

Media Backgrounder

What is #ScienceWorks?

#ScienceWorks was created to highlight the passionate people of the biopharmaceutical research field. The campaign aims to increase understanding of the vital role they play by putting their personal stories front and center.

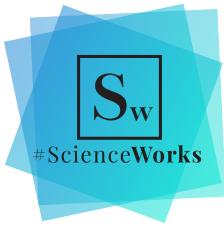
- Biopharmaceutical scientists have never been more important than at this moment in time. As we battle COVID-19, #ScienceWorks wants to assure people that they can trust and believe in the scientific field.
- Knowing some of the experts who work behind the scenes will generate understanding and build trust.
- So much of the research work that drives critical breakthroughs often goes unnoticed. #ScienceWorks wants to change that.

Every day, thousands of biopharmaceutical researchers work in pursuit of innovations that improve our health and well-being. Their thirst for knowledge and innovation has powered some of the most significant medical breakthroughs in therapeutics.

Their stories are real, powerful, and more like your own than you may imagine.

Who are the people behind this initiative?

Science is powered by people, and #ScienceWorks is powered by the people of We Work For Health (WWFH). Supported by PhRMA, WWFH is a grassroots coalition of patients, health care providers, educators, business leaders, faith-based organizations, and community stakeholders who share a common goal of educating communities about the contributions the field makes to the health and economic security of individuals, local communities, states, and the nation.



Media Backgrounder

Why now?

The global pandemic has reinforced the need to trust science and the experts who power it. This is a unique and critical time for the biopharmaceutical research field for a few reasons:

- COVID-19 response: The biopharmaceutical research field is coming together in an unprecedented way to fight COVID-19, by working to find therapeutics and vaccines.
- Growth and economic impact: Nationwide, the biopharmaceutical industry generates more than 800,000 research jobs and more than 4M jobs total.
- Innovation: Biopharmaceutical scientists are currently executing more than 4,000 clinical trials, including 1,600 clinical trials for COVID-19 vaccines and therapeutics.

Why do we need #ScienceWorks?

Biopharmaceutical scientists lead in the research and development of new innovations that will make a difference in the quality of life for millions of Americans - including vital COVID-19 research. But COVID-19 therapeutics and a vaccine will only do good if people trust them enough to take them.

The people we highlight in #ScienceWorks share an overarching desire - to find breakthroughs that will make our lives better. We want to bring those stories and perspectives to light, to increase collective trust and faith in science, and the people who power it.

If you're interested in covering #ScienceWorks, you can find media contact info and multimedia assets at scienceworks.us.