Business at OECD (BIAC)

Forum on Health, Growth and Productivity

BUSINESSatOECD
THE BUSINESS AND INDUSTRY ADVISORY COMMITTEE

forum-on-health-growth-productivity.org/

PROGRAM

FRIDAY, 27 OCTOBER

Moderated by: Riz Khan, International Journalist and Author

9:30 Welcome Coffee and registration

10:00 Introduction

- Bernhard Welschke, Secretary General, Business at OECD (BIAC)

10:10 CEO Roundtable with OECD's Angel Gurria

Global CEOs will exchange on opportunities and challenges linking health, growth and productivity policies with the OECD Secretary General, and provide recommendations for future directions the OECD could consider related to this work.

- Angel Gurria, OECD Secretary General
- Bruno Stringini, CEO of Oncology, Novartis
- Elie Lobel, CEO of Orange Healthcare

10:45 Panel I: Integrating care – Transforming delivery systems around people

While health systems are increasingly struggling to meet demographic, epidemiological and budgetary challenges, an increasing fragmentation of health care systems leads to information not being shared efficiently across service providers. This leads to waste in health spending, poor health outcomes, and losses in economic productivity. The transformation of care delivery mechanisms, enabled by digital health, will allow health and social care systems to adopt a more person-centered approach, and leading to better health delivery. This transformation is critical if health and care systems are to foster a productive workforce and hence contribute to countries' economic growth. Panelists will discuss best practices and identify ways how health policies, enabled by digital technologies, can blur the boundaries between health and social settings.

- Marcel Saulnier, Associate Assistant Deputy Minister, Health Canada
- Nicole Denjoy, Chair, BIAC Health Committee, Secretary General, COCIR
- Véronique Lessens, Global Head of Strategy, Agfa Healthcare
- OECD representative
- Patient organization representative

12:00 Coffee Break

12:15 Panel II: Valuing Innovation: Better measuring, monitoring, and incentivizing R&D activities

Growing knowledge of the human genome, the advent of biological medicines, the digitization of healthcare, advancement in material sciences, big data analytics – health systems are in the middle of a new golden age of innovation that brings ground-breaking opportunities for patients worldwide. But sustainable innovation requires a climate that promotes knowledge exchange through collaboration across sectors, along with investment in educational infrastructure and public-private research programs. How can we continue to leverage global networks and share a wide range of expertise and experience to achieve ground-breaking progress? What kind of environment nurtures and enables innovation ecosystems to grow and thrive? This panel discusses how innovation is working today and explains how health systems can better absorb new technologies for the benefit of all.

- Francis Gurry, Director General, World Intellectual Property Organization
- Thomas Cueni, Director General, IFPMA
- Michel Ginestet, General Manager, Pfizer France
- Paola Barbarino, CEO, Alzheimer's Disease International
- Government representative

13:30 Luncheon

- Francis Gurry, Director General, World Intellectual Property Organization

15:00 Panel III: Promoting balanced choices and active lifestyles

Improving what people eat and drink, and increasing physical activity are key elements that can reduce the economic burden and the incidence of obesity and associated non-communicable diseases. Effective policies that foster the supply of healthy products and services need to take into account a broad range of dietary consumption and lifestyle factors, and also align with priorities from other policy areas to avoid adverse effects. Panelists will discuss the multi-stakeholder approaches that can promote healthy lifestyles based on responsible business conduct whether product- or marketing-related, good regulatory practice and the right incentives. In particular, business can play a key role in this area, within its core economic activity itself.

- Mathilda Åberg, Deputy Head of Unit, Swedish Government
- Carmel Cahill, OECD Deputy Director, Trade and Agriculture Directorate
- Boaz Soffer, Former Deputy Director for Planning and Economy, Israeli Tax Authority
- Pamela Bailey, CEO, Grocery Manufacturers Association

16:15 Panel IV: Investing in a healthier future

Investments in health literacy and healthy lifestyles can promote informed consumer choices, yield positive returns on citizens' health and reduce public health spending. Different business sectors have effectively partnered with citizens and governments, and invested in prevention and communication activities that empower consumers and promote healthy choices. Business can go the extra mile, beyond its regular economic activity, to further that goal. Panelists will draw from their experiences in driving initiatives that invest in empowering populations, and in building a case for healthier habits.

- Helen Durkin, Executive Vice President, IHRSA
- Joao Pinto, President, Erasmus Student Network
- Business representative
- Monica Aspe, Ambassador of Mexico to the OECD, *tbc*

17:30 Closing Remarks

- Ali Karami Ruiz, Director, Policy, Communications, and International Affairs