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A photograph showing a male doctor in a white lab coat using a stethoscope to examine a young child. The child is wearing a blue shirt and denim shorts. A woman in an orange and blue patterned headscarf and dress stands behind the child, holding their hand. The scene is outdoors, with a blurred background of trees and a dirt path.

# Seven ways the private sector can contribute to universal health coverage



## Private Sector contributions towards Universal Health Coverage

UHC2030 Private Sector Constituency Statement



*The UHC2030 Private Sector Constituency developed this statement as a contribution to multi-stakeholder efforts towards UHC. It reflects inputs from UHC2030 partners such as civil society, governments and international organisations, and sets out principles, values and actions that the Private Sector Constituency will actively champion. The statement provides a basis for further dialogue with all UHC stakeholders to promote mutual understanding, a shared vision, and collaborative action for how the private sector can most effectively contribute to UHC.*

Health expenditures are rising – but government funding has stalled, and personal spending is filling the gap. A [June 2019 World Bank report](#) found people in developing countries, including the Caribbean, spend half a trillion dollars (over \$800 per person) annually on out-of-pocket payments.

Universal health coverage (UHC) is about ensuring all individuals and communities have access to the healthcare they need. UHC does not mean healthcare is free, but that personal out-of-pocket payments do not deter people from using health services, and that people are protected from “catastrophic health expenditure” (spending more than 30% of their household income on health).

The private sector has enabled better health for communities and individuals. It provides services ranging from hospitals, clinics and laboratories to drugs, vaccines and diagnostics to ancillary services like ambulances and insurance. It contributes to advances in technology, governance, research and development, workforce development and capacity building. In many developing countries, the private sector plays an enormous role in the provision of health services, such as in India, where 70% of services come from the private sector.

The private sector, alongside all UHC stakeholders, has a key role to play – but all too often, the sector’s involvement is fragmented. This needs to change.

### What do we mean by ‘the private sector’?

The private sector includes all health providers not owned or directly controlled by government. It is very diverse and includes for-profit and not-for-profit, formal and informal, domestic and foreign entities.

**“To achieve universal health coverage, it is critical to ensure strong cooperation and partnership between public and private sectors.”**

**Dr Zweli Mkhize**  
Minister of Health, South Africa



**“The private sector is vital in efforts towards universal health coverage.**

**It is exciting to see the diverse membership of UHC2030’s Private Sector Constituency agree these common principles and actions.”**

**Dr Githinji Gitahi, MBS**  
Group CEO Amref Health Africa and Co-Chair of UHC2030



The new [UHC2030 Private Sector Constituency Statement](#) outlines seven ways the private sector can contribute to achieving UHC by 2030:

**1. Offer quality products and services that consider the needs of all people, including poor and marginalized populations, and make these affordable, accessible and sustainable**

The private sector is a major provider of products and services in most countries. For example, [reach52](#), a social enterprise empowering rural and remote communities in South-East Asia, provides custom digital platforms to local peer workers so they can collect comprehensive individual health data and create a health profile for the community. This led to provision of free vitamin A supplements to 1,211 infants (6-11 months of age) and 7,714 children ages 12-59 months.

[GSK](#), one of the world’s leading vaccines companies makes vaccines available in a sustainable and affordable manner using a tiered pricing policy in which prices are linked to the country’s ability to pay. In partnership with [Gavi, the Vaccine Alliance](#), GSK ensures Gavi-eligible countries get the lowest prices and has committed to provide Gavi with more than 850 million vaccine doses at reduced prices to help protect 300 million children in developing countries by 2024.

The self-care industry is focusing on creating high-quality products to ensure primary healthcare is available to all. The [Global Self-Care Federation](#) members develop digital healthcare innovations to drive insights and accelerate healthcare without costly and time-intensive consultations. The goal is to make healthcare more affordable, more accessible and, therefore, more sustainable.

**2. Incorporate UHC principles, including leaving no individual behind, in core business models and objectives**

To develop resilient and sustainable health systems, it’s critical to think long-term. [Novo Nordisk](#), a leading global healthcare company, established the Changing Diabetes® programme in 2009 to provide care and lifesaving medicine for children with Type 1 diabetes in low-and-middle income countries. Currently, 14 countries are enrolled in the programme and it has reached more than 25,000 children and young people with the disease. This success also demonstrates the importance of public-private partnership between various actors in UHC, with the involvement of the [International Society for Paediatric and Adolescent Diabetes \(ISPAD\)](#), the [World Diabetes Foundation](#), [Roche](#) alongside Novo Nordisk.

As another example, [Fullerton Health](#) delivers affordable and accessible care across the Asia-Pacific region with [Project Big Heart](#), providing free consultations and medication to elderly and underprivileged Singaporeans, and targeting identification and treatment for chronic diseases such as hypertension, diabetes and high cholesterol.

