

#GivingTuesday | On the Frontlines of Global Healthcare: Medtronic Philanthropy

Host: Ted Hart

Guest: Dr. Jacob Gayle – Medtronic Philanthropy

Announcer: Welcome to the *CAF America Radio Network*, a production of the Charities Aid Foundation of America. As the leader in global giving, CAF America offers more than 20 years of experience and expertise to corporations, foundations and individuals who wish to give international aid and with enhanced due diligence in the United States.

Through its industry leading grants management programs and philanthropic advisory services, CAF America helps donors amplify their impact. This show is dedicated to these donors and the charities they support. CAF America is uniquely positioned to serve as the bridge between these important partners and transforms vision into meaningful action. *Guests on the CAF America Radio Network* are leaders in their field, who share tips for success and stories that inspire.

Our host is Ted Hart, the CEO of the Charities Aid Foundation of America. This is a live call-in show. Add your voice by calling 914-338-0855. After the show, you can find all of our podcasts at cafamerica.org. Don't forget to dial 914-338-0855. Now, welcome the host of the *CAF America Radio Network*, Ted Hart.

Ted Hart: Welcome here to our latest edition of the *CAF America Radio Network*. Thank you for joining us in this Post-Giving Tuesday show. All the early indications are that this was the largest Giving Tuesday ever. It is my pleasure to have the opportunity to discuss Giving Tuesday and the importance of philanthropy with Dr Jacob Gayle. Dr Gayle is the Vice President of Medtronic Philanthropy, leading the philanthropic and community affairs programs at Medtronic as he joined the company in August of 2011.

Now, I'm sure you're aware that Medtronic is a global leader in medical technology, focused on innovative solutions to fulfill its global mission, which is to alleviate pain, restore health and extend life.

The company's philanthropic efforts are impressive and are centered around leveraging its people, products and programs to expand access to chronic disease care to underserved communities worldwide. CAF America is honored to be a partner in the efforts that are led by Dr Jacob Gayle. Dr Gayle, thank you for being my guest here on *the CAF America Radio Network*.

Dr Jacob Gayle: Well, thanks so much for having me today.

Ted: The work that you do is, as I mentioned in the lead up here, is very impressive, also very important. Literally, you have the opportunity to change lives. You and your team are responsible for the strategy and the design of Medtronic's philanthropy. What are the primary social issues that you focus your philanthropic efforts on?

Dr Gayle: Thanks very much. It's an honor and a pleasure to have that opportunity to make a difference in the world in that regard.

When we look around the world and see the status of health and, ultimately, the status of healthcare, we know that there are tremendous discrepancies and disparities on what individuals have available to them.

If you look in the United States, you can, even by zip code or community, predict how long a person may live. Sometimes, almost next door to each other, it could be as different as seven to eight years in life span.

That happens in almost every country around the world. What we see is that on one level there are great opportunities and advancements. Thankfully, Medtronic has been a leader in some of those.

On the other hand, we also see that there is greater and greater disparity in health outcome, the access to the care prevention, care treatment, maintaining healthy lifestyles.

That is what our philanthropy ultimately wants to do. It's to reduce those disparities and increase equity in healthcare and, ultimately, health outcome.

Ted: We have seen the power of philanthropy and how very strategic approaches to the utilization of important philanthropic dollars can really make a difference. Medtronic was featured as a key partner of CAF America's Giving Tuesday campaign this year. I was wondering if you could share some of the main attributes and initiatives that make Medtronic's global philanthropy stand out.

I might ask you to do that in maybe a little of professorial way in that you're helping our listeners understand what you've learned, what works and what doesn't work and what they might be able to learn from you.

Dr Gayle: Well, as a former professor, I'm always glad to get the opportunity to work professorial.

Ted: I'm giving you the permission today.

Dr Gayle: If I can take just a moment, first of all, to make sure that folks understand that the philanthropy is coming from the company that did create the first pacemaker, that has been known for the highest level of standards and high level medical technology, and that is a mission-based company that, for 60 years-plus, has been committed to alleviating pain, restoring health and extending lives, just as you had said earlier, Ted.

But what we often don't talk about is also our vision of Medtronic globally is to make sure that everybody is getting access to the kind of care that they need. Because it's been a mission-based company from its inception, the goal of equitable access has been just as important part of the mission as actually using innovation and technology and solutions.

So I think Medtronic has been engaged on the global policy levels, being a strong advocate for the World Health Organization's adoption a couple of years ago of the unanimous goal of

reducing unnecessary deaths due to non-communicable diseases like diabetes, like heart disease, like cancer, stroke; reducing those unnecessary deaths by at least 25% worldwide by the year 2025.

