



# Innovating on Purpose to Change the World

Beth Yates  
June 18, 2020

# Our innovative solutions help to address challenges across the patient care continuum





Station, Texarkana, Ark.-Tex.

Train is

ours but

1/2 to

# Advancing the world of health

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Progressive, forward-looking  
Hints at innovation and  
leadership

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Progressive, forward looking  
Hints at innovation and  
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Speaks to our scope and  
the universal impact we  
have across the spectrum

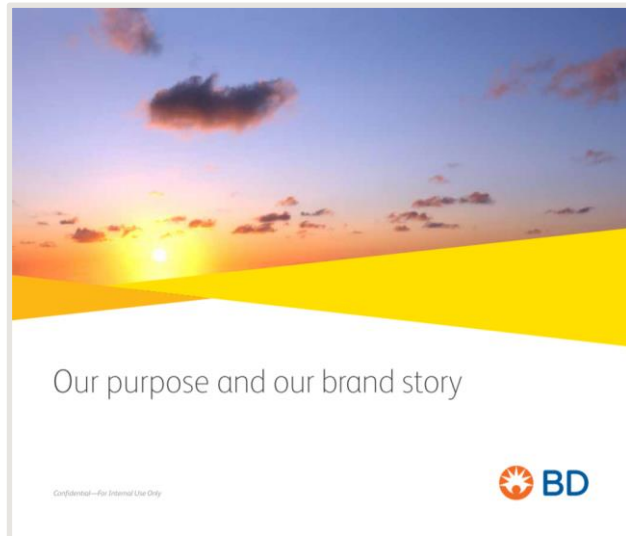
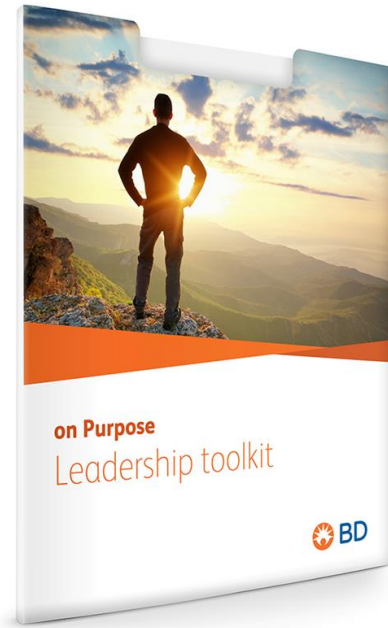
# Advancing the world of health

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leadership

Speaks to our scope and  
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Bigger than healthcare,  
a more holistic view on  
health and its impact  
on society



### Brand Ambassador Locations – Global



**Leaders on purpose**  
[Download video](#)  
 Our leaders discuss how our Purpose helps align our organization.

**Our Purpose and our brand**  
[Download video](#)  
 Our leaders discuss how our Purpose aligns with our brand and our promises to our customers.

**Our Purpose and our solutions**  
[Download video](#)  
 Our leaders discuss how our Purpose guides how we bring sets of solutions to help our customers.

**Our Purpose and our partnerships**  
[Download video](#)  
 Our leaders discuss how our Purpose influences our collaborations and partnerships.

**Our Purpose and our talent**  
[Download video](#)  
 Our leaders discuss how our Purpose helps motivate our associates to be highly engaged in meaningful work.

**Our Purpose and our future**  
[Download video](#)  
 Our leaders discuss how our Purpose contributes to sustainable and global accomplishments and ensures future success to help our customers.





“Businesses must reconnect company success with social progress.”

- Michael Porter and Mark Kramer, *HBR Special Issue*, Spring 2020

# Global impact



The BD purpose and goals align with this first-ever strategic plan for the world approved by all member states of the UN.





# Innovation at BD

## Long-term legacy of addressing unmet health needs

**1897** Company founding

**1906** First U.S. syringe and needle factory

**1924** First insulin injection device

**1942** First penicillin injection kit

**1949** First evacuated blood collection tube

**1952** First sterile disposable medical device

**1954** First disposable syringes for Salk Polio trial

**1962** First mass-produced syringes and needles

**1968** First automated blood culture system for TB

**1972** First fluorescence activated cell sorter

**1988** First safety-engineered syringe

**1991** First auto-disable immunization device

**1993** First simplified CD4 instrument for HIV



# Fortune 2019 Change the World list



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“Health is bigger than healthcare.”



