

Supporting Health Equity: Community First

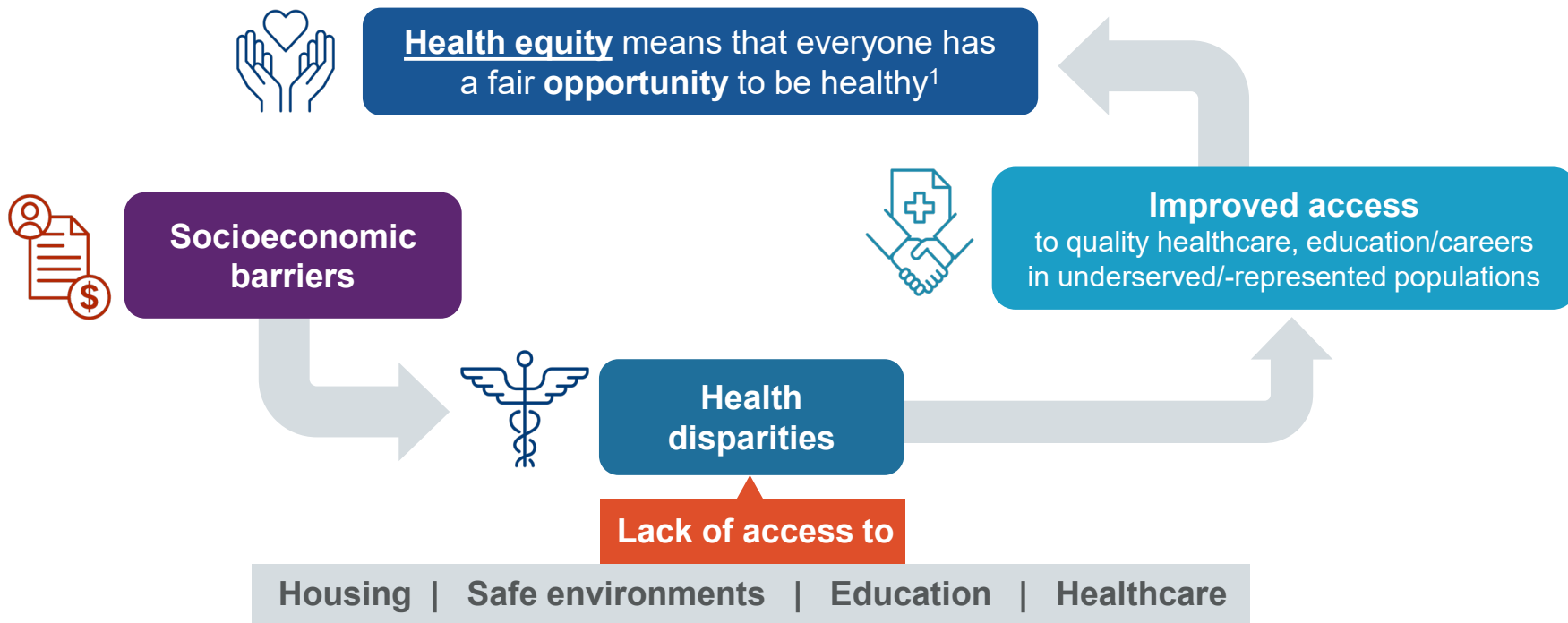


Juny Simpson, Genentech Head of Health Equity, Customer Engagement

Ask a Bigger Question 

1 min

What is Health Equity?



Reference: 1. Braveman P, et al. What is Health Equity? Robert Wood Johnson Foundation. <https://www.rwjf.org/en/library/research/2017/05/what-is-health-equity-.html>. Accessed July 15, 2021.

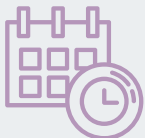
Why is Health Equity a Priority Now?

