



GLOBAL BHP
BRAINTRUST

END OF YEAR **REPORT** 2024

TABLE OF CONTENT

- 01.** MESSAGE FROM THE CHAIR
- 02.** ABOUT THE GLOBAL BHP BRAINTRUST
- 03.** BRAIN HEALTH DEVELOPMENT OF 2024 IN REVIEW
- 04.** HOW WE CONTRIBUTE
- 05.** OUR SIGNATURE INITIATIVES
- 06.** OUR GLOBAL MEMBERS & SPOTLIGHT
- 07.** WHAT'S NEXT FOR YEAR 2025



MESSAGE FROM THE CHAIR

TACKLING BRAIN HEALTH, ADVANCING WOMEN

Women's Brain Health has always been close to my heart. Almost daily, due to my Alzheimer's company AC Immune, I am exposed to the burden women bear in caregiving and patient numbers. Leading the Global BHP BrainTrust gives me the strength to strive for a better world for women's brain health!

“

2024 has been a formative year, in the brain health market, and for the Global BHP BrainTrust. The World Economic Forum reported that closing the health gender gap offers a \$1 trillion opportunity to improve women's lives, and the U.S government initiated executive orders and investments of millions of US Dollars.

For the Global BHP BrainTrust this meant that this year we've even more focused on research initiatives such as the "WW FINGER Plus for Women" initiative to better understand gender-specific disparities and suggest lifestyle interventions. We've also opened new avenues for funding to strengthen the brain health research ecosystem.

In this regard, I thank everyone especially our global members, for their continuous support and look forward to expanding our signature initiatives and funding collaborations with many more institutions in 2025.

Andrea Pfeifer

CEO of AC Immune SA
Chair of the Global BHP
BrainTrust



ABOUT THE GLOBAL BHP BRAINTRUST

Prioritizing and investing in women's brain and mental health

ABOUT US

The Global BHP BrainTrust was initiated in 2020 by acknowledged and influential women leaders, **dedicated to driving progress in addressing subtle gender disparities in brain health** and elevating women's brain health to a pivotal position on the political agenda.

Our **mission** is to tackle the disproportionate burden women bear by creating powerful platforms and campaigns to challenge the status quo of the world by putting our utmost and supreme attention to women's brain health.

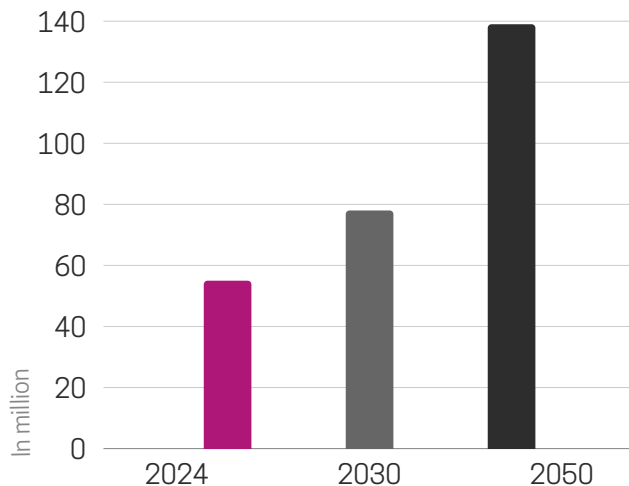
WHAT WE FOCUS ON

Our **vision** is to become a trusted advisor to policy and decision-makers by demonstrating the benefits of investing in women's brain health. We therefore focus on:

- **Brain Health Advocacy**
- **Raising Awareness**
- **Funding for Research**
- **Partnerships & Programs**



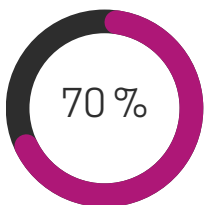
BRAIN HEALTH DEVELOPMENT



Prediction of Dementia Cases

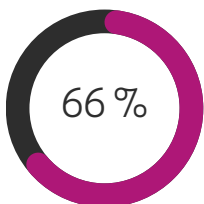
The number of dementia cases is estimated to increase the most in low and middle-income countries. If dementia was a country it would be the 17th largest economy.

by Alzheimer's Disease International



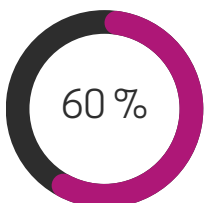
Women Ratio

of the predicted cases are women.



