

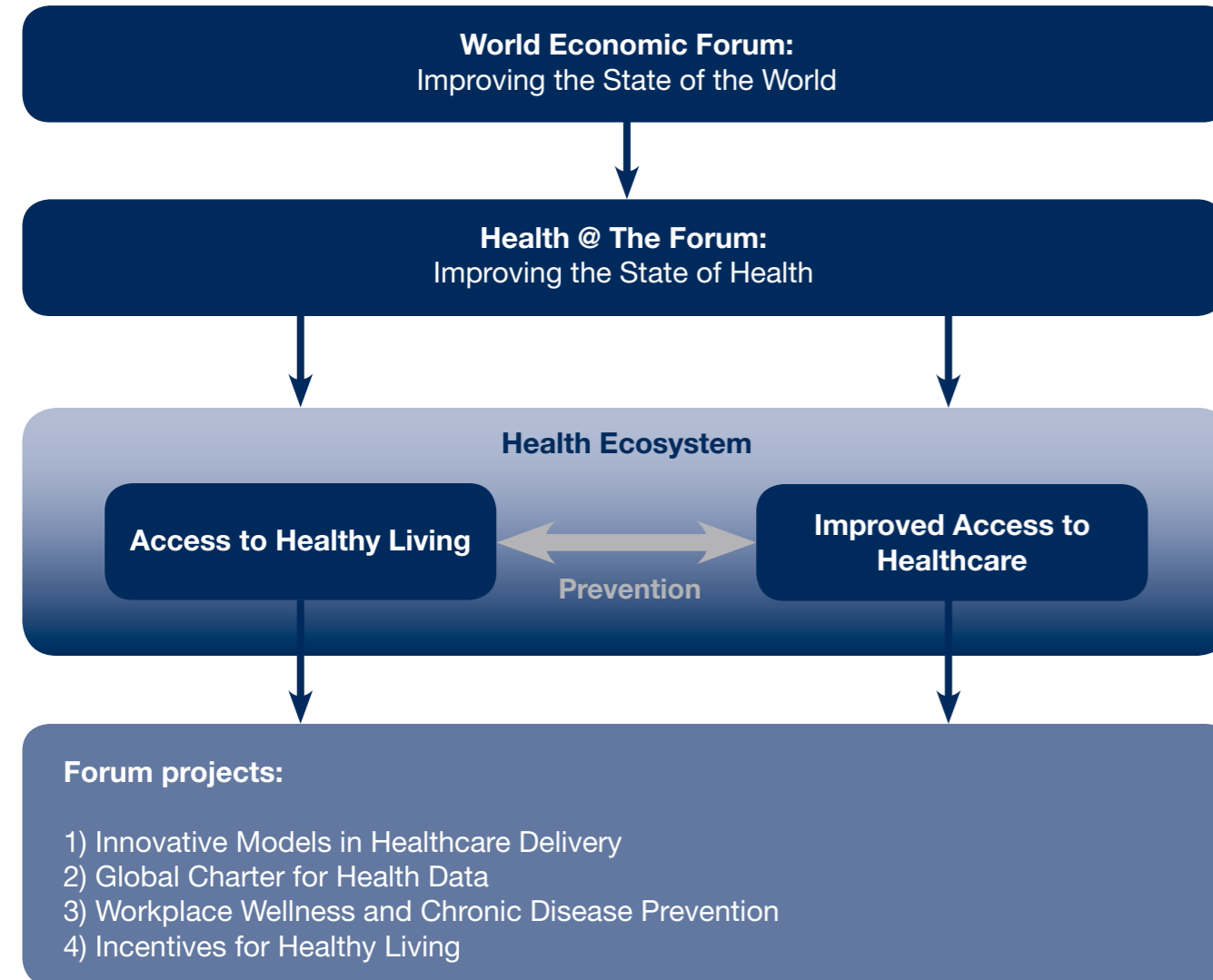
The World Economic Forum's Vision for the Health Ecosystem

The magnitude and interconnectivity of today's global health challenges mean that health issues can no longer be dealt with by only the healthcare sector. A new paradigm shift in the global approach to health means that collaboration, shared responsibility and mutual accountability should be the norm. In this new paradigm, business, government, academia, civil society and NGOs will join forces to tackle these challenges and make healthy living tangible for everyone.

In particular, every industry has a responsibility to contribute to improving health, which will, in turn, increase its own productivity and improve economic growth and development.

Examples of industry contributions include:

- **IT and Telecom Industry:** Building, maintaining and expanding health information systems
- **Media Industry:** Providing health education and information
- **Food and Beverage Industry:** Making healthy and safe products available and affordable to everyone
- **Finance Industry:** Investing in infrastructures and funding mechanisms required to deliver health
- **Logistics and Transportation Industry:** Leveraging access to remote areas to distribute health products or services



Contact information

For additional information on the World Economic Forum, its approach to health and opportunities to engage in global health issues, please e-mail the Health Team at globalhealth@weforum.org, or contact us by telephone at +41 (0)22 869 12 12.



