



# Bayer

## Science for a Better Life

*Talking with Philip Blake, President and CEO of Bayer Inc.*



### **Please review your career path leading up to your appointment as President and CEO of Bayer Inc.**

I have spent my entire pharmaceutical career with Bayer. My first job at Bayer was as a Sales Representative in the United Kingdom (UK) where I was born. In those first 10 years, I learned the expanse of the commercial side of the industry. Following my time in the UK, I consulted on several projects in Japan and held positions with Bayer in Germany and in the US, focusing on:

- global strategic product development,
- business development,
- clinical planning and
- sales management.

I joined Bayer Canada in 2000 as the General Manager of Bayer HealthCare and was appointed President and CEO of Bayer Inc. in 2002.

### **What has the acquisition of Schering AG, the former Berlex in Canada, meant for Bayer?**

On January 3, 2007, Bayer Canada was extremely proud to be one of the first Bayer countries worldwide to have fully completed the integration process with Berlex Canada.

The combination of Bayer and Berlex significantly strengthened our position within the Canadian marketplace. Most importantly, our combined portfolio of innovative healthcare solutions has enabled us to provide an even higher lever of service to our customers and to provide the very best medicines to the patient populations that we serve.



The Bayer Inc. Leadership Team served 3,500 pancakes to the students and staff of North Kipling Junior Middle School—Bayer's newest community partner.

Back row, left to right: Shurjeel Choudhri, Head, Medical and Scientific Affairs; Gord Johnson, Head, Human Resources; Kevin Skinner, Head, Consumer Care; Doug Grant, Head, Corporate Affairs. Front row, left to right: Stefan Freeman, Head, Animal Health; Philip Blake, President and CEO; Norma Beauchamp, Head, Community; Ernie Springolo, Head, MaterialScience; Jacqueline DeGagné, Head, Law and Patents.

## **From a therapeutic perspective, can you give us a snapshot of the company make-up, post-acquisition?**

We are among the top 10 specialty pharmaceutical companies worldwide. Our strategy is highly targeted—to build a leading, global, diversified specialty pharmaceuticals company.

Our institutional business includes:

- diagnostic imaging,
- hematology/cardiology,
- specialized therapeutics and
- oncology.

Although this market is smaller, it has strong growth potential and allows us to meet the evolving healthcare needs of our changing populations.

Our community business, the larger of the two, places an emphasis on women's health and allows us to maintain a solid base in the traditional marketplace.

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## **Bayer was recently named one of Canada's Top 100 Employers by *Maclean's* magazine; what led to this success?**

We were very proud to be acknowledged as one of Canada's leading employers. Our employees are incredibly dedicated and they are our greatest



*In 2006, we were among the top 10% of companies who supported their community through the United Way.*

strength. At Bayer, we recognize the importance of fostering a positive work environment and we continually strive to support our employees through innovative and flexible programs, designed to meet their needs.

Currently, we have several programs in place that make us unique and demonstrate our commitment to our employees.

For example, in 2007 we consolidated new and existing employee wellness programs under an expanded banner “Life At Work.” Our Life At Work program includes a:

- newly renovated fitness centre offering free fitness classes,
- new multi-purpose court,
- putting green and driving range,
- quiet room and
- lounge complete with foosball, billiards and a large flat-screen television.

Bayer has a longstanding commitment to philanthropy. We are dedicated to health, education, science and the betterment of the communities in which we operate.

We are extremely proud of our community partnerships with the United Way and North Kipling Junior Middle School (NKJMS). Indeed, in 2006, we were among the top 10% of companies who supported their community through the United Way.

In 2007, we formed a partnership with a local school, NKJMS, to provide employees with opportunities to give back to the community beyond financial donations. NKJMS is located in a high-need area of Toronto and faces unique challenges. Our new partnership gives employees the opportunity to volunteer in a variety of school programs, including the Breakfast Club, which provides a hot, nutritionally-balanced breakfast to about 100 children every morning; the Lunch Club, a first for the school; as well as one-on-one mentoring. This partnership is the first of its kind for both Bayer and NKJMS.

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## **As the 2007 Chair of the Rx&D Board of Directors, what are the major issues facing our industry?**

In January 2007, I embarked on a new challenge as the Chair of the Board of Rx&D. I am extremely proud to lead an industry association whose primary objective is to improve the quality of life of Canadians, but there are challenges to making this a reality.

One of the most significant challenges is patient access to innovative therapies. It is becoming increasingly difficult for patients, particularly those with rare diseases, to gain access to novel drugs. Currently, Canadians have significantly fewer choices when it comes to accessing innovative medicines compared to patients in Sweden, Switzerland, France and the UK.

In an era where drug treatments promise to become increasingly tailored to each person’s unique body chemistry, the inability for patients



Philip Blake, President and CEO, Bayer Inc., colours with a student from North Kipling Junior Middle School.



and their physicians to access life-saving treatment options infringes on their rights to the best that science has to offer. It is simply not sufficient to ensure that novel therapies are approved for use if the people who need them the most—the patients—are unable to access them.

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## As Chair, what messages would you like to pass on to the employees of your member companies?

We should all be very proud of the contributions that our companies are making to the Canadian healthcare system and to the country as a whole.

Each year, Rx&D member companies contribute \$4.5 billion to the Canadian economy and further invest \$1 billion into research and development. These contributions, combined with the innovative new products developed by our member companies, have significantly reduced hospitalizations and surgeries in our country.

Furthermore, advances in medicine have greatly contributed to better survival rates in many disease categories. For example, Canadians have experienced a:

- 70% decrease in deaths caused by HIV/AIDS since 1993,
- 63% decrease in deaths from heart attacks and a
- 71% decrease in deaths from asthma since 1980.

In addition, our member companies and their global affiliates work in partnership with more than 25 international aid programs to train health professionals to build clinics and improve health, especially among women and children, all around the world.

We should all be very proud of the work we do every day, as it makes a difference in the lives of so many people. **CPM**