

## **Corporate Social Responsibility Across-Borders: Best Practices**

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Good morning. My name is Daryl Faulkner and I'm President and Chief Executive Officer of Digene Corporation. It seems very fitting that I am speaking to you today in Berlin, because just this month, we announced our intention to merge with another leader in the diagnostics field, Qiagen – a company some of you may know well, because it has one of its headquarters offices in Hilden, Germany.

I'm pleased to be here today as a member of this accomplished panel and as a participant in this important conference. The Global Women's Summit, and the individuals who make it such a vibrant forum for idea exchange, do much to make the world economy a thriving, diverse marketplace by supporting the active role of women in every sector of government and business. However, as corporate leaders like those on this panel illustrate, today's businesses can and do play a major role in a broader mission to improve the human condition – ranging from preventing cancer to protecting the environment.

Let me start with a brief overview of our company. Digene was founded in 1987 with a simple mission – to improve human health using advanced molecular diagnostic testing. Today, we are a global, publicly traded company with a special focus on applying the power of molecular diagnostics to women's health. This focus on the needs of women is evident both in the make-up of our company, and in the products we develop and market:

Women hold many of the most vital positions at Digene -- serving as members of our Board of Directors, on the Executive Management Committee and throughout the company's senior management level.

Digene's flagship product is a test for "high-risk" types of the human papillomavirus, or HPV – a family of viruses now known to be the cause of cervical cancer, the second-most-common cancer affecting women worldwide. Unlike any other cancer, cervical cancer has a single, identifiable cause: HPV. While the Pap test – first developed by George Papanicolaou in the 1940s – often is able to detect abnormalities caused by HPV when given to a woman every year, it's estimated that more than a third of cervical cancers develop due to Pap failure. Using the Digene HPV Test, healthcare professionals can now more accurately identify women who are most at risk – allowing clinicians to intervene early, treating abnormal cells caused by persistent infection *before* cancer develops. The Digene HPV Test is the only HPV test that is both FDA-

approved and CE-marked, and today it is available in 40 countries. Worldwide, we estimate that 10 million HPV tests using Digene technology will be conducted in 2007.

Let me provide you a few overall statistics to help you understand what it is we're trying to accomplish at Digene. Globally, more than half a million women develop cervical cancer each year, resulting in nearly 250,000 deaths. About 80 percent of all cervical cancers occur in the developing world, where access to regular healthcare – including organized cervical cancer screening programs – is difficult, if not impossible, for most women. Moreover, unless the new technologies available today – like HPV testing – are made widely available, the number of women diagnosed with cervical cancer is expected to climb by 50 percent by 2020 – *despite the fact that cervical cancer is virtually 100 percent preventable.*

At Digene, we have a vision that some might think too bold: to eliminate cervical cancer. And we want that vision to become reality for *all* women, not just those who are lucky enough to live in resource-rich nations and communities. Our philosophy is that corporate social responsibility demands a commitment to making the benefits of critical products accessible to the people who truly need them, both through a willingness to assume risk and a quest for innovation..

Think for a moment about the most important factors contributing to the stability of nations and the wellbeing of their people. Access to food, water, jobs and healthcare are at the top of the list for most. In the industrialized world, we take these things for granted. In the developing world, however, these critical contributors to the “pursuit of happiness” are often woefully inadequate. Michael Porter and Mark Kramer recently wrote in the *Harvard Business Review* that a healthy society needs successful companies, while successful corporations need healthy societies that embrace education, healthcare and equal opportunity.

At Digene, we seek to bring to life the words of Porter and Kramer through the concept of *shared values*. *Shared values* is a philosophy in which the choices we make and the solutions we offer benefit people and societies, while supporting our corporate goals. Digene's innovative approach to developing solutions to eliminate cervical cancer demonstrates this concept of *shared values* in action.

