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*“These are our children. It’s very difficult to stop treating them when you know there’s a solution”*

**Dr. Biayna Sukhudyan, Chief of Neuro Pediatrics, Arabkir Pediatric Hospital, Armenia**

*“…this changed my son’s life.”*

**Emilia, Mother of epilepsy patient, Benjamin**

*"I’m hoping that this model will be something other business leaders will want to incorporate into their companies. Just pick a cause or a calling and use this model to help people less fortunate than yourself.”*

**Scott Boyer, CEO, OWP Pharmaceuticals, Inc.**

**OWP Pharmaceuticals, Inc.**

*The Pharmaceutical Social Enterprise where profit meets purpose.*

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Big Pharma’s reputation has been under siege for some time now. Having people like Martin Shkreli in your industry certainly doesn’t help any.

Shkreli\* represents an extreme point of view, of course. But within that point of view is a

challenging reality for anyone who believes business can and should be part of the solution to the world’s social problems. The reality: *There will always be a tension in business between the need to maximize profits and a desire to make the world a better place.*

But there’s also another reality. As Harvard Business School professor Michael Porter points out, business provides the only viable solution to creating scalable, sustainable solutions to the world’s major social problems. Unfortunately, as Porter said, the current models for making that happen simply aren’t working.

Until now.

Enter OWP Pharmaceuticals, Inc. and the ROW Foundation, launched in 2014. They were built from the ground up with the stated mission of using profits from the business to fund the foundation’s fight to make education, diagnosis and treatment for epilepsy universally available to those who need it.

This is not a pharmaceutical startup who plans to build a business and then sell it for a profit. If the founders have their way, this unbreakable and synergistic relationship between OWP and ROW will last far into the future, making a bigger impact in each succeeding year.

Here’s how it works. OWP Pharmaceuticals, Inc. is the financial engine that drives the enterprise, and ROW is the program agent for the humanitarian work. They are inseparable and linked in every way. The co-founders, Scott Boyer and Bruce Duncan, as well as a group of angel investors, have set up the relationship to mirror their sincere desire to help.

The ownership group had agreed going into the venture to sell

a majority stake of OWP to the ROW Foundation, giving it a non-voting majority position. In other words, it will have a formal, legal standing as a key stakeholder.

Some investors plan to donate their shares to ROW, but those who plan to sell are guaranteed a set price or the current value of OWP. OWP plans to be a “heavy dividend” company, and its investors stand to make money so long as the company finds success. The ROW Foundation will just happen to be one of those investors. As OWP got up and running in 2015, the ROW Foundation launched fund-raising efforts to begin its work. OWP already pays for all the administrative costs of running the foundation, so the donors gave to ROW knowing that 100 percent of their gifts go to the cause. And in its first year, the foundation raised $25,000 to give to the Armenian League Against Epilepsy (ALAE) to purchase EEG equipment for a pediatric hospital in Yerevan.

But ROW isn’t dependent on donations. OWP’s profits will provide the lion’s share of ROW’s future revenues—80 to 90 percent of them. The revenues will be used to help existing non-profits and NGOs in the U.S. and around the world provide medications to patients, buy equipment for health care facilities, and fund other worthy projects related to the treatment of health care providers, and the diagnosis and treatment of epilepsy.

Physicians and patients in the US stand to gain, too, because OWP will sell a high-quality and affordable branded generic version of the medication they need. They also have the knowledge that profits from their purchase will provide much-needed education, diagnosis and treatment to under-resourced people with epilepsy globally. Also, OWP isn’t research-driven, so it doesn’t face the high and often speculative costs of coming up with new drugs. The lean, profitable model is designed to provide consistent and strong support for the humanitarian cause.

OWP and ROW most certainly will not change the reputation of Big Pharma overnight, and in fact, that’s not the end game anyway. Saving lives, and providing affordable medicine to those who do not currently have access will have to do.

The Faces of Our Work



About Scott Boyer

****Scott Boyer learned early how to fix what’s broken in an industry, and then create something new and thriving.

Born in Sioux City, Iowa, Scott was raised by an entrepreneurial dad who took a left-for-dead meat packing plant and turned it into a three-decade success story. Boyer’s Provisions did more than supply quality meat products to the good people of Iowa. It also provided a fifty-yard line seat for Scott to learn the value of hard work, having a plan, and then working that plan until it was successfully completed. “I did it all,” he says. “Driving trucks, smoking meat, you name it.”

Scott worked his college schedule around his duties at Boyer’s Provisions, going to school three days a week and working the other two. He graduated from Morningside College with a double major in Business Administration and Psychology.

After graduation he turned his gift for strategic thinking into a very successful 29 year career in the pharmaceutical industry; eleven years at Abbott Labs; sixteen years at Bristol Myers; and two years as a consultant to a wide range of both startup and established pharmaceutical companies.

Along the way, he learned a lesson about how much-needed medicine is distributed around the world, a lesson that would haunt him and ultimately drive him to a new mission. “There were always these charts that showed sales in the U.S., and there was a section called ‘Global Sales’. It was easy to assume that ‘global’ meant all of the rest of the world, but I found that it did not. It really meant, for the most part, Japan, European Union, developed countries and the West. Other countries were lumped into a group called ‘Rest Of World’ (ROW). Sadly, it turns out that ROW is really about 75 percent of people on the planet.”

Over the years his newfound knowledge became, as he calls it, “a smoldering discontent” that made him always wonder if there might be something he could do about that.

Indeed there was. He set about designing and building a new model for the pharmaceutical industry, one that would sell epilepsy focused medications in the United States, and then use the profits from those sales to provide crucially needed epilepsy education, diagnosis and treatment to the less fortunate in the rest of the world. OWP Pharmaceuticals, Inc. (OWP) was born, not out of a desire to gain great wealth, but rather to reclaim a broken system and turn it into something more. In a way, he was following directly in his father’s footsteps.

As often happens when we step out into the unknown, the right people came along at just the right time to help Scott with his new endeavor. OWP has just been launched, but the impact is already being felt in areas of the globe who had long ago given up hope.

“I’m hoping that this model will be something other people will want to incorporate into their companies,” he says. “I’d like to think that businesspeople will just pick a calling and use this model to help people less fortunate than themselves.”

Scott lives in West Chicago with his wife, Ruth. They have two grown children.

**How it Works**

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**Q & A with CEO Scott Boyer**

***Q. Why did you decide to launch this endeavor?***

**A.** I had been bothered for some times by the charts and information provided to me in my role at the big pharmaceuticals companies that I had worked for. Global sales charts always had a category called ROW, which meant ‘Rest Of World’. It was easy to see that a good part of the world, perhaps most of it, was not receiving the much needed medicines that we all take for granted. The whisper became a roar and I had to act. OWP/ROW is my response.

***Q. For a while this was a dream. What was the turning point that made it a reality?***

**A.** Truthfully, it all started to take shape when I met our CFO, Bruce Duncan. He understood exactly what I was thinking about, and he had a plan to make it come to fruition. I’m not sure this would have happened without him.

***Q. What do you hope to accomplish?***

**A.** There is a world of people out there who do not have access to epilepsy drugs and machines that could literally change their lives forever. In many parts of the world, epilepsy disqualifies you from participating in life: you can’t go to school; you probably cannot get married; and getting a job is out of the question. Translation? You become an outcast, and that is completely unnecessary.

My hope is that OWP fixes that for as many people as possible around the globe. It seems like a daunting goal, and perhaps it is. But, we’ll get up every day and take that day’s steps toward accomplishing that.

Then, we’ll see how it goes.