



**Making  
more  
health**

**CREATING GREATER  
HEALTH ACCESS  
WITH SOCIAL AND  
BUSINESS IMPACT**

Progress & Strategy Report 2017–2018





# SEVEN YEARS OF PARTNERSHIP:

Changing the Landscape of Health Care with Social Entrepreneurship

## Dear Friends, Family and the Making More Health Community

Since 2011, **Boehringer Ingelheim** – A family oriented, world-leading healthcare company and **Ashoka** – one of the world’s largest networks of social innovators and entrepreneurs, have worked together to create and grow the global collaborative initiative – Making More Health (MMH).

Making More Health aims to build a world in which there is greater health access for people, animals and their communities by fostering and supporting an ecosystem of social entrepreneurial solutions for complex health challenges. Our strategy is achieved through distinct yet interconnected pillars of change: **Social Innovation, Changemaker Talent** and **Social & Business Co-Creation**

2018 marks an historic 7 years of partnership together and we’re so excited to share some of the game-changing achievements originating from our global community:

## Social Innovation

Making More Health has built a community of **87** MMH Fellows (social entrepreneurs in health). This community of Fellows are active in **37** countries and reaching more than **9 million** direct beneficiaries. MMH has directly invested **€8.55 million** in finding and funding these social entrepreneurs’ incredible health innovations.

## Changemaker Talent

Since 2011, more than **5000** Boehringer Ingelheim employees around the world have showcased their intrapreneurial skills and helped to bring the social and business sectors together in “win-win” opportunities. Everyday, Boehringer Ingelheim employees who participate in our Changemaker Talent programs: *Insights India, Executive in Residence, Youth Venture* and *Social Intrapreneurship for Innovations in Health* are understanding the business case for partnering with social entrepreneurs and as a result, are helping Boehringer Ingelheim stay ahead of the curve in health innovation.

## Social & Business Co-Creation

Making More Health has launched **3** global online challenges to source ideas for social health innovation. As a result, we’ve uncovered more than **800** new ideas in healthcare. Our most recent challenge: *Co-Creating A Healthier World*, identified innovations from teams made up of both Boehringer Ingelheim employees and social entrepreneurs, yielding **7** Co-Creation models for projects in **Kenya, India, Indonesia** and the **United States**. Our exploration and growth into Co-Creation has led to the launch of our MMH Accelerator program in 2018 - which supports collaborations between the social and business sectors.

In October 2017, Boehringer Ingelheim welcomed the global community of Making More Health collaborators, innovators, intrapreneurs and changemakers to the Boehringer Ingelheim campus in Ingelheim, Germany for the 2017 *Making More Health Convention*. More than **250** participants – including **23** MMH Fellows, gathered for 2 days of knowledge exchange and celebration. What’s more, we are excited to announce that Making More Health will continue to build upon its achievements, share its learnings and foster a global eco-system for health access for all people. We can’t wait to show you what we can achieve by 2020!

As you read through this report, we encourage you to reflect on how you too can begin (or continue) your changemaking journey to improving health access. Whether you’re part of a family, a community, a company or all of the above, help us to make more health happen!