What we try to do is to partner with governments, with non-governmental organizations, with health providers, but even more importantly with people. With people who themselves are living with these diseases. People whose experiences could help not only themselves, but help others.

We have tried to make sure that the voice of patients be the voices that lead the way on this global action. Really, we're focused on a patient-centered approach. We're focused on equity across all communities, cultures, all countries worldwide, to ensure that we can prevent wherever possible the spread of these unnecessary causes of death and disability.

Ted, one last thing to say is that we also know that it is inevitable no matter what we do in our healthcare and our lifestyles, some people- because of genetics or because of the environment that's out of their control, are going to develop these chronic and debilitating illnesses and diseases.

We want to make sure that if that is the case, they have the access to a full and productive life and manage those challenges not as roadblocks, but as just one of the many issues in life that we have to contend with in order to make life as beautiful as possible.

Ted: The goal that you have set for yourself is very a small matter, to alleviate pain, restore health and extend life as you sharing with us today, Professor Gayle, that it's lots of data points and lots of people and giving the voice to those who are receiving the care and receiving the assistance.

Back in August 2011, you came into the leadership of this global philanthropic powerhouse, if you will, of Medtronic. Talk to us about the thinking that brought you to being the focus of one of our Giving Tuesday profiles and where the CAF America partnership with Medtronic fits within your overall strategy that you've brought to this enterprise.

Dr Gayle: Thanks. I think that there are two really important sides to what we do and why CAF America has been an excellent partner for us on both. Firstly, we talked about our commitment to improving health and healthcare worldwide. I think through our partnership with CAF America, we're able to partner with organizations anywhere from the global level to very local community level, partially because we're meeting new partners through CAF America. We're being introduced to new key influencers and partners that we wouldn't have known before.

Secondly, I think, because we, as a US based philanthropy, are learning ways to be able to partner globally, that would have been difficult for us to do by ourselves. Our partnership with CAF America has really helped us greatly in extending our reach, our partnerships and, ultimately, we expect the results, the successes we're going to be able to help deliver.

The other side that we didn't talk about, that is also a very critical part of our philanthropy strategy, is building the next generation of change-makers, of influencers, of philanthropists.

We have almost 90,000 employees around the world under the Medtronic mission. That doesn't even count our retired employees who are still committed to that same vision and are still actively pursuing it and actually contributing to it. As we build, what I love to call our personal Medtronic philanthropists around the world, they're able to contribute their own personal resources- financially, their time, their efforts, their professional skills and knowledge as well as their muscle and their power.

A lot of that we're able to do through our collaboration with CAF America. You really are a key partner with us on every angle of our primary strategies here at Medtronic Philanthropy. That not only impacts Minnesota, where our operational headquarter is, not only the United States, but truly a global reach, a global network and a global partnership.

Ted: What I love about the way that you have woven that story that you just shared us is the mosaic that you created of employees, the company retirees, those that you care for around these central very important missions, and CAF America is honored to be part of that.

As you're telling that story, it makes us so very clear why CAF America is a good partner for your strategy, because I think we share a very similar DND in that we approach things from a very collaborative point of view. We approach things from a strategic, philanthropic point of view of wanting to have impact, wanting to make a difference, and providing the infrastructure where that can be done as efficiently as possible. Because the end-game to everything that you do and the end game and everything that we do is of course the philanthropy itself and the lives that are changed through that philanthropy itself.

Your employee engagement, as you were just mentioning- and I gather you mean that to also include former employees as well, it's central to Medtronic Philanthropy. What motivates a company to encourage that, sort of, employee engagement? Because that, like other goals, you have shown yourself obviously not to be someone who's shrinks from tall goals. That kind of engagement is not something that just happens, it has to be fostered.

Dr Gayle: You're absolutely correct. I can tell you that I think this is reflected in what I'd love to talk about a little bit more a little later is our commitment to the sustainable development goals, and in particular how we can use our employee volunteerism to be able to make these goals realities.

But before I talk about that, let me tell you a little bit about where we come from. We were founded by two co-founders that were very much community-based individuals. Earl Bakken, who is our surviving co-founder, has always said that this was not about the individual, clearly not about the profit making. But this really was about giving back to communities worldwide in enabling people to live life to the best level possible.

Early in my time here, I got a call from Earl, and he was challenging us and saying- he would like to know how we could help people who have benefited from medical technologies like

Medtronic Medical technologies and others, to understand that they have now been given extra life. They have their pain that has now been relieved. They are extending life. They are being able to live more than they ever anticipated. How do we help those individuals understand that that extra life is really not about themselves, it's not for their own fame and glory, but that extra life is for giving back to others.