[Johnson & Johnson](#) supports hundreds of health-related programmes to enable children to thrive, families and communities to prosper, and countries to rise from poverty and achieve economic security. Johnson & Johnson also strives to align with government priorities, advocating with both local and central government for quality healthcare workers, especially for women and children. In its [Universal Health Coverage Statement](#), Johnson & Johnson gives its position on UHC and the importance of access to quality and affordable essential health services.



**“It is essential to reframe public and private sector engagement as a partnership for shared outcomes.**

**This statement provides a helpful basis for dialogue to promote shared universal health coverage goals.”**

**Peter Salama**  
Executive Director UHC/Life Course,  
World Health Organization

### 3. Develop, test and scale innovative business models aligned with UHC goals

Innovation can happen on many levels, especially in approaches that drive greater and more equitable access, quality and sustainability of health products and service offerings. [Philips](#) and [Amref Enterprises](#), in partnership with Makueni County Government in Kenya, are testing an innovative model for primary healthcare delivery in three clinics. Serving over 20,000 people, this intervention has vastly improved the quality of services, utilization and enrolment in national health insurance, and will scale up across Makueni to 200 facilities, serving 1 million residents across Kenya.

Accessibility and availability of essential medicines are often absent in many countries, especially in sub-Saharan Africa with dilapidated transport and logistics systems. Absence and inconsistent access to products and services that are vital to provide quality care led to the development of the [Informed Push Model \(IPM-3PL\)](#).

[MSD for Mothers](#), in partnership with the Government of Senegal, National Supply Pharmacy (PNA), IntraHealth International, and the Bill & Melinda Gates Foundation, piloted and scaled up IMP-3PL in Senegal with the aim of leveraging the capacity of local private organizations to reduce stock. In less than three years, IPM-3PL reached all public health facilities in Senegal and significantly reduced contraceptive stock-outs. Given this success, the model extended to include essential commodities for maternal health, HIV/AIDS, tuberculosis, malaria and other conditions.

[MEDx Care](#) is focused on improving the quality of healthcare in Emerging Countries, primarily in Africa, it offers a digital hospital for emerging countries by using its diaspora population to improve the quality of healthcare in these countries. For the patients, it provides an easy to use, mobile accessible personal care platform allowing patients to seek care across borders to establish a sustainable healthcare solution.

### 4. Create, adapt, apply and scale innovations

Private-sector innovation is an engine for new products, techniques and insights, with the facility to improve healthcare, strengthen health systems and increase efficiencies. [Sumitomo Chemical](#) invented the first long-lasting insecticidal mosquito nets (LLINs), which are highly effective at preventing malaria. Vector control, primarily LLINs, were responsible for an 81% decline in malaria cases by 2015. Sumitomo Chemical continues to innovate new vector-control tools to fight insecticide resistance.

In Aragonda Village, located in the Chittoor District of the Andhra Pradesh in India, [Apollo Hospitals Enterprise](#) provides accessible, affordable, sustainable and quality healthcare to over 70,000 people through [Apollo's Total Health Program \(THP\)](#). It integrates all components of the healthcare ecosystem including delivery, skilled workforce, health communication and technology, quality assurance mechanisms and a strong monitoring structure. THP fosters innovative partnerships for activities including provision of safe drinking water, nutrition and sanitation facilities.



**“This UHC2030 private sector constituency commitment to overarching UHC principles of affordability, quality and equity in accessing essential health services is imperative.”**

**Muhammad Ali Pate**

Global Director Health, Nutrition and Population, Global Practice of the World Bank and the Director of Global Financing Facility for Women, Children and Adolescents

## 5. Help strengthen the health workforce, responding to local context, priorities and needs

**GE Healthcare's** Primary and Referral Care initiative is an innovative and sustainable health delivery approach to strengthening primary care, an essential step towards attaining UHC in Africa. This involves training and capacity-building of local healthcare workers to improve access to quality and affordable essential health services and better health outcomes – and has already trained over 1,500 workers.

With communication difficulties across the globe, especially in sub-Saharan Africa, **Takeda**, in collaboration with **Elewa Cancer Foundation**, educates primary care professionals in Kenya to provide knowledge for comprehensive cancer control and care. This approach translates into more timely diagnosis, referral and effective management of cancer patients.

**Becton Dickinson and Company (BD)** global health partnerships enable the strengthening of health systems by reinforcing education and training. A collaboration between BD and USAID called STRIDES aims to strengthen systems and provide training to close the large gap for drug-susceptibility testing in countries with high-burden multi-drug-resistant tuberculosis. BD has also worked with the London School of Hygiene and Tropical Medicine (LSHTM) on a new Massive Open Online Course (MOOC) on antimicrobial resistance and diagnostics in response to a substantial lack of education and training in this space.

