

## #GivingTuesday Story: MEDTRONIC



*Medtronic Philanthropy devotes the majority of its resources to expand access to quality chronic disease care, helping address unmet health needs in underserved communities worldwide. By aligning our philanthropy around Medtronic's health-focused mission and vision, we believe we can multiply our social impact around the world, especially in the area of chronic conditions such as diabetes and cardiovascular disease.*

### Deploying Community Health Workers to Expand Healthcare Access at the Frontlines

Earlier this year, more than 190 world leaders committed to 17 Sustainable Development Goals (SDGs) that serve as a global rallying point for the public and private sector to join together to address some of the world's most pressing issues.

For Medtronic, the global leader in medical technology, services and solutions, SDG No. 3 (Ensure healthy lives and promote well-being for all at all ages) aligns perfectly with the company's ongoing commitment to global healthcare access.

It should come as no surprise that a healthcare company like Medtronic would be deeply concerned about global health, especially conditions such cardiovascular disease, diabetes, cancer and neurological and spinal conditions. After all, the company manufactures medical devices and therapies that address these degenerative and chronic conditions.

"We believe access to quality healthcare is fundamental for all people around the world," said Jacob A. Gayle, Ph.D, vice president, Medtronic Philanthropy, "We are committed to improving diagnosis and care around some of the world's most deadly, debilitating and prevalent diseases."

Working with partners around the globe, Medtronic Philanthropy's support is focused

on removing economic, educational, social and geographic barriers that block a person's personal journey through a healthcare system. One way that Medtronic Philanthropy does this is through building the capacity of frontline health workers.

According to Gayle, frontline health workers are critical to improving access. Often based in, and coming from, the communities they serve, they act as advocates for their patients, becoming trusted counselors, and ensuring that a community's most vulnerable populations have a fair chance to receive the quality care they need. He also says they are crucial for delivering cost-effective, localized healthcare that meet the needs of any community."

Recent examples of Medtronic Philanthropy's work to support frontline health workers include:

- In Minnesota, HealthRise program grants will recruit and train dozens of community health workers who reflect the cultures and languages of communities in greatest need, educating their own neighbors in chronic disease management. HealthRise projects will also take place in Brazil, India and South Africa.
- In Uganda and Tanzania, RHD Action Alliance partners are working to

empower and support people living with Rheumatic Heart Disease, and have begun implementing model programs to improve early detection and increase access to RHD care. A third RHD Action country program will soon begin in India.

- In India, HeartRescue program community health responders will drive outreach efforts to improve knowledge of the signs and symptoms of heart attack and sudden cardiac arrest, teaching families how to call for emergency help and if necessary perform life-saving CPR.

For Gayle, the intersection of SDG #3 and Medtronic's Mission represents a tremendous "shared value" opportunity, where the needs of society intersect with a company's business goal.

"For the corporate sector, giving is usually more strategic and involves work in an area in which the company has expertise," said Gayle. "But giving just for the sake of giving is not enough. What really counts is giving that results in lasting social impact. The intersection between the business and social worlds can yield solutions that fuel business growth, but more importantly, empower people to help themselves lead healthy, productive lives."