

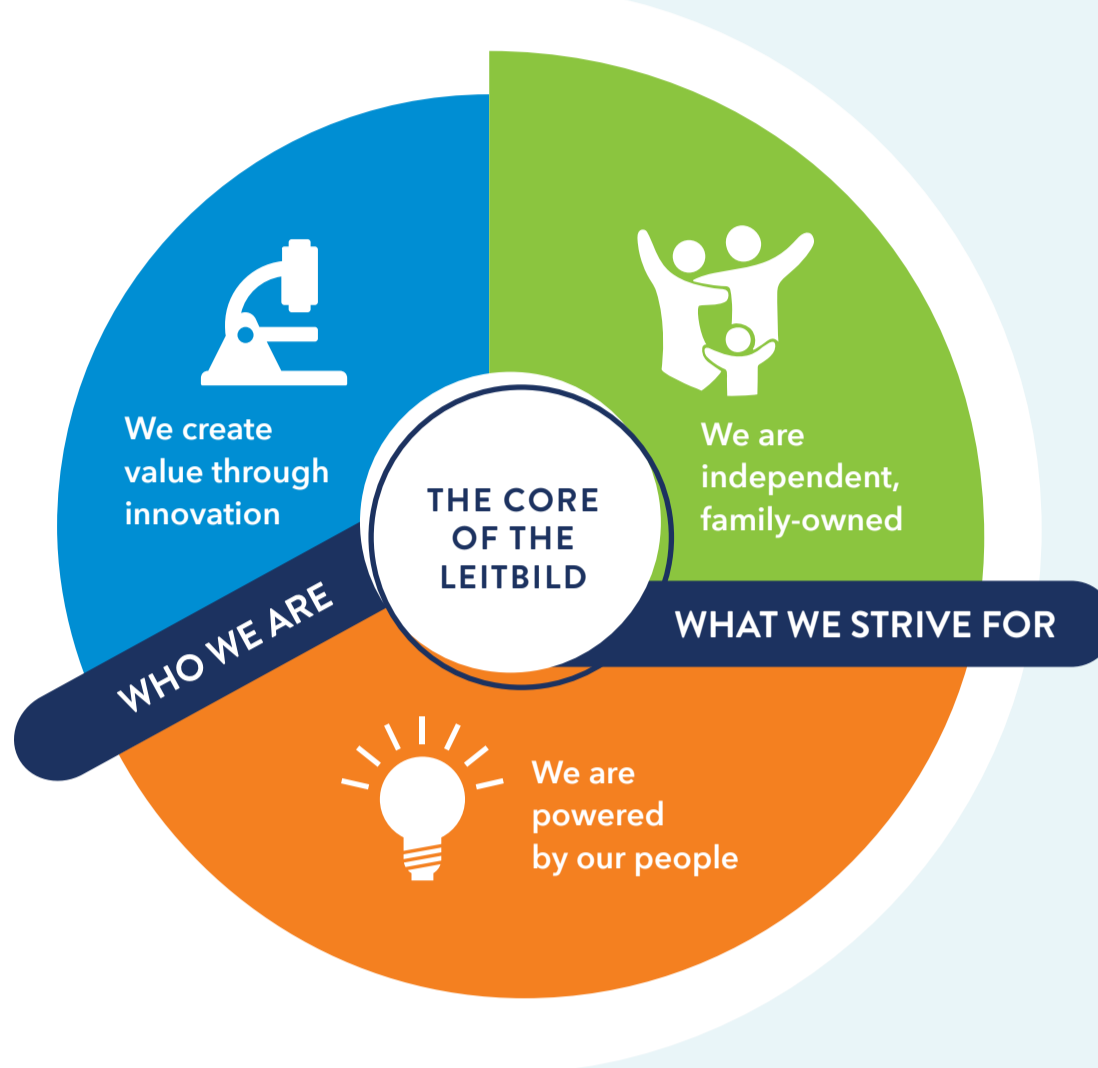
# ACCESS TO HEALTHCARE STRATEGY

## OUR 2025 MANIFESTO



We aspire to the sustainable delivery of more health to **humans, animals and communities around the world** by building unique initiatives and partnerships.