Sincerely,



*Philipp Baum*

**Philipp Baum**

Head of Corporate Communications and Public Affairs  
**Boehringer Ingelheim**



*Arnaud Mourot*

**Arnaud Mourot**

Vice President, Strategic Corporate Alliances  
**Ashoka**



*Manuela Pastore*

**Manuela Pastore**

Global Lead, Making More Health  
**Boehringer Ingelheim**



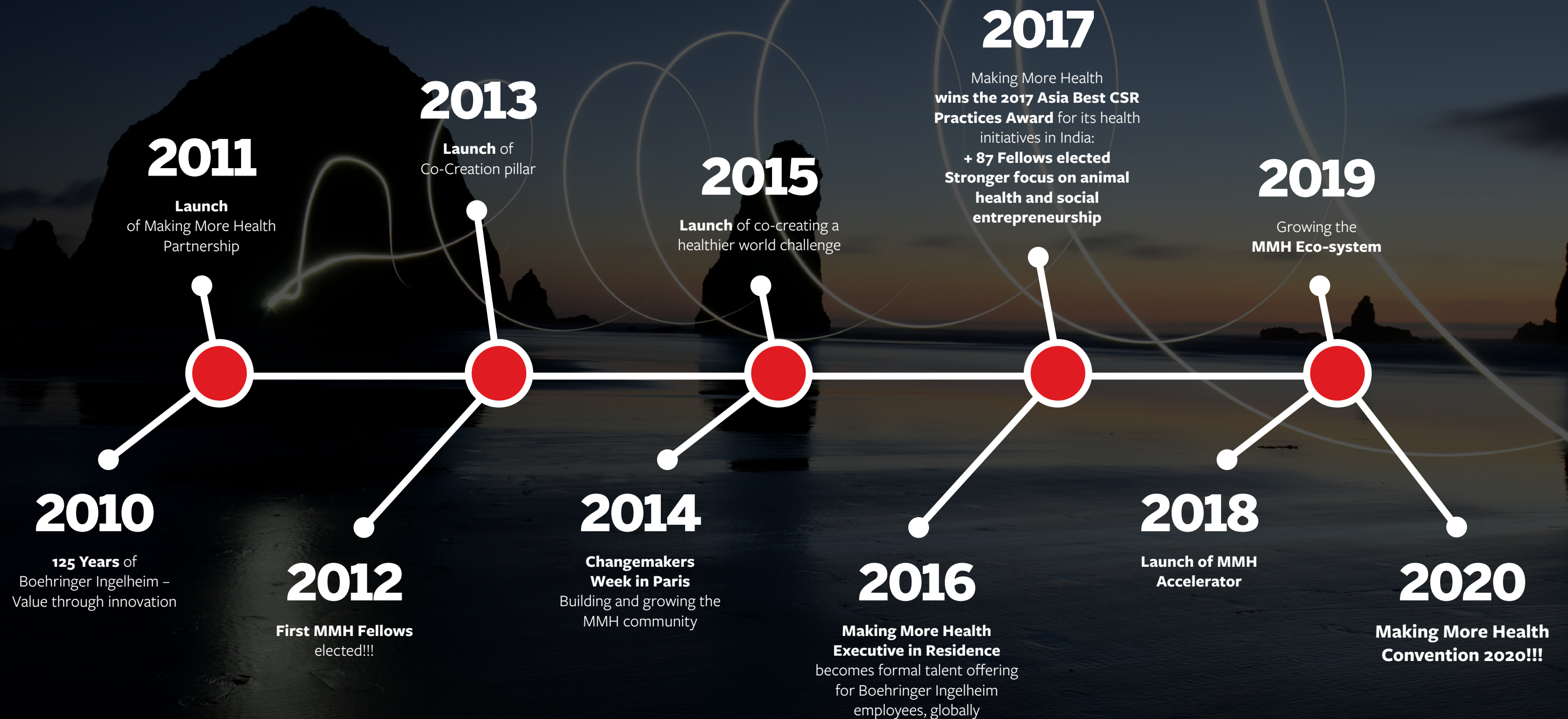
*Jean Scheftsik de Szolnok*

**Jean Scheftsik de Szolnok**

Country Managing Director  
**Boehringer Ingelheim France**



# THE JOURNEY OF MAKING MORE HEALTH





# MMH STRATEGY FOR CHANGE

## SOCIAL INNOVATION

Touching the lives of millions by identifying and supporting a global community of health innovators

## CHANGEMAKER TALENT

Inspiring a community of action oriented, intrapreneurial people building new critical business skills by engaging in partnerships with the social sector

*“Unleashing innovative pathways to achieve greater health access for people, animals and their communities with social and business impact”*

## SOCIAL & BUSINESS CO-CREATION

Fostering win-win collaborations across the social & business sectors and building a platform for creating and accelerating new health products, services and business models

## CULTURE & KNOWLEDGE

Elevating Making More Health as an ecosystem for change through knowledge share and building a network of “unusual” partners

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# SOCIAL INNOVATION

## Touching the Lives of Millions

Social innovation in healthcare is essential to solving the world's most complex global health challenges. Through social innovation, insights into how new ideas will transform health systems can be uncovered and then scaled to create more health access and greater impact. The Making More Health initiative is building a world in which people, animals and their communities — *particularly those in emerging markets and under-resourced regions* - can access more health by fostering social entrepreneurship within global health systems. We achieve this through identifying, investing in and supporting health innovators — *individuals using social entrepreneurial solutions and skill sets to address health problems in an accessible, sustainable and scalable manner*. We call these health social entrepreneurs **MMH Fellows**.

