confirmed that they were very likely or likely to attend the event next year.

Impact for Partners

The event is the ideal platform for a **launch announcement**, a **call for partners**, to shine a **spotlight on a partnership** or simply to **share expertise** on cutting-edge solutions in front of an audience who can help multiply your impact.



Prescription for Progress 2020 – live streamed in-person event

187 senior-level attendees were present from over **170 organizations** that included corporates, investors, governments, multilaterals, NGOs, tech and pharma companies such as:

BILL & MELINDA
GATES foundation

Google

NOVARTIS

Chemonics
Development works here.

FACEBOOK

GILEAD

PATH
10::A0♦//200

Pfizer

unicef

500 people joined via livestream and 1,000 have watched on demand.

Prescription for Progress 2021 – global virtual event

48,552
live attendees

8,828
on-demand
views

1,939
organizations
represented

30
leading
speakers

Impact for Partners

Impact extends well beyond the event itself – **video interviews** for promotion on social media and **sponsored content** can be published before or after the event to capitalize on the buzz created around the event. Sponsoring the Devex CheckUp – the industry’s go-to global health newsletter launched at the 2021 event – positions your organization in front of global health leaders, influencers and professionals alongside our coverage on global health innovation.



Devex CheckUp

Front-line and behind-the-scenes reporting on global health

PRESENTED BY TAKEDA PHARMACEUTICAL

SEPT. 2, 2021

BY AMRUTA BYATNAL & JENNY LEI RAVELO

The World Health Organization launched a new pandemic and epidemic intelligence hub in Berlin on Wednesday, appointing the Nigeria Centre for Disease Control’s **current director general** to lead the initiative. The hub’s location underscores the importance of **Germany’s role in global health diplomacy**.

- WHO Director-General Tedros Adhanom Ghebreyesus said the new hub will leverage data science innovations, artificial intelligence, quantum computing, and other cutting-edge technologies and foster “**greater sharing of data and information** between communities and countries.”



Social Media Buzz

P4P is a perfect moment for breaking news or highlighting your organization's innovation in global health online.

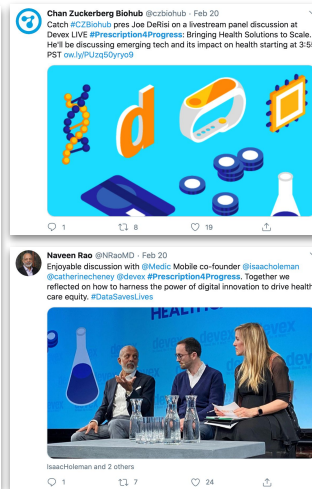
#prescription4progress in 2020

813
tweets using
event's
hashtag

293
contributors

2.1 M
estimated
impressions

#Prescription4Progress was a trending hashtag in San Francisco on the day of the 2020 edition of the event.



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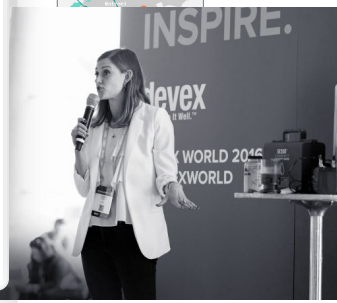
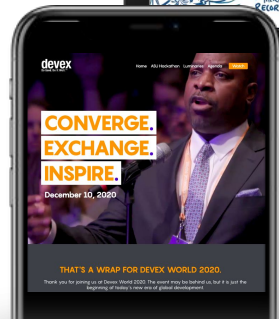
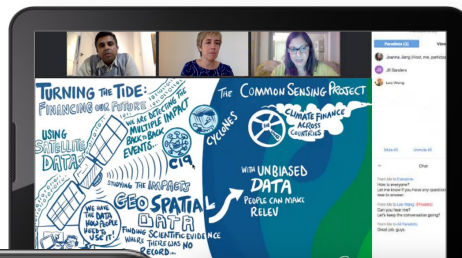
Total

Followers	154 K+	100 K+	7 K+	261 K+
Yearly impressions	325 M+	11 M+	3 M+	339 M+

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- The **trusted media platform** for global health and development journalism
- Unique **global audience** dedicated to social impact
- Editorial **expertise** and deep understanding of the space
- **Powerful network** of high-level speakers and contributors
- Convening power and **proven track record** producing compelling content and live events



Newswire

Only the global government briefing news, analysis and opinion

MARCH 18, 2021 BY MICHAEL DEE

NATO leaders in the U.K. tell Deves they have been warned against speaking publicly about the government's massive foreign aid cuts.