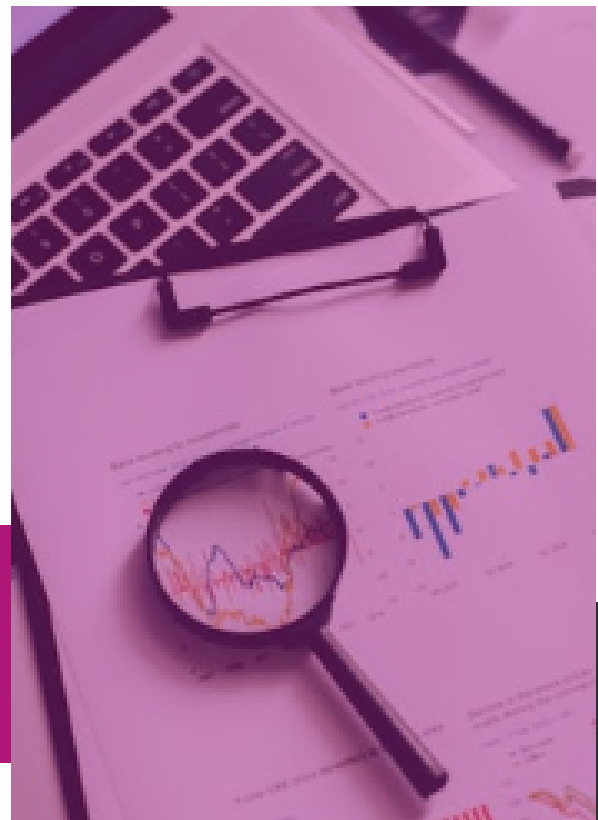
Caregivers

are female caregivers.



Location

of dementia cases live in low to middle-income countries but will rise to 71% by 2050.



REVIEW 2024

WORLD ECONOMIC FORUM REPORT

- This report found that women spend **25% more** of their lives in poor health. Addressing the women's health gap could drastically improve outcomes for **3.9 billion women** and enhance global healthcare. The gap is driven by **male-centered research, data limitations, barriers to care, and chronic underinvestment**—affecting diagnosis, treatment, and quality of life worldwide.



WHITE HOUSE EXECUTIVE ORDER

- In March 2024, President Biden issued an Executive Order and announced new actions to advance Women's Health Research and Innovation. In the statement they said: **"It is long past time to ensure women get the answers they need when it comes to their health."**