Since 2010, Making More Health has supported and connected **87 MMH Fellows** to its global network. Collectively, MMH Fellows are reaching more than **9 million** people (direct beneficiaries). As a result of supporting these individuals directly with their health needs, the full impact of the MMH Fellow network touches communities in nearly **40 countries** around the world.

Our network of MMH Fellows include **Rita Melifonwu**, a retired nurse who is transforming communities by building a network of stroke prevention centers across Nigeria. **Martin Aufmuth**, a teacher, who believes that access to affordable eye care is essential to ensuring that the visually impaired can participate fully in society. And **Geertrui Serneels** and **Inge Missmahl**, both of whom have recognized that culturally appropriate solutions to refugee and migrant mental healthcare is critical for today's changing global dynamics. As we grow into 2018, we will take an increased and added focus on animal and human health relationships, learning from social entrepreneurs like **Michelle Lem**, a veterinarian using free pet care to provide free healthcare for homeless and isolated populations.

[Learn more about the MMH Fellow network...](#)



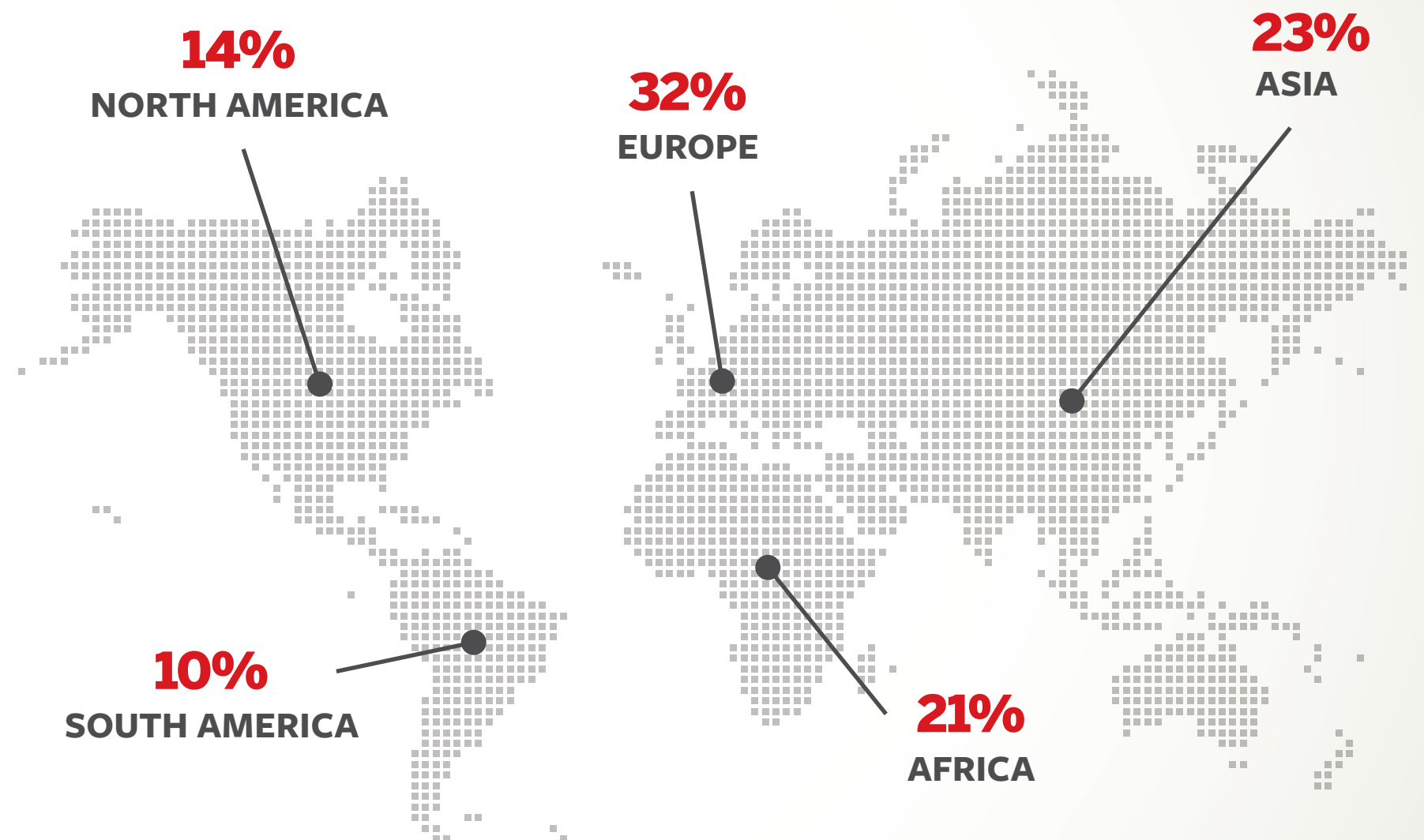


# THE MAKING MORE HEALTH FELLOWSHIP

**37** COUNTRIES

**87** MMH FELLOWS

Go to [makingmorehealth.org](http://makingmorehealth.org)  
for full MMH Fellow list



