



*ONE WORLD,*

*ONE MEDICINE,*

*ONE HEALTH*

# One Health Intellectual Exchange

*Weekly Discussions / Course: Philosophy to Practical Integration of Human, Animal and Environmental Health*

A weekly discussion series, sponsored by the **North Carolina One Health Collaborative** within the NCBC IEG Program to enhance collaborations between physicians, veterinarians, researchers and other local/global/environmental health professionals by increasing public awareness of the interconnectedness of people, animals and the environment.

(Available each spring for credit if desired)

9th 2014 Weekly Session - Tuesday, March 11th  
5:30 – 7:30 p.m.

## One Health- background to the Animal Health Industry and thoughts on Corporate Social Responsibility

George Gunn, MRCVS  
Division Head, Novartis Animal Health

Meets Tuesdays, 5:30 – 7:30 p.m. at the North Carolina Biotechnology Center  
15 T.W. Alexander Drive Research Triangle Park, NC 27709      Directions: [www.ncbiotech.org/directions](http://www.ncbiotech.org/directions)

For more information on the course option, suggestions, or ideas contact NC OHC: [nconehealth@gmail.com](mailto:nconehealth@gmail.com)

For Speaker Cancellation notices and additional background on One Health and the NC OHC:  
<http://nconehealthcollaborative.weebly.com/index.htm>      <http://onehealtheducation.blogspot.com/>

Facebook: search 'North Carolina One Health Collaborative'; Twitter: @NC\_OneHealth





**George Gunn** has been Division Head, Novartis Animal Health, since March 2011. He is a member of the Executive Committee of Novartis.

Before joining Novartis, Mr. Gunn was president of Pharmacia Animal Health, based in the United States. Previously, he spent more than 15 years in positions of increasing responsibility in healthcare companies. He worked as a veterinary surgeon for nine years before joining the industry.

Mr. Gunn joined Novartis in 2003 as Head of Novartis Animal Health, North America. In January 2004, he assumed his position as Head of the Animal Health Business Unit. In addition to this role, he was Division Head, Novartis Consumer Health, from 2008 to 2011 and served as head of Corporate Responsibility from 2011 to 2014.

Mr. Gunn graduated with a bachelor of veterinary medicine and surgery degree from the Royal (Dick) School of Veterinary Studies in the United Kingdom in 1973. He graduated with a diploma in veterinary state medicine from the same school in 1978. In 2008, he received an honorary doctorate in veterinary medicine and surgery from the University of Edinburgh.

#### **Executive Summary:**

- The veterinary market grew significantly in size and importance and has an essential role in the future of companion and farm animal healthcare
- Production animal health products and services improve livestock efficiency by limiting the incidence and spread of disease
- Advancements in treatments and greater emphasis on prevention and wellness contribute to the growing number of pets living in households
- The relative value for society lies in the availability of safe & healthy food and in a prolonged life for companion animals
- Corporate Social Responsibility (CSR) can play a significant role in the One Health agenda
- Shared Value is a key concept in CSR – we can do good to society in the process of doing normal business

#### **Recommended Readings:**

Malik, Mohammed Rehan, Robert M. Yawson, and Drew Hensel. "Destination 2025: Focus on the Future of the Animal Health Industry." A collaboration between the BioBusiness Alliance of MN and Deloitte Consulting LLP (2009).

[http://www.biobusinessalliance.org/Files/531111\\_d2025\\_whitepaper\\_animal\\_health\\_smaller\\_secured.pdf](http://www.biobusinessalliance.org/Files/531111_d2025_whitepaper_animal_health_smaller_secured.pdf)

Prahalad, Coimbatore Krishna. The fortune at the bottom of the pyramid, revised and updated 5th anniversary edition: Eradicating poverty through profits. FT Press, 2009.

<http://portaldeperiodicos.unisul.br/index.php/EeN/article/viewFile/39/39>

Porter, Michael E., and Mark R. Kramer. "Creating shared value." *Harvard business review* 89.1/2 (2011): 62-77.

<http://unm2020.unm.edu/knowledgebase/university-leadership-and-governance/11-porter-creating-shared-value-ss-highlights.pdf>