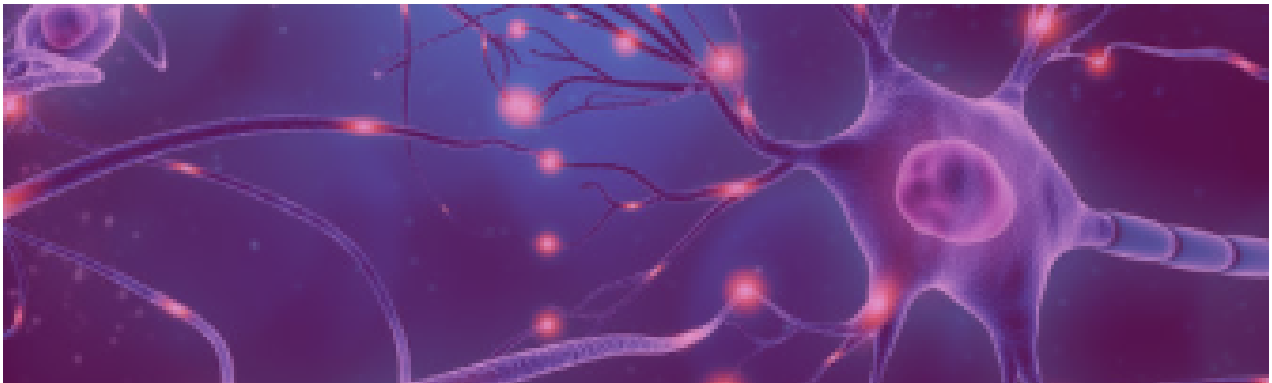
ALZHEIMER'S DISEASE INTERNATIONAL REPORT

- The World Alzheimer Report of 2024 explored attitudes towards dementia of **40,000 individuals across 166 countries**. **80%** of the general public still believe **dementia is a normal part of ageing**, a dramatic increase compared to 66% in 2019.



HOW WE **CONTRIBUTE**

TO MAKE A DIFFERENCE



1

Creating an Advocacy Framework

that provides a clear rationale for global leaders to prioritize women and dementia.

2

Promoting the Global Expansion of Gender Research

to better understand the sex-gender disparities of patients and caregivers.

3

Convening Leadership Events

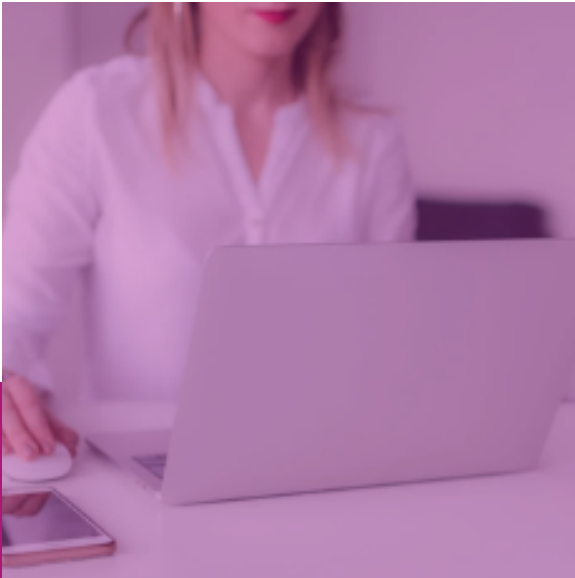
to transform our approach by placing women and dementia on the global agenda.

4

Amplifying our impact

by growing the alliance with members from across the globe who will initiate action in their countries.

OUR SIGNATURE INITIATIVES



The way forward to challenge the status quo and generate momentum to make women's brain health top-of-mind

With our four pillars of signature initiatives, we aim to break through the stigma and highlight the severe economic and disproportionate burden women still carry.

01. Brainwire Newsletter

With our bi-monthly newsletter, we ensure the latest scientific and political brain health advancements are communicated to our global audience of readers.

globalbhptrust.com/media/newsletters

03. Global Dialogues

Throughout the year we gather a group of leading experts within the brain health industry who share their experiences in our global dialogues. From patients to artists-all connected to new facets of brain health discovery.

02. BrainStorm Podcast

BrainStorm features conversations with healthcare providers, researchers, authors, experts, and caregivers. Each episode focuses on a brain health topic - memory, diagnosis, prevention, and new developments in the fight against Alzheimer's disease. Hosted by Meryl Comer, BrainStorm airs each month's first and third Tuesdays.

04. Research Projects

We support and initiate research studies on the role of gender in brain health and contribute to the understanding of disproportionate disease burden with multi-modal lifestyle prevention strategies.



BRAINSTORM PODCAST

Downloaded in over 50 countries



Podcast

BrainStorm by UsAgainstAlzheimer's
Meryl Comer, UsAgainstAlzheimer's

RAISING AWARENESS AROUND MENTAL HEALTH

Meryl Comer and **HRH Princess Tatiana** discuss the stunning increase in the prevalence of anxiety and depression around the globe. Her organization, **BREATHE**, has partnered with the Greek government to launch a national campaign “Keep Your Mind on Your Mind” raising awareness and reducing stigma around mental health. Hear Princess Tatiana’s own personal story and why talking about mental health is so important.



