

ABOUT BD

BD (Becton Dickinson and Company) is a leading global medical technology company that manufactures and sells medical devices, instrument systems and reagents. BD employs approximately 28,000 people in nearly 50 countries throughout the world.

THE WINNING PROGRAM

Through this landmark initiative, BD, in partnership with the Foundation for Innovative New Diagnostics (FIND), is leading the effort to improve access to diagnostics for tuberculosis (TB) in the developing world. BD's liquid culture system dramatically improves the speed and accuracy of TB diagnosis, which helps reduce the spread and mortality rate of TB.

Through studies in South Africa, Zambia, Brazil, Nepal, Russia, Philippines, Kenya, India and Uzbekistan, BD demonstrated the effectiveness of advanced liquid culture technology. Notably, the partnership focused on patients co-infected with TB and HIV, a particularly vulnerable population. The findings of these studies contributed to the scientific body of knowledge on the efficacy and feasibility of implementing this technology in high-burden TB settings. This in turn led the World Health Organization to endorse the liquid culture method as the standard for TB diagnosis and patient management.

These studies also brought to light the urgent need for lab strengthening and training programs to facilitate the adoption of TB diagnostics. To that end, the company has disbursed grants aimed at lab improvements. Realizing that pricing of diagnostics was yet another obstacle, BD and FIND worked together to ensure appropriate pricing agreements for 39 low-income countries highly burdened by TB.

CRITICAL SUCCESS FACTORS

Partnerships that Pair Unique Core Competencies

As a pioneer in the area of diagnostics for the developing world, FIND had the power to help raise awareness of the program's importance and initiate the demonstration studies. BD's role as the provider of the technology and technical assistance at the sites showed that – when accompanied with the appropriate training and support – these new TB diagnostics could be successfully implemented.

Demonstration Projects as Tools for Advocacy

The success of the demonstration projects, which influenced WHO's endorsement of liquid culture systems, propelled the program forward, allowing BD to roll out advanced technology to more countries in need.

BROADLY APPLICABLE PRINCIPLES

Pricing Agreements Ensure Sustainable Solutions

The pricing agreement with FIND has not only enabled BD to provide its technology on an affordable and sustainable basis, but also makes it possible to build long-term relationships with emerging health systems. This business also allows BD to invest in future technologies for TB which could have the potential to increase access to good diagnostics.

Advocacy Reinforces Program Goals

In collaboration with FIND, BD has remained a leading advocate for the need to increase access to TB diagnostics in the developing world and has worked to communicate the effectiveness of its partnership through the media and other communication platforms.



REGION: GLOBAL



INDUSTRY TYPE: HEALTHCARE/MEDICAL

WEBSITE: www.bd.com

In December 2004, BD and FIND initiated a collaboration centered around the development of, and access to, new technologies for TB diagnosis. Demonstration studies were complemented by training and advocacy efforts.

Goal

To improve access to quality TB diagnostics in the developing world, while also raising awareness of the importance diagnostics play in the TB epidemic.

Program Scope

The program aimed to demonstrate the effectiveness of liquid culture technology for TB diagnosis through demonstration studies that focused on patients co-infected with TB and HIV.

Outcomes

- To date, 125,000 patient samples have been collected as part of the demonstration projects in eight countries. At the conclusion of these studies, BD anticipates that more than 150,000 samples will have been collected and tested.
- BD's demonstration projects contributed to the first new TB diagnostic recommendation from the WHO.
- BD estimates that hundreds of thousands, if not millions, of co-infected TB/HIV patients will gain access to sophisticated TB testing that will have a direct and positive impact on their diagnosis and treatment.
- The BD/FIND pricing agreement benefits 39 countries defined by the WHO as highly burdened with TB and defined by the World Bank as low income.