

Purple+ Companies (inc webpages and graphics)

Last Modified on 02/01/2024 10:10 am EST

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 are:

- Pfizer
- Takeda
- Novartis
- Eli Lilly
- Otsuka
- BMS - *company-specific requirement*: those wishing to receive a designee code must first join BNOW (BMS' internal women's network)
- Bayer
- Johnson & Johnson
- Daiichi Sankyo

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 chapters, regions, and 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. Please share the company web pages rather than just the code when web pages are listed.*

Bayer AG

- Webpage: www.hbanet.org/Bayer
- [Banner Graphic](#)
- [Slide Graphics](#)
- Code: DES2023BAYERAG

Takeda

- Webpage: www.hbanet.org/Takeda
- [Banner Graphic](#)
- [Slide Graphic](#)
- Code: DES2024Takeda

Pfizer

- Webpage: www.hbanet.org/Pfizer
- [Banner Graphic](#)
- [Slide Graphic](#)
- Code: DES2024PFIZER

Eli Lilly

- Webpage: www.hbanet.org/Lilly
- [Banner Graphic](#)
- [Slide Graphic](#)
- Code: DES2024LILLY

Novartis

- Code: DES2024NOVARTIS

Otsuka

- Code: DES2024OTSUKA

BMS

- No public code: employees must first join BNOW before receiving the code. Details are to be posted when available.

Johnson & Johnson

- Webpage: www.hbanet.org/JNJ
- [Banner Graphic](#)
- [Johnson-and-Johnson_PurplePlus-Slides.pptx](#) 
- Code: DES2024JNJ

Daiichi Sankyo

- More information to be posted when available
 - Code: DES2023DaiichiGlobal
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