

# Purple+ Companies (inc webpages and graphics)

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HBA Purple Corporate Partners can add an *Unlimited Designee Enhancement* to their partnership - we call the companies who purchase this option **Purple+ Partners**. When a company purchases the enhancement, HBA will provide a promo code that all employees can use to join the HBA as a **designee member**.

Current companies that have purchased this enhancement (in no particular order) are:

- Pfizer Inc.
- Takeda Pharmaceuticals
- Novartis Corporation
- Eli Lilly and Company
- Otsuka America Pharmaceutical
- Bristol Myers Squibb - *company-specific requirement*: those wishing to receive a designee code must first join BNOW (BMS' internal women's network)
- Bayer AG
- Johnson & Johnson
- Daiichi Sankyo Global
- Sanofi
- Merck & Co. Inc.
- Novo Nordisk, Inc.

HBA has created custom graphics, web pages, and email campaigns for the companies that have purchased this enhancement to ensure their employees can most easily take advantage of the opportunity and engage with HBA.

As new companies purchase this enhancement and as they formally approve their materials, HBA will save them here so our member leaders can use them as needed to get people involved. *Note: if you know a company has purchased the Purple+ enhancement, but their materials are not below, it is because they have not yet approved their materials to go live.*

***BEST PRACTICE:** Please share the company web pages rather than just the code when web pages are listed as it provides significant additional information that will be helpful to new members.*

## Bayer AG

- Webpage: [www.hbanet.org/Bayer](http://www.hbanet.org/Bayer)
- [Banner Graphic](#)
- [Slide Graphics](#)
- Code: DES2024BAYERAG

## Takeda

- Webpage: [www.hbanet.org/Takeda](http://www.hbanet.org/Takeda)
- [Banner Graphic](#)
- [Slide Graphic](#)
- Code: DES2025Takeda



## Pfizer

- Webpage: [www.hbanet.org/Pfizer](http://www.hbanet.org/Pfizer)
- [Banner Graphic](#)
- [Slide Graphic](#)
- Code: DES2025Pfizer

## Eli Lilly

- Webpage: [www.hbanet.org/Lilly](http://www.hbanet.org/Lilly)
- [Banner Graphic](#)
- [Slide Graphic](#)
- Code: DES2025Lilly



## Novartis

- Webpage: [www.hbanet.org/Novartis](http://www.hbanet.org/Novartis)
- Banner: [HBA\\_PARTNERS\\_LOGOS\\_sliders\\_1100X315\\_FINAL\\_Novartis.jpg](#) 
- Slide Graphic: [Purple+ Slide Graphic - Novartis.jpg](#) 
- Code: DES2025Novartis


## Otsuka

- Webpage: [www.hbanet.org/otsuka](http://www.hbanet.org/otsuka)
- Banner: [HBA\\_PARTNERS\\_LOGOS\\_sliders\\_1100X315\\_FINAL\\_Otsuka.jpg](#) 
- Slide Graphic: [Purple+ Slide Graphic - Otsuka.jpg](#) 
- Code: DES2025Otsuka

## BMS

- Webpage: [www.hbanet.org/BMS](http://www.hbanet.org/BMS)
- Banner: [HBA\\_PARTNERS\\_LOGOS\\_sliders\\_1100X315\\_FINAL\\_BMS.jpg](#) 
- Slide Graphic: [Purple+ Slide Graphic - BMS.jpg](#) 
- **No public code:** employees must first join BNOW before receiving the code. Please direct interested prospects to BNOW internally at BMS for additional information.

## Johnson & Johnson

- Webpage: [www.hbanet.org/JNJ](http://www.hbanet.org/JNJ)
- [Banner Graphic](#)
- [Johnson-and-Johnson\\_PurplePlus-Slides.pptx](#) 
- Code: DES2025JNJ

## Daiichi Sankyo

- Webpage: <https://hbanet.org/daiichi-sankyo>
- Code: DES2024DaiichiGlobal

## Sanofi

- More information to be posted when available
- Code: DES2025Sanofi
- *NOTE: Sanofi code limited to 1,999 uses*

## Merck & Co., Inc.

- More information to be posted when available
- Code: DES2025MerckCo

## Novo Nordisk, Inc.

- More information to be posted when available
  - Code: DES2025NovoNor
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