## 6. Contribute to efforts to raise financing available for UHC

Contributing to innovative finance models and tools can articulate the business case for investing in health, specifically UHC. The **Pfizer Foundation**, in partnership with **M-TIBA**, launched a Health Financing App in Kenya to help people without health insurance save money on health expenses. Using M-TIBA's platform, users save money that can only be spent on services at qualified, licensed and approved healthcare providers. The app also provides monetary incentives for saving a certain amount of money each month. Users have already paid approximately \$6.7 million in medical expenses.

Also, in partnership with M-TIBA, PharmAccess and CarePay, **Sanofi** run a mobile healthcare platform connecting patients, payers and providers through a mobile health wallet, **Ngao ya Afya** “Shield for Health”. This platform generates unprecedented data volumes, which enables transparency on cost and outcome of care. It also provides real-time feedback to patients, providers and payers to improve the value of care.

**“The private sector constituency statement is very welcome; it makes a strong call for government's stewardship role, including engagement with the private sector, in order to make progress towards UHC.”**

**Dr Isabella Maina**  
Head of the Division of Healthcare Financing, Ministry of Health, Kenya



**“UHC is the overarching umbrella for the SDGs, we need to create the conditions for all actors to work together, with a particular mention of governments and private sector entities.”**

**Arnaud Bernaert**

Head, Healthcare Industry, Member of Executive Committee, World Economic Forum

### 7. Engage in, build, and champion policy dialogue and partnerships with government and other stakeholders

To achieve UHC, it's important to identify shared objectives and collaborate on shared outcomes. The partnership between the [World Economic Forum](#), [Novartis](#) and [Harvard Medical School Center for Primary Care](#) is an example of a public-private partnership to strengthen and transform primary care in Vietnam. The partnership ensures a coordinated approach to fragmented health investments and initiatives, and could help the country meet its goal of UHC by 2030.

To ensure no one is left behind, [Mission & Co](#), a platform for technology-driven solutions and partnership to achieve the Sustainable Development Goals (SDGs), developed [Health in Your Hands](#), an initiative focusing on last-mile solutions. True to its name, the initiative places the health in the hands of patients and healthcare providers to deliver affordable services to low-resource communities.

### What's ahead

UHC remains an aspiration for many countries, and it cannot be achieved unless we recognize how the private sector has contributed to and continues to accelerate and amplify efforts towards improving health for all. When world leaders gather at the United Nations in New York on 23 September to reaffirm their commitment to UHC by 2030, they must acknowledge the crucial role of partnerships for shared outcomes – and must engage the private sector.

The World Economic Forum, the International Organization for Public Private Cooperation, hosts the Private-Sector Constituency of UHC2030. The [UHC2030 Private-Sector Constituency](#) is the convening platform for private-sector entities wishing to exchange and collaborate on universal health coverage. The Constituency accepts new private-sector members every three months. For-profit private entities that are directly working on strengthening health systems can apply.

### Members of UHC2030 Private-Sector Constituency



The [UHC2030 Private Sector Constituency](#), hosted by the World Economic Forum, convenes private sector actors and fosters dialogue and collaboration across the private sector and with other [UHC2030](#) partners, constituencies and networks. Members are for-profit entities within the health value chain such as service providers, health Insurers, and manufacturers and distributors of medicines, health products and Innovative technologies.

### **UHC2030 Private-Sector Constituency Members**

Members of the UHC2030 PSC represent a variety of private sector actors working in health. As of October 2019, the members are:

- Accessible Quality Health Services (U-CARE)
- Amref Enterprises Limited
- Apollo Hospitals Enterprise
- Becton, Dickinson and Company
- DITTA
- Fullerton Healthcare Corporation Limited
- GE Healthcare
- German Health Alliance
- GlaxoSmithKline(GSK)
- Global Self-Care Federation
- Healthcare Federation of Nigeria
- HealthSetGo Services Private Limited (HSG)
- Henry Schein
- International Federation of Pharmaceutical Manufacturers and Association (IFPMA)
- Japan Pharmaceutical Manufacturers Association (JPMA)
- Johnson & Johnson
- Kenya Association of Pharmaceutical Industry (KAPI)
- MEDx eHealthcenter
- Medtronic Labs
- mHealth Global
- MSD
- Mission & Co.
- Novartis
- Novo Nordisk
- Organisation of Pharmaceutical Producers of India (OPPI)
- Ottobock
- Pfizer
- Pharmaceutical Society of Kenya
- Reach52
- Royal Philips
- Sanofi
- Sumitomo Chemical Company
- Takeda Pharmaceutical Company

### **Interested in joining the UHC2030 Private-Sector Constituency?**

The UHC2030 will accept new members for the Private-Sector Constituency every three months. Applicants for membership must be for-profit private entities that are directly working on health system strengthening. To submit an application visit: <https://www.uhc2030.org/about-us/uhc2030-partners/private-sector/>

### **Contact**

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