BREAKING THROUGH THE SILENCE OF ALZHEIMER’S DISEASE

Breaking the silence of the Alzheimer’s journey is both a gift and a necessity to break through the stigma of the disease. In this episode of BrainStorm, **Lily Johnson White** speaks out for the first time six years after the passing of her mother, a philanthropist and storied New York socialite.



GLOBAL DIALOGUES 2024

“WHERE MUSIC AND THE ARTS MEET BRAIN SCIENCE”

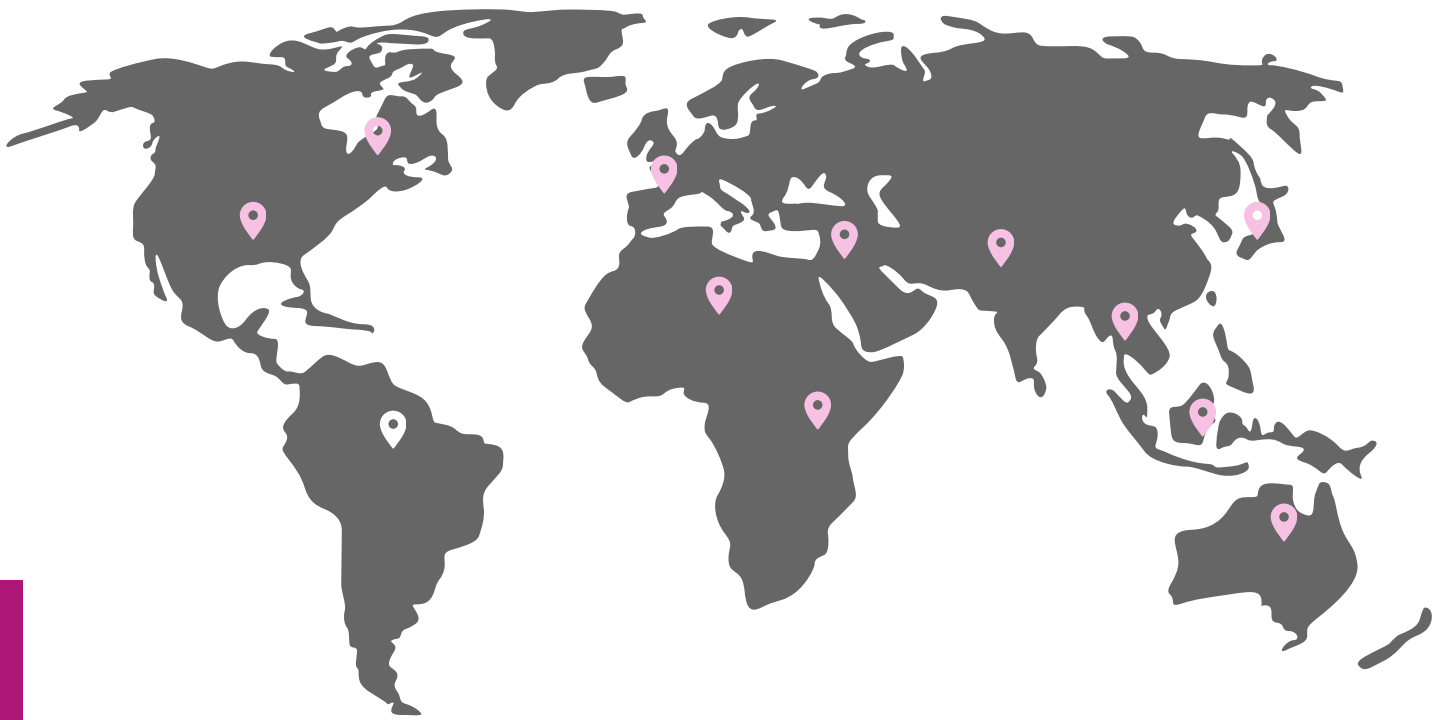
This year, on May 22nd, the Global BHP proudly celebrated the release of our esteemed member’s book, **Music and Mind**. We explored her personal journey as a soprano and the profound connection between music and the brain. Despite its seemingly intangible nature, she showcased how music can have a transformative impact on patients. The event was enriched by insights from **Dr. Rudolph Tanzi** (Director, McCance Center for Brain Health Massachusetts General Hospital Professor, Harvard Medical School),

