



Global Challenge Initiative

# Future of Health

WORLD  
ECONOMIC  
FORUM

COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

## The world needs to deliver healthy lives and health security for 9.7 billion people. **How?**

### Overview

*The Forum has aligned its activities to accelerate progress in tackling ten of the most significant global challenges, through sustained public-private collaboration.*

The global healthcare system today is beset by serious challenges: capital-intensive and hospital-centric systems that have proven both unsustainable and ineffective; prohibitive costs of care; lack of human resources and infrastructure, particularly in emerging economies; increased exposure to risks such as tobacco, physical inactivity and unhealthy dietary patterns making noncommunicable diseases the number one killer globally; vulnerability and inefficient responses to pandemics; and inadequate governance structures to leverage technology and big data for improving health. In addition, we know that only 20 % of health outcomes depend on the strength of healthcare systems; the rest is a function of the health ecosystem and the broad determinants of Health. To keep individuals and populations healthy, solutions need to come from outside of the traditional healthcare space.

By 2050, the world's population will have risen to 9.7 billion, with 2 billion over the age of 60. The world is ill-equipped to respond to this and the global health system will have to undergo major transformation to provide an environment in which people live healthier and longer lives, and health security across borders.

A strategic, long-term focus together with a collaborative mindset across industries, policy-makers, civil society and innovators to keep populations healthy will be key to address the current challenges of the health ecosystem.

The Forum's Global Challenge on Health provides a unifying framework for health promotion and disease prevention, solid expertise, broad networks and unique opportunities for public- and private-sector cooperation towards meeting the health needs of 9.7 billion people.

### A unique global platform for action

To enable healthy lives and ensure health security for 9.7 billion people, participants will:

- Join a dynamic network of leaders from the public and private sectors including civil society from various fields: health, food and beverages, sports, logistics, insurers, telecommunications, infra-structure
- Devise systemic solutions to complex health issues
- Catalyse and accelerate public-private collaboration between traditional healthcare players and stakeholders outside the health space
- Build a credible long-term narrative linking health and health security to economic growth and the profitability of “doing the right thing for society”
- Generate new insights and ground-breaking knowledge pieces to shape the global health agenda

“

**Ensuring people's health in the face of disease outbreaks is a high priority for both cooperation and action by the global community. Efforts are based on the recognition that people's right to health is universal: the recently agreed Agenda 2030 sets a goal of ensuring healthy lives and promoting well-being for all. This is the basis for continuous and focused action for disease risks to be managed through preparedness, early detection, prompt action and early recovery: it underlines the need for resilient and well-functioning systems for health. There is therefore a compelling rationale for cooperation, synergy of effort and the pursuit of common results across all sectors, by all stakeholders (both public and private), and between all nations. It is an essential and invaluable contributor to people's healthy lives and sustainable development.**

”

David Nabarro, Special Adviser on the 2030 Agenda for Sustainable Development, United Nations



# Together we can enable health for all

## Core projects designed to help address this challenge include:

- **Human-Centric Health**  
Addresses the question: How will the health ecosystem transform when the individual is in control of their health and driving demand for products, services and settings? What are current barriers to this change? How can business and society leverage big data, IT and electronics to promote healthy living and accelerate the response to a health security crisis? What public-private collaborations can be deployed to accelerate the changes and make health the easy choice for individuals, families and communities?
- **Managing the Risk and Impact of Future Epidemics**  
Aims to mitigate and contain the threat of global disease outbreaks through coordinated public-private cooperation for infectious diseases, in turn safeguarding not only human health and well-being but also commercial and economic security.
- **Global Agenda Councils on Ageing and Mental Health**  
The Councils act as expert networks to continuously advance the frontiers of knowledge in these specific fields of the global health agenda.

Overall, the value proposition of the Global Challenge on the Future of Health is distinct yet complementary to that of the healthcare industry.

The Healthcare Industry community is focused on projects related to the build-up of sustainable healthcare systems with an emphasis on primary care, local community work, the acceleration of precision medicine, the elimination of waste in care delivery and the consumerization of routine non-acute care, when the Global Challenge on the Future of Health focuses on keeping populations healthy in the first place. In combination, the two distinct programmes participate in the improvement of global health in a continuum as they aim to reduce the prevalence of disease and at improve the availability, value and effectiveness of care delivery in case of illness.

## Outcomes and expected impact

The Global Challenge Initiative provides a self-organized operating system for public-private partnerships built and led by partners and trustees. Drawing in the initial stages upon Forum networks and other resources, the aims are to:

- Solidify health networks of action-oriented leaders from the public and private sectors
- Break sectorial silos and accelerate access of new sectors to engage, invest and transform the health ecosystem
- Define and establish a coordination mechanism to optimize public-private cooperation at country level to respond to outbreaks
- Remove barriers to the transformation of the health landscape by building trust and common goals between public and private stakeholders

## Who can be involved?

The Global Challenge brings together thought leaders and senior decision-makers from government, international organizations, civil society and business from sectors such as healthcare, food and beverages, sports and fitness, agriculture, telecommunications and infrastructure.



**People aspire to live a healthy life. Health should not be seen as a cost that needs to be minimized, but an investment that needs to be optimized. Embracing big-data and connected health solutions, we must incentivize population health management models with an emphasis on healthy-lifestyles, prevention, diagnosis, minimally invasive treatments and home care. This is a move away from resource-intensive reactive care towards the realization of proactive health models built on prevention and integrated solutions. Innovation partnerships that embrace digital technologies will shape sustainable public health models, whilst placing the individual at the center to inform and empower lifestyle choices.**



Frans van Houten, President and Chief Executive Officer, Royal Philips

## Key dates