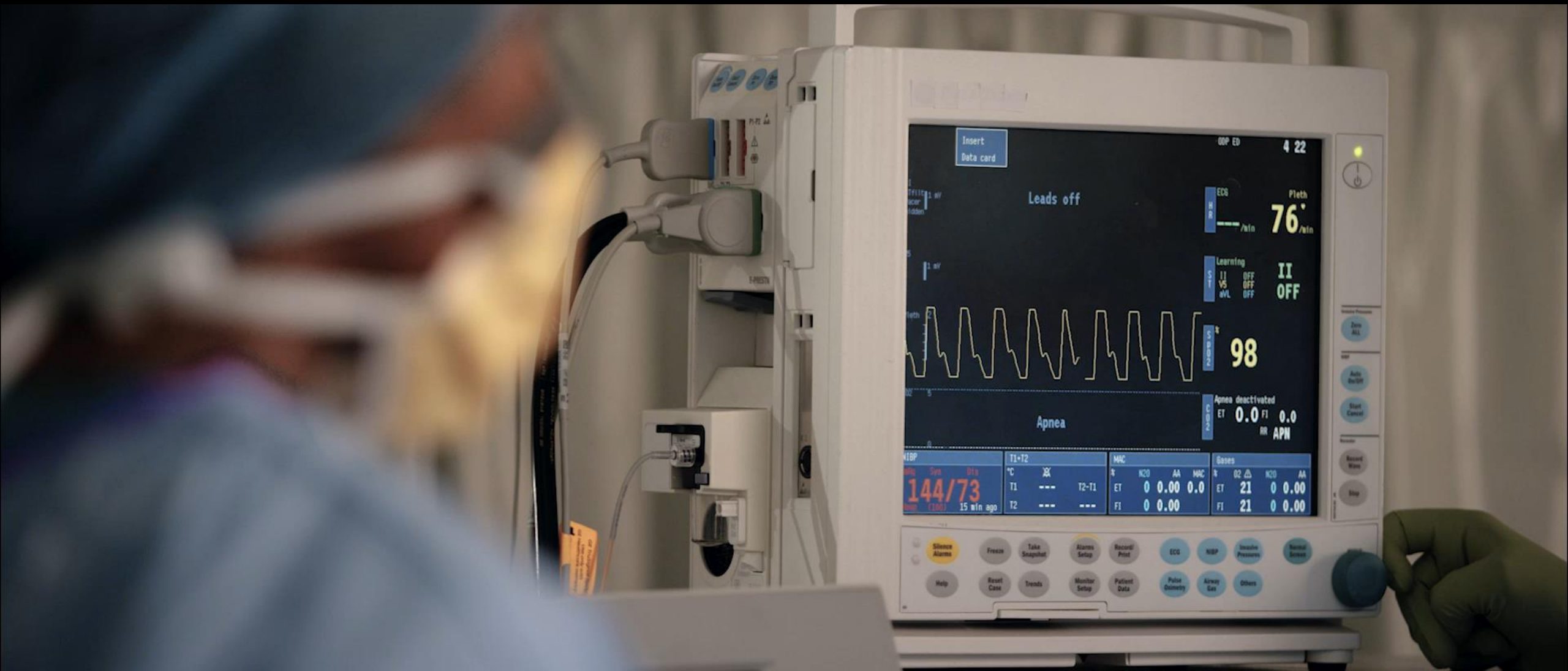
# How BD is mobilizing to combat COVID-19

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1. Expanding access to COVID-19 diagnostic testing
2. Providing new training on infection control practices
3. Supporting patient management in the ICU
4. Tracking and reporting COVID-19 data and impact
5. Accelerating discovery of potential therapies and vaccines
6. Preparing for mass vaccination
7. Supporting continuity of hospital care globally
8. Working with governments & global health agencies
9. Grantmaking and engaging on the front lines

“During challenging times, companies with purpose are often better positioned to adapt and endure than peers without a purpose... Purpose serves as a vision and lens for smart decision-making during both good times and bad.”

- Carol Cone and Kristin Kenney, *Fast Company*



Insert  
Data card

00P ED 4 22

Leads off

ECG  
Pleth  
76 /min

Learning  
II VS OFF  
aVL OFF II OFF

98

Apnea

Apnea deactivated  
ET 0.0 FI 0.0  
RR APN

NIBP			TI-T2		MAC			Gases					
Info	Sys	Diast	°C	⊗	%	N2O	AA	MAC	%	O2	N2O	AA	
144	73		T1	---	T2-T1	ET	0	0.00	0.0	ET	21	0	0.00
			T2	---	---	FI	0	0.00		FI	21	0	0.00

- Silence Alarms
- Freeze
- Take Snapshot
- Alarms Setup
- Record Print
- ECG
- NIBP
- Invasive Pressures
- Normal Screen
- Help
- Reset Case
- Trends
- Monitor Setup
- Patient Data
- Pulse Oximetry
- Airway Gas
- Others





Thank you!