Imagine being able to eradicate a cancer – particularly the type of cancer that is responsible for killing more women than almost any other malignancy. This vision is within reach today, *if* we combine vaccination against targeted types of HPV with screening to identify, and treat, women at risk. Our goal at Digene is to make HPV testing accessible to *every* woman in both the

developed and developing world. How? Through education, advocacy and the adaptation of our state-of-the-art HPV testing technology to the special needs of low-resource settings. We call this new version of our product, now under development, *FastHPV* – or the “Fast, Affordable Screening Test.” Through a partnership with an organization called Program in Appropriate Technology for Health, or PATH, and with funding from the Bill and Melinda Gates Foundation, we are working to develop an HPV test that can operate in environments with very few resources -- like electricity -- and deliver results fast. . .allowing treatment to begin at the same visit, if needed, at minimal cost.

To fully understand the potential of *FastHPV*, let me describe the work some of our people have been doing in China and India. In the past month, we have had staff members on the ground in both of those countries, evaluating the environment and the ability of the test to work effectively within the constraints found in many regions there. Imagine villagers in remote locations who don't even have access to regular, running water. *FastHPV* is being designed so it doesn't require the sophisticated laboratory set-up we generally take for granted in the United States and Europe. In fact, it doesn't even require refrigeration. I'm pleased to report that initial studies indicate that *FastHPV* performs incredibly well in settings without either running water or electricity.

In one small village in India, we successfully tested more than 800 women for HPV. The success we have had to date in challenging settings such as these brings us much closer to our goal of making HPV testing – and better health – available to every woman, everywhere, no matter what their socioeconomic status or the limitations of their environments. There is still more development work to be done before *FastHPV* is ready for introduction, but the initial results are extremely promising.

However, as important as *FastHPV* is, it is equally important to create the circumstances necessary to allow -- and *encourage* -- women and healthcare professionals to learn about, and put into practice, this and other advancements in women's health. At Digene, we have learned that there are four key components needed to empower and mobilize these critical constituencies:

- First, enlist knowledgeable and experienced non-governmental organizations and other non-profits as partners and collaborators.
- Second, solicit critical financial and infrastructure support by teaming these NGOs and NPOs with relevant foundations and corporations.

- Third, work with these partners to disseminate the needed tools and train the users or suppliers.
- And fourth, implement educational initiatives to inform women, healthcare professionals, government officials and other key stakeholders about cervical cancer, its relationship to HPV, the simple steps needed to identify women at risk, and how to manage and treat women who carry the virus. This “spread the word” campaign is perhaps the most important step in realizing our vision of eliminating cervical cancer once and for all.

Let me talk a moment about how these four components played out in our *FastHPV* trials. Most of you are familiar with the work of the Bill and Melinda Gates Foundation, which is providing much of the funding for the research into the requirements of under-served communities in countries such as China and India. However, you may not be familiar with PATH. It works to create culturally relevant solutions to help communities worldwide break longstanding cycles of poor health. The combination of the Gates Foundation with the focused expertise of PATH is an excellent example of the power of alliances between corporations, foundations and non-profits. Together, we are developing a comprehensive “package” solution that has the potential to extend effective cervical cancer prevention to women everywhere.

Distribution and marketing that are sensitive to the local culture also are critical to the equation. For example, in India, we are working closely with community leaders who speak the local dialect and are frequently tapped for counsel on local issues. These “influencers” can play a significant role in educating women about HPV, the implications of infection, and the value and availability of the HPV test.

This participation by a combination of corporations, non-profits, foundations and local influencers will serve as a model for a broader introduction of *FastHPV*, once it is ready, across China, India, and the African and South American continents. However, to be successful in both our introduction of *FastHPV* and in our ultimate goal of eradicating cervical cancer, we will need to expand our stakeholders to include a larger variety of partners, both local and global. As women leaders of some of the most influential corporations in the world, you are in a unique position, and we hope we will be able to enlist each of you to spread the word as well.

Corporate leaders have multiple responsibilities. Yes, we have a primary duty to maximize return for our shareholders. But I believe we also have an obligation to use our expertise and our resources – which we must earn by building the trust of our customers, investors and employees -- to contribute to a “higher vision,” one that works to create a better future from which we can all

benefit. Each of us on this panel, and in this room, can make a difference in unique, but equally meaningful, ways. We welcome this challenge, and look forward to further partnerships with the Global Summit of Women.

Thank you.