**9,013,878** DIRECT BENEFICIARIES\*

\* Figure is calculated using the self-reported beneficiary numbers from MMH Fellow organizations' external communication platforms (ie., websites, annual reports, etc) and is the total number of beneficiaries of confirmed MMH Fellows as of January 2018.



# INNOVATION TYPES

**61%** of the MMH Fellowship network are increasing access to health through the creation of a new service

**25%** through the creation of a new product

**14%** through a new business model

# INVESTMENT IN INNOVATION PROJECTS TO DATE

**€ 8.55  
MILLION**

invested directly into Social Entrepreneurs\*\*

\*\* This amount is the total sum used in the Ashoka Fellow venture process to identify and support MMH Fellows. Support to Fellows includes a quarterly stipend provided to each eligible Fellow for 3 years.





# THE MMH IMPACT ON MMH FELLOWS



*“The Boehringer Ingelheim employees I have been truly fortunate to work with are the most incredible people who have both energized and inspired me. The experiences have taught me how business and social innovation can work together for a win-win, how to develop and pitch Co-Creation ideas and how the power and impact of meaningful social change can move people to action in their workplace, home lives and community”*

**Dr. Michelle Lem**

Founder – Community Veterinary Outreach  
**MMH Fellow**



*“As a newly elected Ashoka Fellow for Health in Nigeria, I feel really privileged to have become a MMH Fellow also. This gave me the opportunity to attend the MMH Convention at Ingelheim Germany in October 2017, meet and network with other Fellows and the Boehringer Ingelheim MMH team. The convention offered first-hand the experience of witnessing how Boehringer Ingelheim brings together its interest and commitment to enabling and supporting social innovation with Boehringer Ingelheim’s competence, expertise and experience in the healthcare sector.*

*I have found some value in collaborating with some really committed Ashoka – Boehringer Ingelheim MMH team members to explore future work that combines Stroke Action’s aspirations to create successful social impact in Nigeria and Sub-Sahara Africa, and, Boehringer Ingelheim’s aspirations to bring its stroke presence to Nigeria.*

*Going forward, I feel optimistic that this partnership with Boehringer Ingelheim will create quality outcomes for stroke services development, stroke survivors, their carers and health workers in Nigeria.”*

**Rita Melifonwu**

Founder – Stroke Action Nigeria  
**MMH Fellow**



*“My Making More Health journey has been an exceptional learning experience. A six-month engagement with an inspiring and extremely talented Executive In Residence brought to life the true meaning of Co-Creation. Looking back at all the joint learnings in strategy development, market research, pitch development, monitoring and evaluation I have witnessed “co growth” with Boehringer Ingelheim employees whose workplace experience and worldview, I am sure, has blossomed as much as mine.”*

**Sam Agutu**

Founder – Changamka  
**MMH Fellow**



*For me success is the capacity of feeling great with what you do, motivated by the idea of working every day and of touching people with what you do and by how you do it. For me success is being capable of touching the life and the way of thinking of people because we are always more competent when we do things thinking about the others and not directed to us. And always thinking about people, because that’s what motivates me and makes me go on every day.*

*Success for me is the ability of sharing little successes with the people who believe in me and who walk with me day by day. It is a feeling which needs to be shared to make any sense at all!*

*That’s why this partnership and the recognition I have always received from Boehringer Ingelheim is so deeply felt and so enormously thanked.*

**Miguel Nieva**

Founder - Color ADD  
**MMH Fellow**





# CHANGEMAKER TALENT

In an Everyone A Changemaker™ **“EACH”** world, all people have the self-confidence, resources, empathy and entrepreneurial skill sets to contribute to positive, impactful change. When we foster this mindset within an institutional environment where employees feel supported and inspired to practice **“EACH”** within their workplace, we call this Changemaker Talent.