As that has been the cornerstone of the company from its inception, it's easy to have a philanthropy and to run a philanthropy that is based upon a company's mission like that. It's in our DNA. Whether it's the for-profit company or whether it's nonprofit philanthropy, were both connected and committed to helping people live their lives as best as possible and to give back to life of others.

Ted: As you said, again, this is part of the inner workings of Medtronic's, certainly it is of CAF America. You brought up the sustainable development goals, and I would like to go there now. Because I know that- as you know, we're heavily involved with that global effort as you are, but there's also planning for very serious employee engagements at Medtronic across the board, because as you mentioned before you have over 90,000 employees and you have a very strong global base.

Dr Gayle: I think that one of my own personal aspirations is that when you look around the world and realize how large of a percentage of people live on as little as \$1 a day- when you even go up as high, so to speak, as \$10 a day, you're talking about the vast majority of our planet. You realize that majority of our human population, our human family, is living on bare means on a daily basis.

Our 90,000 Medtronic employees are blessed, are doing a job that they really love and care for that is contributing back to the world, and I believe that we each can easily contribute \$1 a day whether-- whatever is our local currency-- and whether it's actually money, whether it's our energies, whether it's our innovations or just our sheer will and strength. Somehow or another we can give the equivalent of a \$1 a day to somebody else in time, treasure or talent.

With that as, sort of, a backdrop and as an aspiration or goal for our entire family, we believe that we can turn all of that end toward the goals of the sustainable development goals.

The audience I hope knows that just a few months ago in September, the world leaders came together at the United Nations for the annual general assembly meeting. During that meeting 17 new sustainable development goals- or we call them the global goals- were ratified unanimously committing the world to work together in making sustainable development our focus and our commitment. Hopefully, by 2030, 2035, we will have been able to attain these 17 aspirations.

We believe that one of the ways of making that possible is through corporate businesses enabling, allowing and encouraging their employees to voluntarily contribute to the success of these 17 goals. Medtronic is committed to ensuring all of our employees have that opportunity, especially around goal three, which is focused around the attainment of good health and well-

being. We commit ourselves, and we commit ourselves as a corporate body, to do everything we can to make these 17 goals a reality.

Ted: We applaud you and others for taking on such a broad mission to improve life on this planet. As you mentioned, the UN's impact and human impact on this planet and on each other is the central theme of these new sustainable and development goals.

Medtronic's philanthropic efforts, of course, have been under way for quite some time. But now this initiative that you have to, again, reach back to your roots, the community development, the community aspect of this philanthropy, I think, will inspire others to take that approach. I think these goals are so big and the need is so great that it will take that many philanthropic boots on the ground, if you will, to make that kind of effort a reality.

Tell us a little bit more about how well that interacts with your office? Because it's very clear that what you're talking about is not a top down approach, but that these really become ingrained in each individual.

Dr Gayle: In fact, when you look at our global philanthropy and all of the global goals that we have committed Medtronic to, both individually as well as more importantly as a partner, none of those global goals are attainable if they don't happen community by community by community.

We like to think of ourselves as a global philanthropy that's built upon community engagement and community results being delivered. That's one of our messages as one of the founding partners of Impact 2030, which is a global-- it's agreement amongst corporations to be able to basically dedicate employee volunteerism toward reaching these sustainable development goals.

We think that as Medtronic continues to work in the communities where it is known, where it is serving and where it's a partner, if we can help to make sure that individuals who have had little or no access to healthcare can do so, can get across the barriers that have held them back. Sometimes it maybe barriers of transportation, or barriers of knowledge or understanding about healthcare. Sometimes it may be even be other kinds of political, social, economic barriers as well.

But if we can help to not only help build better healthcare, we also have to build access to it by dealing with some of the, what we call, social determinants of health that really make a difference as to whether one has access or not. None of that can be done, Ted, in the United Nations building or at the World Health assembly. All of this has to happen on the ground. Our employees together with our serving partners- together can make that difference on a community level.

Ted: We're going to take a very quick break. When we come back, I want to ask to reach back to Professor Gayle, those that are listening today, as to the one or two tips that you may provide to them if they also want to join you in this mission and they would like their companies and

their employees to also be inspired to do this. What can they learn from your experience so they might be able to bring those to their own philanthropic efforts. We'll be right back.

Announcer: Remember our podcast and archives are always available 24 hours a day at cafamerica.org. If you're listening today, our phone lines are open. Call in and ask a question by dialing 914-338-0855. Now, back to the *CAF America Radio Network*, and our host Ted Hart.