who provided the scientific perspective, and **Megan Beyer** (Director, Art in Embassies, U.S. Department of State) , who shared a diplomatic lens, setting the stage for a deeper exploration of music’s role in healing and brain health.

Additional participation from **Dr. Matthias Röder** (CEO Karajan Foundation) and **Christopher Bailey** (Arts & Health Lead, World Health Organization) enriched the dialogue.

[Rewatch here](#)





FINGERS PLUS FOR WOMEN INITIATIVE

At the occasion of the Lausanne XI conference, the Global BHP BrainTrust hosted a reception during which the joint collaboration ["FINGERS Plus for Women"](#) between the FINGERS Brain Health Institute and the Global BHP BrainTrust was announced.

68 countries

About the FBHI

The FINGERS Brain Health Institute (FBHI), founded in 2019 by Professors Miia Kivipelto and Maris Hartmanis, coordinates global research on healthy brain aging. As a hub for the World-Wide FINGERS Network, FBHI builds on the original FINGER study, now supporting trials in 68 countries focused on lifestyle-driven cognitive decline prevention.

WHERE GLOBAL EFFORTS REUNITED

...at the Olympic Museum on Oct 2nd 2024



FOR GLOBAL ADVANCEMENTS

The joint collaboration “FINGER Plus for women will promote and further develop the multi-domain preventive life-style intervention FINGER model and explore new modifiable risk and protective factors, such as stress, sleep, education, music, diet and the microbiome. It will stimulate joint, global actions to promote women’s brain health and induce the implementation of gender-based precision prevention approaches.

It’s aims relies on two fundamental pillars:
Awareness & research and targeted prevention



Awareness & Research

Based on the scientifically researched FINGER model, its findings will be harnessed to raise awareness and explore new pathways for dementia prevention in women through tailored research and intervention programs.

Targeted prevention

Due to the gender gap disparities in research, this initiative tries to offer women who face high genetic and biological predisposition targeted lifestyle interventions to reduce dementia risk.



OUR RECEPTION IN REVIEW

Oct 2nd, 2024, Olympic Museum, Lausanne, Switzerland



At the CEOi, we're committed to sharing the obligation to advocate that Alzheimer's research considers issues of sex and gender in order to solve for the future and the disease's disproportionate impact and burden on women globally.

George Vradenburg

Founding Chairman and Co-Founder, UsAgainstAlzheimer's;
Davos Alzheimer's Collaborative; Convener, The Global CEO
Initiative on Alzheimer's Disease



"The more we understand sex and gender differences, the more we can create solutions that work for both women and men."

Mara Hank Moret

Vice-Chair of the Global BHP BrainTrust

OUR RECEPTION IN REVIEW

Oct 2nd, 2024, Olympic Museum, Lausanne, Switzerland



“When women are empowered to lead everyone benefits. Women leaders help increase productivity, enhance collaboration, inspire organisational dedication and improve fairness. Women will impact the world using their voice, talent and determination. Women are the future leaders of the world.”

Dame Fiona Kendrick

Chair of PWC Public Interest Body, Former Chairman and CEO of Nestlé UK & Ireland

“We should all perhaps consider the economic impact, and that change could take place by driving dollars differently to places that they haven’t necessarily gone to before.”