Making More Health supports thousands of Boehringer Ingelheim employees to embody the culture of Changemaker Talent and develop their intrapreneurial, changemaking skills through global opportunities. These opportunities provide tangible connections to the concepts of social entrepreneurship and intrapreneurship and the impact is two-fold. First, MMH provides a platform for employees to bring their “whole selves” — their social passions, their causes, their creativity and ideas — into their everyday work lives. Secondly, MMH encourages Boehringer Ingelheim employees to lead and innovate by building new business opportunities and bridging the social and business sectors.

Our most popular Changemaker Talent opportunities: *Executive in Residence*, *Youth Venture*, *MMH Insights*, *Social Entrepreneurship Camps Making More Health* and our online professional development course *Social Intrapreneurship for Innovations in Health* have engaged **1000+** Boehringer Ingelheim employees and **2000+** young people. In total more than **5000** employees have connected to the MMH network since 2011.

***Learn how Boehringer Ingelheim employees are THINKING and ACTING like Intrapreneurs!***



# INSPIRING A GLOBAL COMMUNITY OF ACTION-ORIENTED PEOPLE

## SOCIAL INTRAPRENEURSHIP COURSE

We know that social Intrapreneurship is a strategy for sparking, cultivating and advancing social innovation within institutions, but sometimes the first step, is about helping employees to understand the basics in intrapreneurship. Our 6-week, interactive, online learning environment connects Boehringer Ingelheim employees with health professionals and social innovators from around the world and prepares them for lead roles in developing health innovations with social and business impact.

**6 Courses completed to date with 964 participants from 43 countries**

**60%** of participants are Boehringer Ingelheim employees

**99%** of course participants agreed their experience increased their understanding of and ability to practice intrapreneurship

**87%** of participants who completed the course say they now understand the business case for partnering with social entrepreneurs

**87%** were inspired to apply their learnings to their daily business

## EXECUTIVE IN RESIDENCE (EIR)

Executives from Boehringer Ingelheim are partnered with social entrepreneurial organizations in the MMH and Ashoka network and placed onsite to lead special social business projects, from 2 weeks – 6 months. Social entrepreneurs gain skilled executive talent while executives have the opportunity to experience and practice new business strategies in lean, innovative work environments around the world. Since 2011, **26** executives have completed project placements in community-based, MMH Fellow projects in: *Argentina, Brazil, Canada, Germany, India, Ireland, Kenya, Spain, the United Kingdom and the United States.*

**80%** of EIR's agree that their project placement was a valuable professional development experience

**100%** of EIR alumni stated they would recommend the EIR program to a Boehringer Ingelheim colleague

**93 %** of EIRs feel more confident to create social change after their placement



# YOUTH VENTURE

Inspiring and supporting young people to be future leaders in health is essential to ensuring that we are truly making more health happen for generations to come. Through our Youth Venture program, teams of young people are challenged to practice changemaking skills such as: leadership, teamwork, entrepreneurship and empathy by launching their own health ventures. Boehringer Ingelheim employees guide these young teams as mentors and in doing so, can practice and hone the same changemaking skills.

## United States

In the United States, the value of our MMH Youth Venture work continues to grow in influence, with long standing partnerships held with 2 global forums. The first, a global health conference held by Stanford University called **Medicine X**, where MMH youth teams have occupied the main stage to showcase their innovative ideas to leading health professionals in the medical community. The second, the **Ashoka U Exchange** – a global education conference where Boehringer Ingelheim employees and Ashoka Youth Venture staff continue to co-create and host conference sessions, leading the discussion on the value of youth investment. Other accomplishments include:

- ▶ **3** Universities engaged in MMH Youth Venture: *Stanford University, Cornell University and the University of Connecticut*
- ▶ **\$2000 USD** in seed funding distributed to youth teams with top health ideas
- ▶ **200+** students engaged in MMH Bootcamps
- ▶ **2000+** people exposed to MMH Youth Venture in 2017 alone

## Germany

Sustainable action and social responsibility outside of typical CSR activities can be an avenue to new pathways that bring the business and academic worlds together. In Germany, *Social Entrepreneurship Camps Making More Health* give universities the opportunity to integrate Social Entrepreneurship into their academic programs. The purpose of these Social Entrepreneurship Camps is to ignite and flourish innovation through first-hand experience in the mindset of students and young people who have the potential to be junior staff and future Changemaker Talent.