The demographics of the United States are changing



62%

of California residents are non-White¹



2045

when the US will be a **majority-minority** population²



<10%

of US patients participate in clinical trials, and of those, **only 5% to 15% are non-Caucasian**³



88%

of genomic material **available to scientists is of European ancestry**⁴

References: 1. Statistical Atlas. Race and ethnicity in California. <https://statisticalatlas.com/state/California/Race-and-Ethnicity>. Accessed July 15, 2021. 2. Frey W. The US will become "minority white" in 2045, Census projects. <https://www.brookings.edu/blog/the-avenue/2018/03/14/the-us-will-become-minority-white-in-2045-census-projects>. Accessed July 15, 2021. 3. Genentech. Advancing Inclusive Research. <https://www.gene.com/patients/advancing-inclusive-research>. Accessed July 15, 2021. 4. GWAS Diversity Monitor. Total GWAS participant diversity. <https://gwasdiversitymonitor.com>. Accessed July 15, 2021.

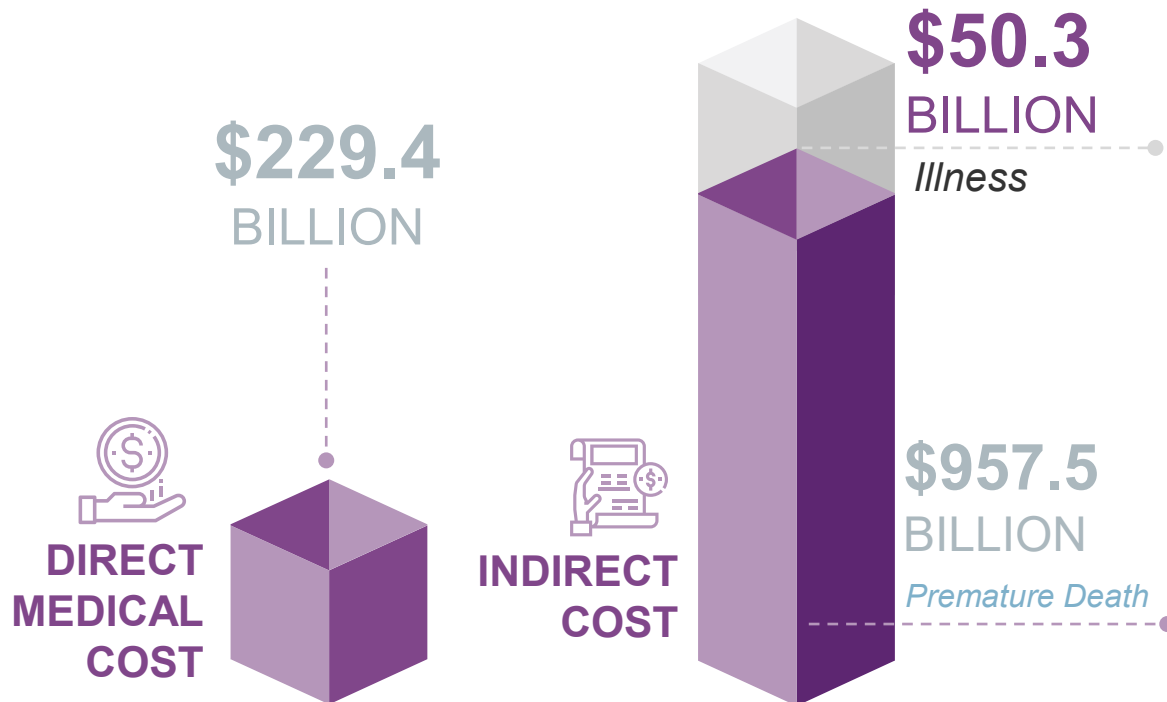
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Historical studies have shown how health inequality impacts healthcare costs.¹



Excess economic burden of health inequality 2003 to 2006*

*2008 inflation-adjusted dollars.



Reference: 1. LaVeist TA, et al. Estimating the economic burden of racial health inequalities in the United States. *Int J Health Serv.* 2011;41(2):231-238.