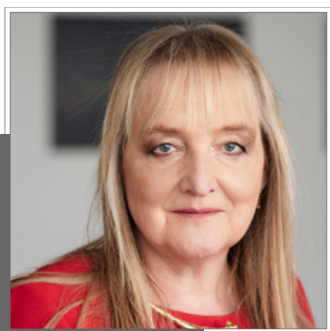
Carolee Lee

Founder & CEO of Women Health Access Matters (WHAM)



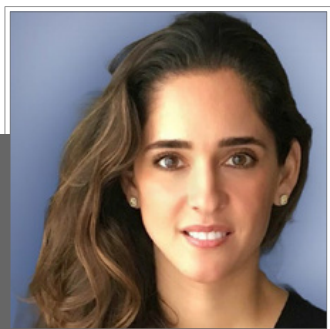
OUR GLOBAL MEMBERS

United for Brain Health: Global Expertise, Collective Action



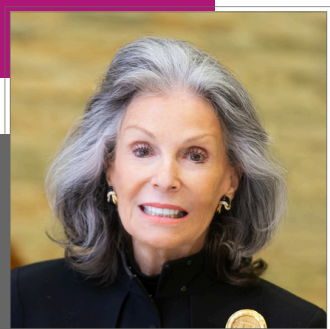
Andrea Pfeifer, PhD

CEO AC Immune, Chair of the
Global BHP BrainTrust



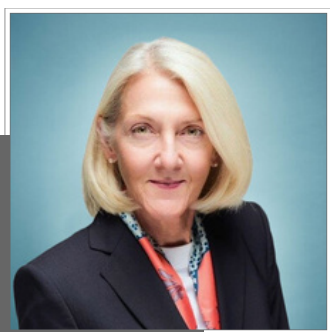
Mara Hank Moret

Vice-Chair Global BHP BrainTrust



Meryl Comer

Co-Founder of UsAgainstAlzheimers; UsA2
Representative Global BHP BrainTrust; and Vice
Chair, WHAM (Women's Health Access Matters)

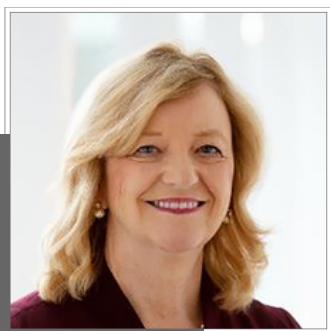


Stephanie Blum, PhD

Board of Directors at Probi (Sweden),
Former Senior Executive, Head Translational
Research at Nestlé Health Science

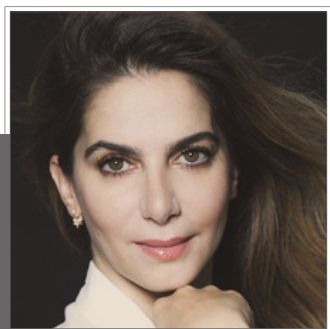
OUR GLOBAL MEMBERS

United for Brain Health: Global Expertise, Collective Action



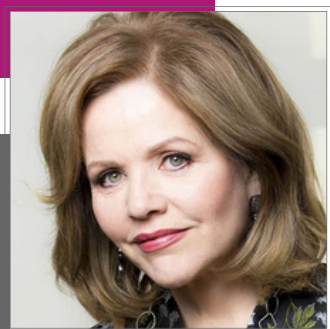
Dame Fiona Kendrick

Chair of PwC public interest body; Former Chairman and CEO of Nestlé UK and Ireland



Chabi Nouri

Global CEO Bonhams



Renée Fleming

International acclaimed performing artist; WHO Global Health Ambassador, Global/US Ambassador BHP and BBP Campaign



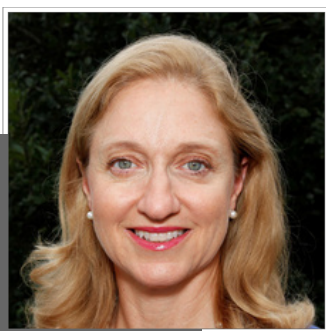
Princess Tatiana of Greece and Denmark

Founder BREATHE, Wellness Entrepreneur, Author and Philanthropist



OUR GLOBAL MEMBERS

United for Brain Health: Global Expertise, Collective Action



Lola Nashashibi Grace

Founder Middle East Children's Institute



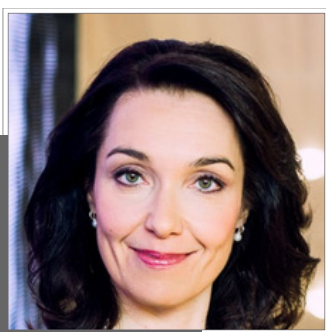
Megan Carroll Beyer

Journalist; Former Diplomat, US Embassy, Bern, Switzerland; Director Office of Art in the Embassies U.S. State Department