SCOOPE: With the U.K. development sector still reeling from a more than 10% budget cut, 2022's mission and U.K. Commissioner David Howarth that officials at the Foreign, Commonwealth & Development Office have wanted them not to speak out — including to the press — about the impact of the cuts on their programs.

- "We were asked not to share [aid cuts information] publicly," wrote the chief executive of one NGO, who said it made him "sick and angry."
- Some organizations are still willing to accept responses from the FCDO worth to get public, "the executive vents."
- Another British aid organization, however, says that speaking to the press could affect funding allocations, but wasn't sure how high up the ranks that message had originated — "obviously more outrageous and outside the more senior I am."
- The relationship between the U.K. government and the country's development sector is in a bad place, and there appears to have deep the trust crisis. Aid advocates have decried the government's lack of transparency and it makes their findings, while officials regard those speaking out as "irritating pressure groups" — a former PM Tony Blair will tell you.

Here's the latest report. →

On March 18, 2021, we had a panel of experts will discuss the impact of the U.K. aid cuts. Register here.

Sponsored by ART ASSOCIATES

Optimism: Beyond COVID-19 — what global health security will look like

While global leaders focus on pandemics as health security threats, the Executive Director of a leading non-profit organization believes other diseases, social determinants of health, and logistics.

Hard power

Bruno's Correspondent Vince Chiodwick got his hands on a planning paper for the new European Peace Facility, a €10 billion (US \$13 billion) fund to send potentially lethal military equipment to countries around the world, which has stirred up fresh debates over a controversial aid recipient. The document suggests this facility could support training for the Libyan Coast Guard "through the supply of relevant equipment." EU funding to Libya — not to mention its coast guard — has been a major concern for members of the EU Parliament and NGOs, who are concerned over the human rights of migrants and equipment being to much Europe.

Read Vince's report on the new facility's priorities. →

Data entry

Global health vertical

Prescription for Progress is part of our front-line and behind-the-scenes reporting on global health.

HEALTH
Front-line and behind-the-scenes reporting

LATEST NEWS

Can a new effort end 'equipment graveyards' at neonatal ICUs?

NEST360 via Twitter

By Catherine Cheney

Some products developed for neonatal care are left unused by hospitals. To change that, NEST360 is working with Hatch Technologies, which provides distribution and support for such technologies.

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Devex CheckUp

Front-line and behind-the-scenes reporting on global health

PRESENTED BY TAKEDA PHARMACEUTICAL

SEPT. 2, 2021 BY AMRUTA BYATNAL & JENNY LEI RAVELO

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- WHO Director-General Tedros Adhanom Ghebreyesus's new hub will leverage data science in intelligence, quantum computing, and technologies and foster **greater sharing of information** between communities

PROGRESS TODAY

AVAILABLE DATA BY COUNTRY (hover over for details)

POOREST PERFORMING COUNTRIES

Senegal	20%
Chad	15%
Central African Republic	10%

TECH AND INNOVATION

Exploring how technology, innovation, and cross-sector partnerships can accelerate health care access, presented by the Bay Area Global Health Alliance.

Tech Matters partnership leverages tech for global child helplines

Health innovators seek more support as maternal, newborn deaths rise

Q&A: Helping to ensure access and address health inequity amid a pandemic

How the rise of digital tools could help improve cardiovascular health

170k+
global health
members

103K+
CheckUp
subscribers

15+
events
every year

Our audience includes



AstraZeneca

BILL & MELINDA
GATES foundation

PATH
To Fight AIDS, Tuberculosis and Malaria

FACEBOOK

Interested in exploring a partnership?

Get in touch to start the conversation
partnerships@devex.com