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Health equity is impacted by social determinants of health throughout a lifetime

The Patient Journey



- Low **screening & diagnosis** rates
- High rate of diagnosis with a **late-stage disease**

- Low **treatment and adherence** rates

- High % of **uninsured patients**
- High rate of **significant OOP cost** and **denied prior authorizations**

- High % of patients **living >50 miles away** from a care site
- Many patients rely on **public transportation**

- High **mortality to incidence** ratio
- High **mortality rate by race/ethnicity**

Genentech's Diversity & Inclusion approach is integral to advancing health equity¹

Diversity and Inclusion (D&I) is critical to the success of our company and our impact on society. Our mission is to be the industry leader to deliver scientific innovations that drive better outcomes for our people, patients, business, and communities by advancing and boldly championing diversity, equity, and inclusion.

The D&I at Genentech is centered around 3 core pillars:



Foster Belonging

Attract, retain, develop, and advance our people to their full potential.

Reward diverse and bold ways of thinking.

Integrate inclusive behaviors in every aspect of our work.



Advance Inclusive Research and Health Equity

Embed inclusion of underrepresented groups in research, development, and care delivery to enrich scientific insights, advance health equity, and improve access for all.



Transform Society

Invest in and cultivate partnerships that advance diversity and inclusion across healthcare, education, and all communities.

Reference: 1. Genentech website. Diversity and inclusion. <https://www.gene.com/diversity-inclusion>. Accessed November 10, 2021.

Genentech's 2025 Diversity & Inclusion commitments¹



Foster Belonging

Double **Black/African American** and **Hispanic/Latinx** representation of **directors and officers** and **extended leadership***

Mirror **Asian American** representation of **directors and officers** to that of **Asian American individual contributors** and **managers/supervisors**

Address **gender representation** opportunity zones

- We commit to taking a data-driven approach to uncover insights and ensure representation



Advance Inclusive Research and Health Equity

Include **population-specific assessments** and **inclusive research action plans** on all molecule teams

Establish Genentech as a **leader and partner of choice** in advancing health equity



Transform Society

Commit \$1 billion annually of our external spend to **diverse suppliers**

- Defined as US-based businesses that are more than 51% owned by African Americans, Hispanic Americans, Asian Americans, women, veterans, or LGBTQ+

Require **D&I commitments from all suppliers** with requests for proposals of \$500,000+[†]

Champion **Kindergarten to Careers**

*Leadership pathways: Individual contributors include manufacturing, technical, laboratory and business support, as well as specialists/experts. Managers/supervisors are managers of people. Extended leadership is a subset of individual contributors and managers/supervisors, specifically those levels that are most likely to lead to director positions. Directors are managers of managers. Officers are managers of organizations.

[†]Dollar amount may decrease over time to bring more companies into the program.

Reference: 1. Genentech's 2020 D&I report. Our commitment to diversity & inclusion.

https://www.gene.com/download/pdf/genentech_diversity_and_inclusion_report_2020.pdf. Accessed July 29, 2021.

Genentech is investing in landmark research into health equity^{1,2}

In 2020, Genentech launched a landmark Health Equity study to uncover patient perceptions of and experiences with the US healthcare system.^{1,*} The study was relaunched for 2021 to investigate year-over-year change in patients' perceptions and experiences.²



2020 landmark study results¹:

- ~52% of the medically disenfranchised[†] patients **believed the system is flawed** and out to get them
- About 1 in 3 medically disenfranchised patients are not participating in clinical trials, vaccinations, or testing **due to lack of trust**



2021 findings²:

- ~54% of medically disenfranchised[†] patients **continue to feel the system is rigged against them**
- About half of medically disenfranchised patients **stopped seeking care or didn't ask questions** for fear of not being understood or being seen as unintelligent

Inequities within the US healthcare system persist and are deepening for medically disenfranchised patients.²

^{*}2207 US patients were interviewed, including 1206 who identified as medically disenfranchised[†] and belonging to one of 4 groups: Black, Latinx, LGBTQ+, and low socioeconomic status.

[†]Medically disenfranchised patients are defined as individuals who have trouble accessing quality care and who have indicated that they have been unfairly treated while receiving medical care or treatment due to their race, sexual orientation, gender identity, or income.

References: 1. Genentech's 2020 D&I report. Our commitment to diversity & inclusion.

https://www.gene.com/download/pdf/genentech_diversity_and_inclusion_report_2020.pdf. Accessed July 29, 2021. 2. Genentech. Inequity interventions. 2021.