### OUR INSPIRATION AND STRATEGY

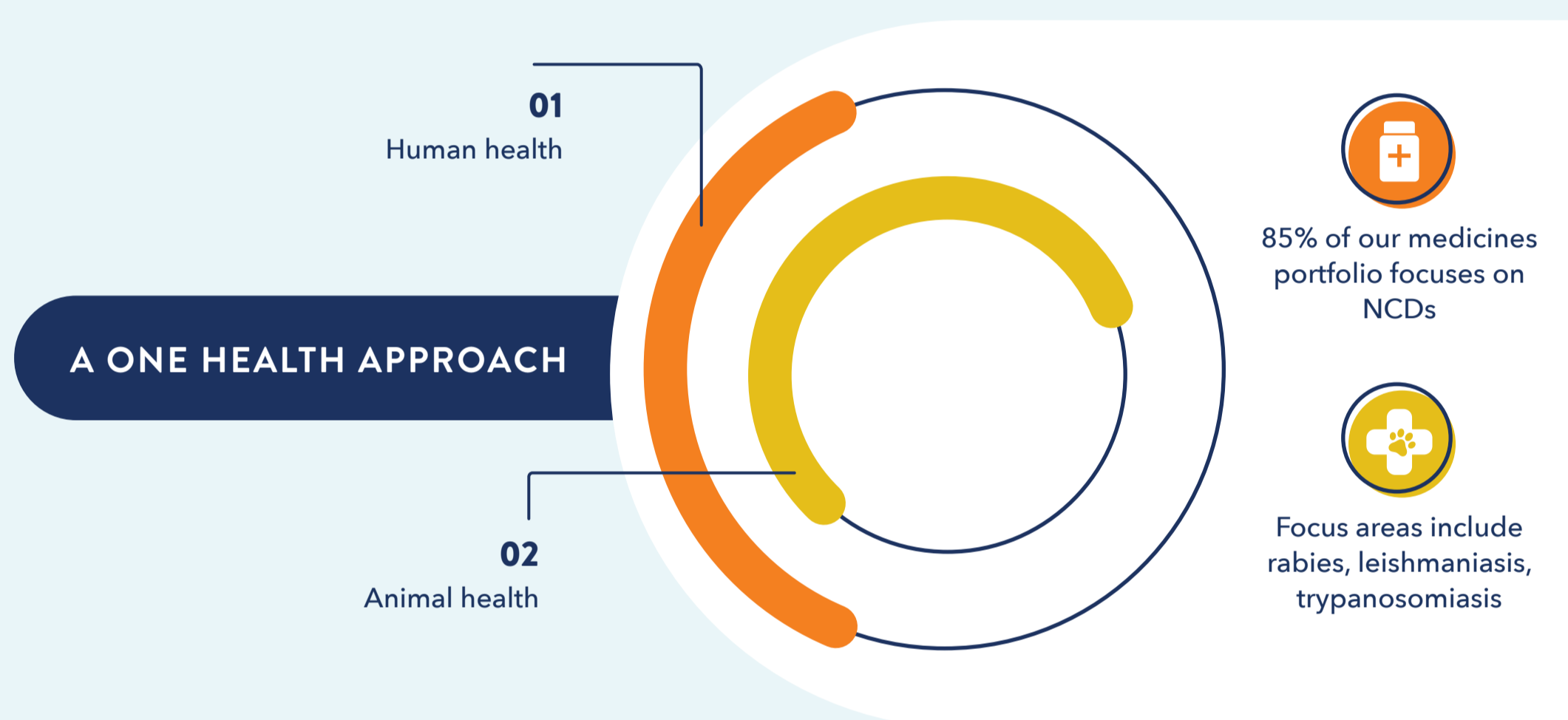


#### WE RECOGNIZE THESE SOCIETAL & HEALTH CHALLENGES

as highlighted by the World Health Organization



WE WILL WORK TO CONTRIBUTE TO ACHIEVING THE SDGS



### BI ACCESS TO HEALTHCARE STRATEGIC FRAMEWORK



- #### AVAILABILITY
- **R&D investments** for unmet needs and innovative treatments
  - **Expanded access** through innovative distribution models and/or donations
  - Secure and **efficient supply chains**, including fighting fake medicines