Ted: We're here with Dr Jacob Gayle, the Vice President of Medtronic Philanthropy. Professor Gayle, for those who would like to learn from the wonderful experience that you have but also the tremendous goals that you have set forward for Medtronic Philanthropy, what advice do you have for them if maybe they don't come from the same rich DNA?

Dr Gayle: Well, thanks. First of all I think that it's important for all of us to realize and look along the course of history- whether people agree or not, one person can change the world. If you look back at history we could all probably name some of those 'one people' who have made a lasting difference on this globe. Everybody potentially has a way of making a difference.

The other side of it is that one person has never done it alone. Even that one person has needed to have teams of people around them that had each contributed in some way or another to that one person's success.

Again, whether you're the leader or the follower, there is a role to play. The other thing is to always remember that as much as we feel like we may not have something to contribute, there is always someone who needs more- I mean, something from what we can give. So there is no such thing as somebody who cannot contribute. There's something for each of us to do.

So I always suggest that people, if you want to change the world, start first within your own home, within your own community, within your sphere of influence. Believe it or not our children are watching and are listening. Our neighbors are learning from us. Our communities are open to having exemplary people who can show them the way.

Use whatever influence you have to get people to realize that the only way that we're going to make a difference in this world is if we look outside of ourselves and contribute to someone else.

Whether it's ¢5 a day, whether it's \$1 a day, or whether it's being able to volunteer on an organization, serve on a board, or just pick up the litter as you walk down the street, there's something for everybody to be able to do to contribute to making tomorrow better than today. What I like to talk about-- I heard someone once mentioned is that we can start today basically building the reputation that we want to have as, sort of, the forefathers of tomorrow. How do we want our legacy to be remembered?

Ted: I think I am hearing you say is- an advice that you have for others is to create the opportunity and model the activity.

Dr Gayle: That's correct.

Ted: So don't look to others to do this or instruct them or tell them that they should do this, but provide lots of opportunities as you do through your activities where employees can be supported in those efforts. But they're not necessarily going to do that if they've never done that before or they've never seen it modeled. What is the role of the corporate leadership both at your headquarters and around the world in modeling the kinds of activities that you are supporting?

Dr Gayle: I think that corporations have a responsibility. Responsibility to the communities where they are based and where they serve and where they thrive. I think corporations have a responsibility to the markets that they serve and that ultimately serve and support them as well. Corporations also have the responsibility to their employees. What we're finding around the world is that employees these days- especially our millennial employees and post-millennial employees, people are expecting to be able to contribute to local and global issues right from their work desk, right from their workplace.

It's not just about, "What I can do after my work-hours?" Employees these days really want to know that, even during their day job, they're contributing to a better society.

I do think that it's not only the responsibility of the corporate leadership to make that possible. I just think it makes good business sense, let alone good social sense. Medtronic, it's operations are based in Minneapolis where it was born and founded. Here in Minneapolis, many decades ago, there was developed what was called the Keystone Compact. That was a commitment by corporate leaders that a certain percentage of their pre-tax profit every year would be contributed to charitable purposes.

Even today the Keystone Compact remains. Companies either commit 5% minimum or 2% minimum of their US-based profit. Medtronic has been leading the way with other partners to really start a new global Keystone Compact. So we are committed to spend every year no less than 1.5% of our global profit in giving back to communities worldwide. We challenge other companies to do the same.

Ted: We have just over a minute left in our show today. It always go so quickly. On the front-lines of global healthcare, that's where you'll find Medtronic Philanthropy. Just wind it up today with your final message to our listeners today and what they can do to make a difference.

Dr Gayle: I think that what our listeners and our partners all around the world can do to make a difference is to realize that if we don't do it today, then we don't know what tomorrow is going to be like. We have to start today in making this difference. These sustainable development goals- these were goals who were created by all of us around the world. Not won for somebody else, but this is how we could work globally together.

The opportunity in the corporate world to be able to incorporate doing good and doing well at the same time is a great opportunity for all of us. Really having to share value approach, to using our strength as a corporate leader to make the world a better place. The only way we're going to start is going to be, by just making decision today, "I'm going to find a partner to do

that and whether it's a local NGO, whether it's our human resources department, or somebody in our community, we've got to do it."

I think the last thing, Ted, is everything always works out better if we do it hand in hand. So find a partner.

Ted: Well, we appreciate you being our partner, Dr Jacob Gayle, Vice President at Medtronic Philanthropy. Thank you for being my guest today here on the CAF America Radio Network.

Dr Gayle: It's my pleasure.

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