Global Health at the World Economic Forum

Galvanizing Collaborative Action in Global Health

Why Global Health at the World Economic Forum?

The World Economic Forum's mission statement is "committed to improving the state of the world by engaging business, political, academic and other leaders of society to shape global, regional and industry agendas."

Supporting the Forum's mission, that of Global Health @ the Forum is "committed to improving global health" by focusing on **improving access to healthy living, including to healthcare.**

To realize its mission, Global Health @ the Forum:

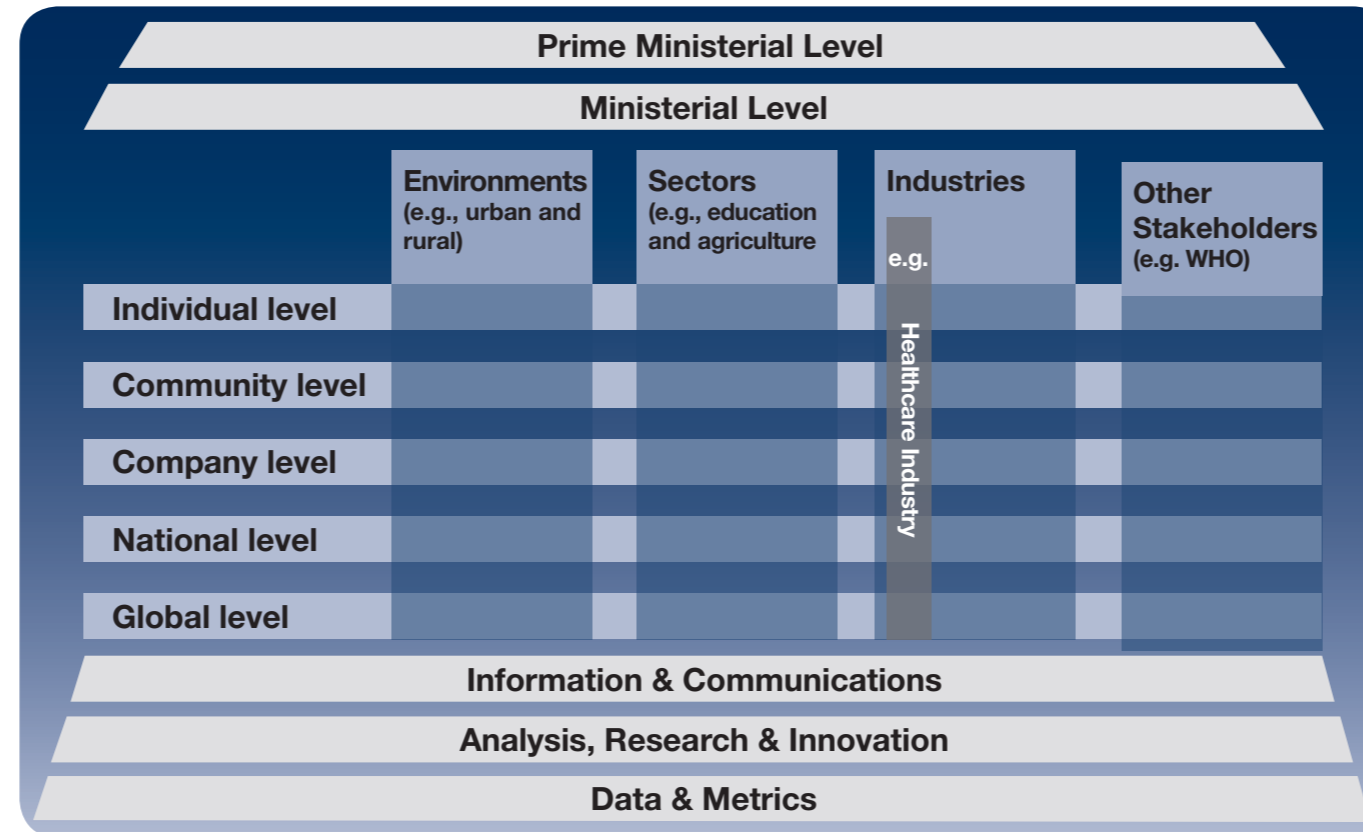
- Promotes health as a precursor to economic growth and development
- Encourages all industries to contribute to healthy living, either as employers or as manufacturers/providers of products or services
- Demonstrates the need for multistakeholder engagement in global health
- Provides a neutral platform for dialogue and advocacy on health-related global, industry and regional issues
- Works to ensure that global health issues are placed high on the agenda of heads of states or prime ministers
- Stresses the need for health to be addressed at all levels, including individual, community, company, city, national, regional and global
- Catalyses cooperation between the private and public sectors on global health challenges

* "... **global health** is an area for study, research and practice that places a priority on improving health and achieving equity in health for all people worldwide. Global health emphasizes transnational health issues, determinants and solutions; involves many disciplines within and beyond the health sciences, promoting interdisciplinary collaboration; and is a synthesis of population-based prevention with individual-level clinical care."