<https://www.gene.com/stories/inequity-interventions>. Accessed November 5, 2021.

Genentech's strategy to address health inequity

In support of our **10-year vision** to provide 3x to 5x more benefit for patients at 50% less cost to society, we have developed a strategy to focus on 3 pillars:



Embed representation in our research, development, commercial work, and customer engagement



Improve equitable access to care for Genentech patients



Build community trust by listening and co-creating to address implicit bias and cultural stigma

Our health equity strategy aims to address disparities of care for underserved populations through improved access to our medicines and increased participation in clinical trials.

Commitment and Partnership in Action

Advocacy groups, health systems, communities

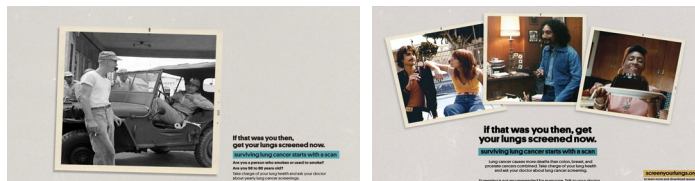
Collaboration that supports multicultural, multilingual education, awareness, access to care



Reaching Black, Latina women



Reducing stigma



High risk neighborhoods

LOVE YOUR LUNGS

Sacramento Lung Health Coalition



Equitable access to testing

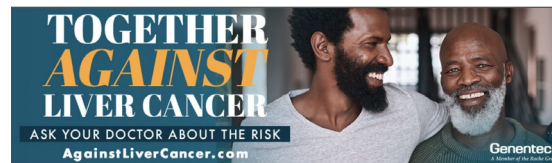
Urban, rural community outreach

- Being present at neighborhoods in need
- Leverage insights, experience and team



Pilots, projects to advance care

- LOCAL health equity roundtables
- [Support for access to screening and care](#)
- LOCAL marketing - billboards, bus stops



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Addressing health inequities in breast cancer screening, targeting Latina patient populations



Situation

- Nationally, breast cancer screening rates are below the HHS Healthy People 2030 goal of 77.1%¹
- In some regions, higher adjusted breast cancer mortality rates are reported for Latina patients compared with the average rate among all Americans²
- Provider networks can often be challenged with engagement of Latina candidates for breast cancer screening for a variety of reasons, including lack of resources published in Spanish and other culturally sensitive materials²



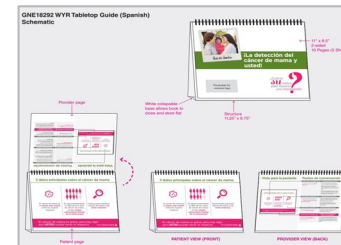
Action

- Genentech worked directly with industry leaders at a **large integrated health system** in California to identify key barriers to breast cancer screening in the Latina population
- The **What's Your Reason Hispanic Tabletop Discussion Guide** was published in Spanish to address the specific barriers to screening, both from patient and organizational perspectives



Result

- This **patient-centric tool and culturally sensitive screening navigation guide** has helped enable more effective outreach in the Latina patient population, with the goal of increasing breast cancer screening rates in this population, especially among regions with greater needs



HHS=US Department of Health and Human Services.

References: 1. National Cancer Institute. Breast cancer screening. https://progressreport.cancer.gov/detection/breast_cancer. Accessed September 7, 2021. 2. Haile RW, et al. *Cancer Prev Res (Phila)*. 2012;5:150-163.

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What is “Love Letters”?

A community cancer screening campaign to address inequities and increase screening rates among Black and Latina women



Created **“by the community for the community,”** the campaign uses real letters from Black and Latina women written to loved ones they have lost to cancer or who are survivors of cancer

Black and Latino artists created original portraits in memory or in honor of the woman the letter is addressing (either mom, aunt, grandmother, or friend)

Real stories create a culturally relevant and meaningful connection and break through barriers that may prevent screening (for example, mistrust of medical establishment, worry about costs, etc.)