#### SUSTAINABLE ACCESS MODELS

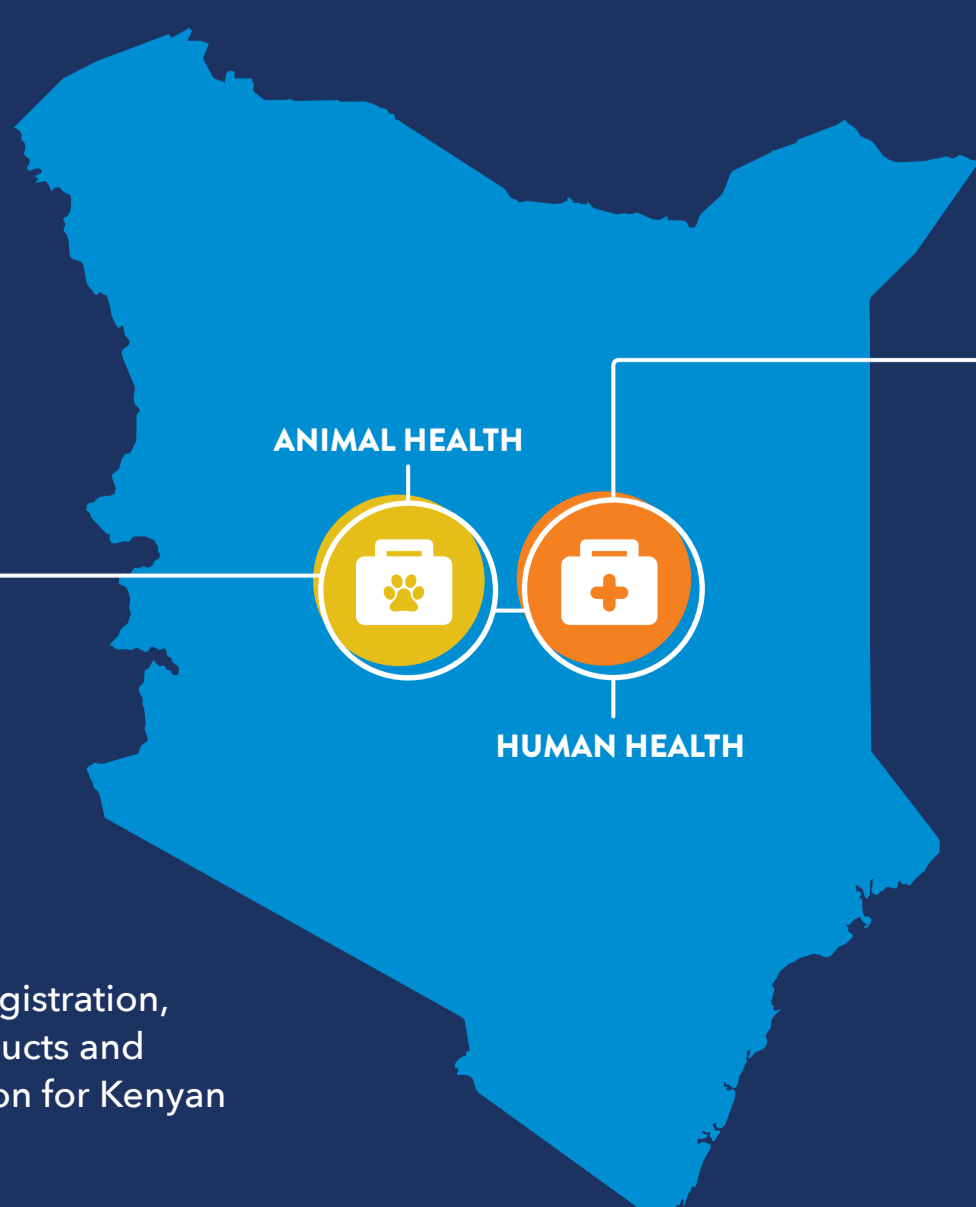
- Inter and intra-country tiered pricing: ensuring access to **care for those patients in need**
- Patient Assistance Programs: reaching more patients and fostering **increased health coverage**
- Microfinancing for the neediest communities



#### INNOVATIVE SOLUTIONS FOR AWARENESS AND ADHERENCE

- **Education and awareness** raising to promote disease prevention
- Integrated, **people-centered** disease management programs
- Pioneering **digital and mobile** technologies to broaden access to healthcare

### MANIFESTO IN ACTION IN KENYA



#### INTEGRATED NCD CARE

- Addressing stroke, myocardial infarction, diabetes and hypertension diseases.
- Tiered-pricing
  - Differentiated distribution models
  - Treatment facilities setup
  - Disease management programs, including digital applications and awareness campaigns

#### LAST MILE

Program focusing on registration, distribution of our products and corresponding education for Kenyan farmers.