J.P. Koplan et al., *The Lancet* (6 June 2009) "Towards a common definition for global health", 373: 9679, pp. 1993-1995



The Health Ecosystem: Embedding Health Across all Industries, Sectors and Levels of Society



The Forum's Portfolio of Health Projects

Global Health @ the Forum focuses on global health topics for which raising awareness and facilitating dialogue and action are critically needed.

• *Innovative Models in Healthcare Delivery*

All health systems face challenges of cost, quality and access. Innovative delivery models have the potential to deliver step change improvements, thus allowing affordable ways to deliver care and, hence, releasing the pressure of the rising healthcare costs around the globe. This project identified a number of innovative models and their related characteristics, which have the potential to be scaled up or replicated in other parts of the world. A partnership is currently being set up that will connect all players involved in the dissemination of an innovation as well as provide guidance and highlight prerequisites for innovations to be replicated or scaled up.

• *Global Charter for Health Data*

Health professionals and policy-makers rely on having the right data to make decisions about patient treatment and delivery of health services, including prevention; the better the quality of data, the better the decisions made. Access to health data (both clinical and operational) is more critical than ever, given the challenges faced to deliver high-quality and accessible care under increasing fiscal pressures. However, across all varieties of health systems, in both developed and developing countries, accurate high-quality health data is not available when and where it is needed. Despite the overwhelming demand for quality health data, a number of critical challenges make its collection, access and application problematic (e.g. concern for privacy).

The World Economic Forum is leading the development of a Global Health Data Charter. This charter is an expression of the commitment made by a group of global organizations to collaborate and work towards addressing key health data gaps on the global level and will serve as a funding document for the development of similar charters on the regional, local and individual organization levels.

• *Incentives for Healthy Living*

Incentives play an important role in encouraging people to make better decisions, whether on how they manage their finances, the way they treat the environment or the decisions they make about their own and/or their family's health.

Changes in policy and regulation alone are not sufficient; industry and individuals need to be motivated to address health as a strategic objective. This project focuses on identifying and demonstrating the need for governments, companies across sectors, non-governmental and international organizations and individuals to use incentives to promote healthy living.

Other Activities of the Global Health Team at the Forum

• *Workplace Wellness Alliance*

To support and recognize employers that promote healthy work environments, the World Economic Forum launched the Workplace Wellness Alliance (the Alliance) at the World Economic Forum Annual Meeting 2010 in Davos-Klosters. The Forum invites Members, Partners and supporters to join the Alliance, which aims to:

- Standardize a set of common metrics to measure the impact of workplace wellness programmes, thus demonstrating the economic benefits of such programmes
- Launch an online knowledge-sharing platform to share best practices and encourage other organizations to develop new or improved programmes

• *Contribution to the UN Summit on Non-Communicable Diseases (September 2011) and beyond*

Through its early engagement in awareness-building and projects development on non-communicable diseases (NCDs), the World Economic Forum has build credibility in tackling this issue and is therefore uniquely positioned to further facilitate and catalyze action around NCDs. In particular, and in the lead up to the UN Summit on NCDs, the Forum will:

- Commission a paper around the economic burden of NCDs
- Produce a white paper around the role that private sector, across industries, play in tackling NCDs, including that of employers through the handing over of the *Workplace Wellness Alliance*
- Continue to conduct high-level advocacy leveraging the Forum's platform

• *Global Agenda Councils*

The World Economic Forum has convened a network of Global Agenda Councils, gathering leaders from academia, business, government, international organizations and civil society, to address some of the most pressing issues on the world stage. Council members are among the world's leading and most influential thinkers, and insights have a direct impact on the Forum's activities. Each Council monitors key trends, identifies global risks, maps interrelationships and formulates breakthrough ideas as possible solutions/responses.

The Forum currently convenes the following councils on health:

- **Global Agenda Council on Chronic Diseases & Well-being:** Identifies the necessary incentives for health and well-being, at all levels and across stakeholders
- **Industry Agenda Council on Health:** Focuses on the pressing issues impacting global health and identifies the main drivers and risks associated with them

Healthcare Industry Partners (as of December 2010)

Aetna | AstraZeneca | Becton Dickinson | Bill & Melinda Gates Foundation | Duke University Medical Center and Health System | Dr Reddy's Laboratories | GE Health | Henry Schein | Humana | Johnson & Johnson | Jubilant Organosys | Kaiser Foundation Health Plan | Life Technologies | Medtronic | Merck & Co. | Novartis | Novo Nordisk | Pfizer | Quiagen | RHC Holding | Sanofi-Aventis | Takeda Pharmaceutical Company | The Zuelig Group | United Healthcare