The campaign features these 5 letters and portraits to create awareness and activate communities



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Genentech co-sponsored an educational series with Ohio State University dedicated to addressing different topics on health equity

Ohio State University (OSU) Wexler Medical Center led a 4-part educational program, **Health Equity Through Diversity**, which Genentech co-sponsored along with several other healthcare organizations.

As a presenting sponsor and panelist, Genentech supported 4 different educational sessions with OSU related to improving health equity through diversity:

- **Clinical Trials and Underrepresented Minorities**
- **Community Engagement Strategies**
- **Diversifying the Clinical Workforce from K-12 to Senior HealthCare Leadership**
- **Changing the Narrative of Care for Communities of Color Through Social Determinants of Health**

The webinar series reached an audience of more than 300 individuals nationally, including those from community organizations, academia, and the healthcare industry.

The work we do aims to engage local communities and educate about healthcare at an early age

Genentech strives to improve the health and well-being of all patients, and to create a future of science that is more diverse, inclusive, and equitable. We're passionate about applying our skills, time, and resources to positively impact the patients we serve, the scientific community, and the places where we live and work.

Our giving is focused on:



A Diverse Future of STEM: Creating sustainable career pathways into the life sciences for students of color



Health Equity: Addressing the root causes of disparities in our healthcare system



Vibrant Communities: Building more dynamic communities



Charitable contributions advance science and support patients and local communities

\$125M

in patient support, STEM education and health equity giving since 2017

60,000

patients received free Genentech medicine in 2021

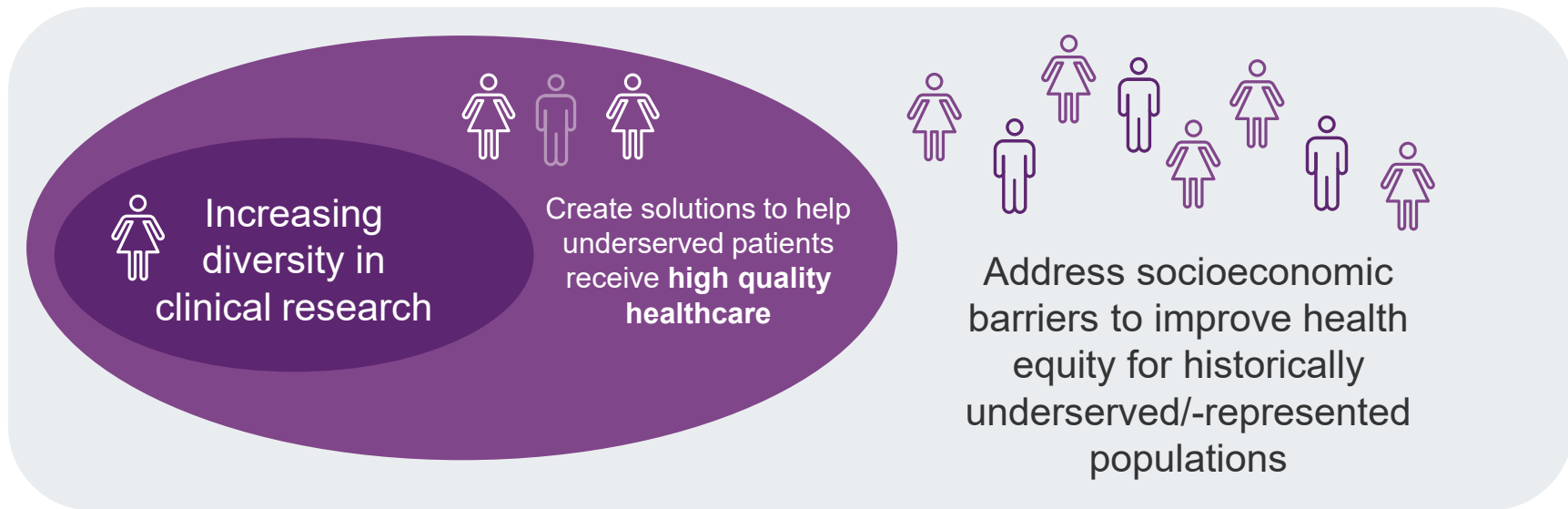
\$32.5M

in partnerships and employee volunteer initiatives to support our local communities



