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### **MSD WINS PMEA AWARD FOR ‘EXCELLENCE IN CORPORATE REPUTATION AND TRUST’**

HODDESDON, December 5<sup>th</sup> 2019 – MSD (tradename of Merck & Co., Inc., Kenilworth, N.J., USA) today announced that they have won the [Pharmaceutical Market Excellence Awards](#) (PMEA) 2019 award for the Excellence in Corporate Reputation and Trust category.

The award was given for the ‘Making Gender Diversity Matter: Five Burning Questions’ event, which was jointly held by MSD and healthcare communications agency partner, Aurora, in February.

Five Burning Questions explored the importance of gender diversity in the workplace and how it cannot be achieved by just one organisation, individual or only by women; it takes effort from everyone.

The event sparked cross-industry discussions on topics related to this area and the importance of having gender diversity as part of a fully inclusive and diverse workplace, with the following key results:

- 84% of attendees believed they had gained real-world insights they could apply to help drive change
- 92% felt the event broadened their understanding of current thinking on gender diversity
- Organisations issued guidance directly based on our findings

The PMEA judges commented: “This entry from Aurora and MSD was on a subject which is close to the judges' hearts and highly topical, addressing an important issue from a different perspective. The questions asked about gender diversity were spot on, it had a clear strategy and the SMART outcomes were reached or over achieved. Fantastic!”

The Chair and speaking panel included experts from a diverse range of industries, including:

- Harriet Minter – journalist and broadcaster; and founder of the Guardian’s Women in Leadership section
- Alex Mitchell – award-winning entrepreneur; and vocal advocate on gender equality

- Jenny Hope – award-winning medical and health journalist; and was medical correspondent for the Daily Mail for almost 30 years
- Wendy Irwin – Head of Equality and Diversity at the Royal College of Nursing (RCN); and is the strategic and operational lead on equality and human rights for RCN in the UK
- Naomi Sheldon – Actress and writer of play ‘Good Girl’, which emphasises the importance that female voices have the space to make their perspective heard

The event was also received with much positivity on social media and showed high levels of engagement.

Catherine Williams, Executive Director at MSD, said: “We are excited and proud to have won this award. ‘Making Gender Diversity Matter: Five Burning Questions’ was not a traditional client / agency project. MSD and Aurora collaborated wholly to make a real difference to the conversations around gender diversity and to challenge the status quo to move things forward. We are delighted it had such an impact and prompted conversations on this important topic across a number of sectors.”

ENDS

### **About MSD**

For more than a century, MSD, a leading global biopharmaceutical company, has been inventing for life, bringing forward medicines and vaccines for many of the world’s most challenging diseases. MSD is a trade name of Merck & Co., Inc., with headquarters in Kenilworth, N.J., U.S.A. Through our prescription medicines, vaccines, biologic therapies and animal health products, we work with customers and operate in more than 140 countries to deliver innovative health solutions. We also demonstrate our commitment to increasing access to health care through far-reaching policies, programmes and partnerships. Today, MSD continues to be at the forefront of research to advance the prevention and treatment of diseases that threaten people and communities around the world - including cancer, cardio-metabolic diseases, emerging animal diseases, Alzheimer's disease and infectious diseases including HIV and Ebola. For more information, visit [www.msd-uk.com](http://www.msd-uk.com) and connect with us @MSDintheUK on [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#) and [Facebook](#).