Constanze Egger

Deputy Chairwoman of the Board of the Patrizia Foundation



Miia Kivipelto

Professor in Clinical Geriatrics at Karolinska Institutet (KI), Senior Geriatrician and Director for Research & Development, Theme Aging at Karolinska, University Hospital, Stockholm, Sweden

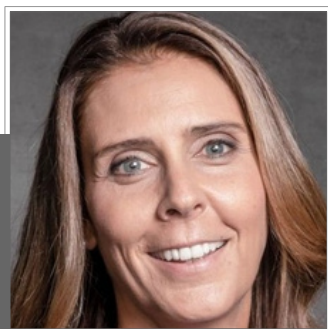
OUR GLOBAL MEMBERS

United for Brain Health: Global Expertise, Collective Action



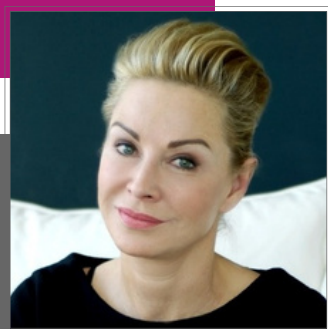
Lily Johnson White

Philanthropist and Public Art Producer



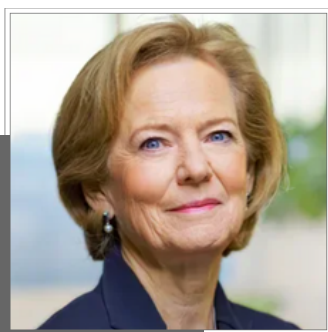
Corine Blesi

Head of the Swiss Economic Forum (SEF)



Andrea Rinderknecht

Founder of Patientube and Unalone



Christiane Kuehne

Board Member Stora Enso, Ex-Nestlé Senior Vice President



WELCOMING OUR LATEST MEMBER



**ILONA
KICKBUSCH**

We are delighted to officially welcome Ilona Kickbusch as our latest Global BHP Member joining us in December 2024. She shares an incredible experience and expertise in the political determinants of health, health in all policies and global health.

Read more [here](#)

2024 MEMBER SPOTLIGHT



Carolee Lee has been exceptionally recognized for her outstanding work and was awarded among the 100 most influential people of global health in 2024 (read [here](#)).

CAROLEE LEE

Co-Founder & CEO of Women Health Access Matters (WHAM)

TIME100 HEALTH

ADDING URGENCY TO ACTION

WHAM **LAUSANNE XI** **GLOBAL BHP BRAINTRUST**

1 - 3 October 2024

Igniting the Future of Women's Health: A Global Wake-Up Call



Nadine B. Hack
(Moderator) Chief Executive Officer,
beCause Global Consulting



Carolee Lee
Chief Executive Officer &
Founder, Women's Health
Access Matters



Andrea Pfeifer
Chief Executive Officer,
AC Immune

Click [here](#)

WHAT'S NEXT?

For 2025, we aim to attain increased funding for our research initiatives. We will continue sharing our regular newsletter to inform our global audience about the latest significant advancements and expand our global collaborations & partnerships with other esteemed institutions, such as WHAM, Giving Women, Lausanne XII and the FINGERS Brain Health Institute.



Turning vision into reality for women's brain health

STAY IN TOUCH



Website

<https://globalbhptrust.com/>



Social Media

[Linkedin](#)



Brainstorm Podcast

[Spotify](#) | [Apple Music](#)



Social Media

[Instagram](#)