

Rockefeller Philanthropy Advisors, Inc.

(New York, NY)

Pharma Futures

Total Award: \$75,000 over 1 year

Program Contribution

Health Program, \$25,000

Interprogram Initiatives for Social and Economic
Justice, \$50,000

Presidential Authority Grant

To support Pharma Futures to explore how the pharmaceutical industry might operate in such a way as to both make money and contribute to the delivery of public health goals by expanding the customer base for affordable medicines. The project will engage individuals from the pharmaceutical industry and key stakeholders, including individual investors, in scenario planning to review where the pharmaceutical industry might be in 10 to 15 years. The purpose is to explore changes to current business practices that could better align business and investor needs with those of society for improved global health as a public good. It is hoped that, as a result of the ensuing dialogue, limitations to the current business model, opportunities to better align business and investor needs with social outcomes, and the appropriate public policy environment and fund management opportunities to facilitate this outcome will become apparent.

Health Program: *Objective I, Strategy 1*

Interprogram Initiatives for Social and Economic Justice: *Objectives I & II*