- ▶ **12** youth teams/ projects
- ▶ **2** Universities engaged in formal projects
- ▶ **€2,000** invested in seed capital

Boehringer Ingelheim employees involved in the design and implementation of camps

## Spain

In Spain, MMH Youth Venture has taken yet another form. Boehringer Ingelheim employees are finding value and meaningful engagement opportunities by working with teams of young people through online challenges. In 2017, MMH Youth Venture teamed up with the Department of Entrepreneurship at the University of Barcelona and Ashoka Fellow organization Bridge for Billions. Over the course of 3 months, youth teams were mentored by employees to advance their health venture.

- ▶ **46** youth teams formed (online and in workshops)
- ▶ **6** youth teams identified with top health ideas
- ▶ **€3,000** invested in seed capital
- ▶ **100%** of employee mentors agreed they would recommend this experience to their peers
- ▶ **70+** Higher education experts engaged in co-designed workshop with Boehringer Ingelheim employees

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## MMH INSIGHTS - INDIA

The MMH Insights India leadership program brings together senior managers and decision makers from across Boehringer Ingelheim, with members of the social entrepreneurial community for week long onsite journeys with locally based partners in Coimbatore, India. Leaders are challenged to live and work outside of their traditional comfort zone in an environment where business needs and social needs intersect. These eye-opening journeys provide insights into emerging markets for Boehringer Ingelheim participants and can generate disruptive innovative ideas that are designed and tested in collaboration with the end user.

- 80+** Insights participants to date
- 67%** continue to be active in the MMH network up to 6 months following their Insights experience



# BOEHRINGER INGELHEIM EMPLOYEES: WHY IS MMH SO IMPORTANT?

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*“...I wanted to develop my skills in leading with empathy, both for my own benefit and that of my team.”*

**Dr. Eduardo Lioy**

Executive in Residence: 2017

**Boehringer Ingelheim – Germany**

*“Making More Health is an experience I hold deep in my heart...it changed me and I am delighted to have been a part of it. Now, looking ahead I’m excited to see how we can extend it further in the US Animal Health Business.”*

**Alexa Beavers**

Director, Learning & Organizational Development

**Boehringer Ingelheim – United States**

*“When I initially came back from the assignment, I recognized that I learned how to deal with complexity and ambiguity and learned how to put in place a structured process so that we could continue to move things forward and scale up”*

**Executive in Residence Alumni – 2011**

Boehringer Ingelheim

*“It’s an amazing experience working with such a talented and driven individual <MMH Fellow> who is focused on using innovative thinking and technology to reshape the healthcare industry...I had the opportunity to really dig deeper and gain insight into emerging models that create an enabling environment for healthcare and access to safe and reliable drugs”*

**Mohamed Bayoumy,**

KSA Country Head ( 2017)

**Boehringer Ingelheim – MENA Region**

*“Making More Health has offered me the opportunity to bring my whole self to work at Boehringer Ingelheim. This means that I have the chance to engage in my current professional role, while also working on external initiatives I am truly passionate about, at work. This opportunity to combine work and social passion projects to improve healthcare for others around the globe, is extraordinary. It has helped me become more Accountable, Agile and Intrapreneurial and it is the reason I choose to continue working at Boehringer Ingelheim despite being recruited by other companies.”*

**Shefali Mihelich**

Senior Regional Account Executive

**Boehringer Ingelheim – United States**





# SOCIAL AND BUSINESS CO-CREATION

Fostering Win-Win collaborations

True Co-Creation can only occur when all partners involved acknowledge each other's strengths, recognize and respect each others values and believe that the final goal will lead to a positive impact for all partners.

Within Making More Health, Co-Creation is seen as just that: **An opportunity to increase access to health through a collaborative process between the social and business sectors that results in a win-win opportunity.** This core value has positioned MMH as a catalyst to inspire creative pathways and spearhead the creation of new product services and business models for more health access.

In 2015, MMH launched the *Co-Creating a Healthier World* global challenge, which matched social innovators with Boehringer Ingelheim employees to discover how new ideas for health access could be re-imagined for scale through Co-Creation. More than **150** ideas were submitted and **7** finalist teams of Boehringer Ingelheim employees and social innovators "Co-Creation pioneers" were supported with **\$100,000** USD in funding.

In 2016, a global team of Boehringer Ingelheim employees from Canada, the United States and China began working together as part of the **Intrapreneurship in Action** program with MMH Fellow organization **Noora Health** – to design health education materials for families that provided information relevant for both North American and South-East Asian markets.

