



# Press Release

For Immediate Release

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## **Global Mapping Tool Demonstrates Medical Donation Impact**

*Google Map Technology Enhances First Global Medical Donations Map*

**December 10, 2008 – Washington, DC** – The Partnership for Quality Medical Donations (PQMD) Mapping Tool, now available at [www.pqmd.org](http://www.pqmd.org), provides unprecedented access to information about the medical product donations being made by humanitarian organizations, pharmaceutical companies and medical device manufacturers to the world's most vulnerable populations. Both the general public and professionals in global health will be able to easily determine where PQMD member donations are sent, find information on how the donations are being used by the communities who receive them and access a library of medical donation resources. The tool enables users to search for donations by several criteria including organization and specific countries as well as efforts aimed at humanitarian emergencies.

The project, which was funded by a grant from the Pharmaceutical Research and Manufacturers of America (PhRMA) and developed in partnership with Loma Linda University Health Geoinformatics Program and International Aid, Inc., combines Google Map technology with the information management system from VisionLink, Inc.'s Tapestry™ Software Suite.

Lori Warrens, PQMD Executive Director, said, "The PQMD Mapping Tool enables us, for the first time, to bring donation statistics to life by visually transporting the user to the locations, the organizations and the people benefiting from these donations. For over 10 years, PQMD and its members have been leading the way in advancing quality medical donation practices and addressing the global health challenges of the developing world. With this tool, we can continue that progress by providing greater access to information about medical product donations."

PQMD members, which include humanitarian organizations, pharmaceutical companies and medical device manufacturers that share a commitment to responsible and effective medical donations, can use the Mapping Tool to increase their opportunities to collaborate. The PQMD Members Only site allows them to share information more quickly and easily, improving delivery and access to medical aid. Members will also be able to identify and foster opportunities for improved collaboration between new and existing partners at the local and regional level.

"For decades, governments, NGOs and private-sector healthcare companies have worked together as partners to provide billions of dollars in medicines, medical products, distribution networks and other resources to fight diseases around the world," said Paul Antony, MD, MPH, Executive Director of the worldwide research-based biopharmaceutical companies' initiative Global Health Progress (GHP).

"The PQMD Mapping Tool provides a valuable new information resource to help these and other groups meet the healthcare needs of vulnerable populations around the world."

The Mapping Tool and the ongoing collaborations between the healthcare firms that donate medical products and the humanitarian agencies that deliver and distribute these products around the world, PQMD aims to provide an in-depth understanding of global donation management potential and continuing to lead the way in donation standards and supporting sound global policy. Visit [www.pqmd.org](http://www.pqmd.org) for more information.

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#### ***About PQMD***

PQMD is comprised of 27 member organizations, strongly committed to raising medical donation standards, promoting effective donation practices, and informing policy makers and the general public on the donation process. PQMD Donation Guidelines, education programs, research and partnerships are advancing quality medical donations worldwide. For more information about the PQMD Mapping Tool or the Educational Forum, please visit [www.pqmd.org](http://www.pqmd.org).

#### ***PQMD Membership***

Abbott, AmeriCares, Baxter, BD, Boehringer Ingelheim Cares Foundation, Inc., Bristol-Myers Squibb Company, Catholic Medical Mission Board, Direct Relief International, Eli Lilly and Company, Genzyme, GlaxoSmithKline, Heart to Heart International, Hospira, IMA World Health, International Aid, Johnson & Johnson, MAP International, Medical Teams International, Merck & Co. Inc., Mercy Ships, National Cancer Coalition, Pfizer Inc., Project HOPE, sanofi-aventis U.S., Schering-Plough Corporation, U.S. Fund for UNICEF, World Vision, Wyeth Pharmaceuticals.

#### ***About GHP***

GHP brings research-based biopharmaceutical companies and global health leaders together to improve health in the developing world. Through meaningful public-private partnerships with others in the field, including policymakers in the developed and developing world, multi-lateral institutions, non-governmental organizations and academia, we can help shape sustainable solutions that improve the health of all people. Learn more at [www.globalhealthprogress.org](http://www.globalhealthprogress.org).