Global Health Champions: Good Global Health

Public Health Institute and PYXERA Global: Leading impact through cross-sector partnership

The Public Health Institute (PHI) implements the Global Health Fellows Program II (GHFP-II), and has left a lasting impact in many lives and communities. The program supports USAID immediate and emerging human capital needs. In collaboration with PYXERA Global, GHFP-II has deployed 68 corporate employees to date. Also known as “Global Health Champions”, these professionals weave business and operational expertise into projects that align with USAID’s global health objectives in order to address complex global health challenges.

PYXERA Global supports the success of this unique public-private partnership by placing highly-skilled private sector employees in pro bono assignments to further advance progress in key areas of global health. PYXERA Global has worked with corporate clients such as IBM, Medtronic, Merck, PepsiCo, Symantec, and BD to develop assignments that leverage participants’ private sector skills to build capacity in local organizations. Assignments contribute to improving global and public health, enriching the lives of those ultimately served.

Through cross-sector partnerships, Champions are strategically matched with a project for their specific expertise. This utilizes the expertise of the corporate volunteer and allows for cross sector perspectives to be shared and innovation inspired. To date, PYXERA Global has helped PHI assess and execute nearly 30 projects in maternal and child health, family planning, reproductive health, nutrition, HIV/AIDS, malaria, infectious diseases, service delivery, health systems, health policy, population-health-environment, health financing, and others.

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4. Bangladesh
Partnering with Global Health Champions

Making new opportunities available
Many women who live in low-income, slum-like urban environments face major barriers to accessing quality health care, including cost, transportation, and education.

Jacaranda Health is creating East Africa’s first truly sustainable, scalable maternal health delivery at a fifth of the cost of other local facilities to serve this community. Since 2012, the organization has provided high-quality health services to more than 5,000 women and impacted the lives of nearly 20,000 family members.

In 2014, Jacaranda opened two additional facilities and its leadership understood the need to scale the organization’s influence as a service delivery expert in local communities.

Marck sent two seasoned sales leaders, Leigh Anne Good and Jill Croucher, to work with Jacaranda on a three-month assignment. Together, these Global Health Champions developed a customer-centric sales approach that was designed for all Jacaranda Health staff, ranging from doctors, and nurses to community health workers and administrative staff. To foster local ownership, they facilitated peer to peer coaching, role playing exercises, and teach-back methods that ensured staff was fully invested in the process of approaching prospective clients with a consistent message and sales method.

Creating Effective Solutions
IBM and BD partnered to send a cross-corporate team to work with Cervi Cusco, a nonprofit dedicated to preventing cervical cancer. Based in Cusco, Peru, the nonprofit serves women of Cusco and the country’s more remote regions. This clinic reaches underserved women from the Andes Mountains who often need to walk up to five hours for basic gynecological services.

The IBM / BD team worked with Cervi Cusco staff to analyze the services provided by the clinic, determine its current and future needs, and develop a step-by-step three to five year business plan to improve long term outreach. Since 2007, the clinic has served more than 35,000 women and through the help of IBM and BD, it now plans to serve 75,000.

Inspiring Sustainable Development
In India, Merck inspired the local nonprofit, Jhiego, to search for sustainable market-based solutions rather rely on government funding. Jhiego is an international, nonprofit health organization affiliated with The Johns Hopkins University that works with health experts, governments, and community leaders to provide high-quality sustainable health care for women and their families.

Merck Fellows partnered with Jhiego to develop a brand to establish quality maternal health services at private sector health facilities and create a sustainable business model for this brand. Through the Fellows’ recommendations, Jhiego is planning to turn future programming into market-based services to increase organizational self-reliance.

The public and private sector have a lot to learn from each other. I have learned a new perspective for sustainable business from the private sector I will be able to apply this experience with the Merck Fellows to several other future projects.

- Vikas Yadav, Associate Director of Maternal Newborn Health