In 2017, Making More Health supported the pilot and development of 3 Co-Creation projects for markets in Nairobi, Kenya. Utilizing concepts such as micro-insurance, non-communicable disease screenings and mobile application technologies. As of January 2018, **€300,000** has been invested in developing and launching these exciting Co-Creation projects.

In 2018, MMH is primed to continue fostering an ecosystem of Co-Creation with the launch of two new programs. The first – **Bag to the Future** - asks Boehringer Ingelheim employees to "pitch" their ideas for a healthier world that brings together their passion and expertise with community-based projects. The second, a structured 11-month business accelerator program called the **MMH Accelerator**, where cohorts of experienced social entrepreneurs are provided with capacity building, technical and financial support to develop, pilot, test and present their innovations to potential investors.

***Find out how we're making Co-Creation happen in Kenya, India and Spain!***



# NEW BUSINESS FOR HEALTH ACCESS

## KENYA

### iSikCure

Launched March 1st, 2017 iSikCure is a mobile application connecting patients to healthcare service providers while creating cost savings on medication purchases made through the application. It also enables pharmacies, clinics and healthcare providers to buy drug supplies directly from large distributors. iSikCure was first conceptualized in a design thinking workshop between Social Entrepreneur and MMH Fellow Moka Lantum and Boehringer Ingelheim employees. The iSikCure idea was submitted in the Co-Creating A Healthier World challenge where it received the top prize and awarded \$20,000 USD. There have been 17,000+ downloads of the iSikCure as of December 2017.

### Akiba ya Roho

Innovative organization Access Afya, In partnership with MTIBA and Boehringer Ingelheim implemented an incentivised micro-savings and disease management program called Akiba ya Roho - "Save your Heart" - which offers free screening of non-communicable diseases such as hypertension and diabetes, to people living in Nairobi's slum communities. Customers identified as being affected by these diseases, can then access health management services at Access Afya health clinics and adherence to treatment is incentivised, while new patients can sign up for additional health services. To date, Akiba ya Roho has reached 11,000+ customers. Of those who tested positive, 75% were previously unaware of their condition.

## INDIA

### Noora Health

The first multinational project team, selected for the Making More Health Intrapreneurship in Action series, has partnered with Noora Health ( A MMH Fellow organization), to co-create a digital education campaign for South Asian Indian patients and care providers. The team, motivated by their desire to innovate solutions for a growing patient population, has been working together since January 2017. The US pilot will jointly develop diabetes/cardiovascular resources with the South Asian Cardiovascular Center (Advocate Lutheran General Hospital, Chicago, Illinois), which will be scalable to other customers.

### Coimbatore

In 2014, MMH partnered with the Karl Kübel institute for development education (KKID) in the rural surroundings of Coimbatore, South India which spans more than 200 villages. This partnership launched pilot projects across the region which included: sponsoring several MMH kindergartens, sanitation development programs and mobile health clinics. Building on the success of the pilot projects, the **MMH Insights India Leadership Experience** was introduced as an opportunity for **Boehringer Ingelheim employees to experience daily life in Coimbatore while also learning first hand, how social entrepreneurial solutions can address the needs of rural and urban populations alike.** The program was co-designed with local stakeholders and social entrepreneurs from the MMH network and as a result new local projects were developed including :

digital training programs for kindergarten teachers, and a 2 year-long health worker program covering health topics identified as critical for the community. Topics included: mental health training, animal healthcare and First-Aid, and hygiene programs in schools. Additionally, Boehringer Ingelheim employees supported the acquisition of 26 goats for microenterprise businesses. More than 60% of leadership experience participants upon returning to their daily work, develop their own social projects at Boehringer Ingelheim or within their own communities. MMH Insights is more than a leadership program - it is often the starting point for social intrapreneurial activities inside and outside of Boehringer Ingelheim.

## SPAIN

### Siel Bleu

Making More Health in partnership with Ashoka Fellow organization Siel Bleu and Bellvitage hospital **partnered together to understand the effects adapted physical education would have on the quality of life for patients being treated for Idiopathic Pulmonary Fibrosis ( IPF).** Patients were put in peer exercise classes and also connected with fitness coaches and effects of the program were measured based on adherence to the program and self-reporting of program benefits. Both participants and coaches reported marked improvements both in their physical health and their mental health. The program has been so successful, Siel Bleu is now in discussion in launching a similar program with Boehringer Ingelheim partners in China.