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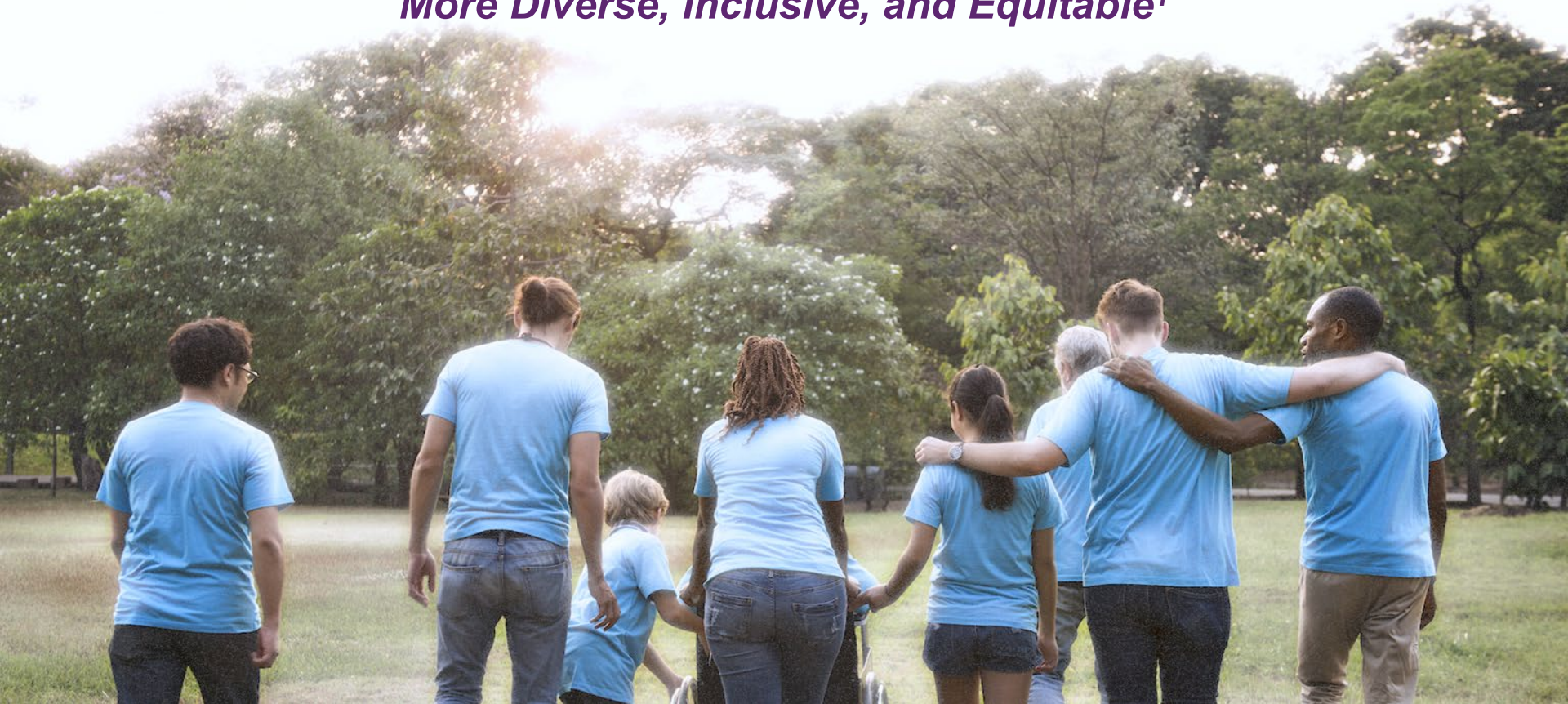
Genentech has the potential to broadly impact health equity



Leveraging science, research, evidence generation, and education to move toward **Health Equity**

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Genentech Envisions a World Where All Individuals Can Experience Their Full Potential for Health and Well-Being and a Future of Science That Is More Diverse, Inclusive, and Equitable¹



Source: 1. Genentech. Call for Grants Notification: Health Equity Innovations Fund. 2019.



Bronzeville Video



Love Letters Video