# THE BUSINESS CASE FOR CO-CREATION

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*“We all know at Boehringer Ingelheim that we need innovation to continue to be competitive in the market: Innovation in R&D and in the way we partner with our various customers. Social entrepreneurs are innovative and have a diverse way of thinking. Collaborating with social entrepreneurs will not only help develop the participant’s skills, but we also expect concrete innovative outcomes that we can one day apply at Boehringer Ingelheim!”*

**Maria Tereno**

Head of Global CoE Diversity & Inclusion

**Boehringer Ingelheim**

*“Looking through the lens of social entrepreneurs means anticipating market changes for the good of all.”*

**Christian Boehringer**

Chairman of the Shareholders’ Committee

**Boehringer Ingelheim**

*“Effective healthcare education must be credible, relevant and accessible. The digital media platform created by the Noora Health - Intrapreneurship in Action (IIA) team proposes compelling educational tools and information in a culturally relevant manner, through highly visible and engaging social media. Projects like these, reminds us that there is a fundamental need to diligently observe, understand and connect before one can teach, motivate and affect change. In this way, the MMH IIA project truly embodies the spirit and mission of the Ashoka-Boehringer Ingelheim partnership.”*

**Graham Goodrich**

VP, Marketing, Diabetes Franchise

**Boehringer Ingelheim – United States**

*“Multiple challenges need multiple solutions. Complex health issues cannot be solved by one player, one project or one institution alone.”*

**Manuela Pastore**

Head of Making More Health

**Boehringer Ingelheim**





# CULTURE & KNOWLEDGE :

Elevating MMH as an Ecosystem for Change



*“The Philips Foundation is deploying the capacities of Royal Philips to support social entrepreneurs with ideas, products and methods to help to open the access to quality healthcare for disadvantaged communities. Boehringer Ingelheim in its collaboration with Ashoka <Making More Health> inspired us, showing that ‘being the change’ is not a matter of money, but merely of smartly combining imagination, energy, skills, cultures and technology.”*

**Margot Cooijmans**

Director at Philips Foundation

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*“The Making More Health Convention is another great example of how big corporates and social entrepreneurs can learn from and complement each other in addressing big societal challenges. It is the famous 1+1 >2”*

**Annette Jung**

Head of Southern Europe & Africa at Philips Capital  
Program Lead Social Entrepreneurs at Philips Foundation

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*“After some discussion between CHANEL Parfums Beauté and Ashoka about launching a Changemaker company strategy, I was invited by Boehringer Ingelheim, to participate in the October 2017, Making More Health Convention. I was able to interact with the social entrepreneurs and Boehringer Ingelheim employees involved in the program. Their energy, their enthusiasm to share and the results were amazing to see!*

*For such an innovative and transformative program, being able to observe a concrete and successful experience such as this was a key factor in becoming more confident in our own initiative!”*

**François Stickel**

Directeur Général Responsabilité Sociétale  
CHANEL- Fragrances & Beauty Division

## 2017 MMH CONVENTION

In October 2017, Making More Health hosted the 2<sup>nd</sup> Making More Health Convention in Ingelheim, Germany. With more than 250 people in attendance — *health professionals, academics, Boehringer Ingelheim leadership members, employees, Ashoka staff, the press and of course social entrepreneurs* — the energy and excitement over the two-day convention was palpable.

The convention showcased dozens of health innovations and projects which have been sparked by the Making More Health community. The convention also invited external companies across sectors to explore and learn how they too can inspire and support transformative change within their institutions.

Promoting a culture of knowledge and sharing is a key component in making more health happen. As the MMH network and ecosystem of health access continues to grow and expand, we know that so too, will our reach and impact.

## CHANGEMAKER HEALTH

The health sector is undergoing an evolution in the role of the patient. Actors across the sector face a competitive necessity and market demand to create more open and participatory pathways for patients and customers to get involved in their own healthcare. We see this trend so clearly represented in the business and innovation models of Making More Health Fellows and Social Innovators. In 2017, MMH supported the launch of the *Changemaker Health* series. A collection of thought pieces and articles exploring the dynamics of Changemaker Health within the context of: mental health, digital solutions, women’s health and Co-Creation. The series looked to uncover and share universal learnings for the health sector.

## WHAT’S NEXT

As we continue to grow as a global community of changemakers in health we are enthusiastic about what’s to come. We believe that this next phase will bring more action, more collaboration, more innovation and indeed, more health! To learn how you can become a part of this ecosystem and help us build a healthier world find out more at [www.makingmorehealth.org](http://www.makingmorehealth.org) !





**Making more health**

