



HCAC2023
**7TH QUALITY HEALTH CARE
CONFERENCE AND EXHIBITION**
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**Globalization Toward Quality & Patient Safety
A Future Perspective**
الجودة من منظور عالمي - تطلعات مستقبلية

**Crafting Sustainable Healthcare Economy:
Investing in Lives & The Planet**

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Introduction

Health spending takes up a huge part of a country's budget, impacting everyone's lives.

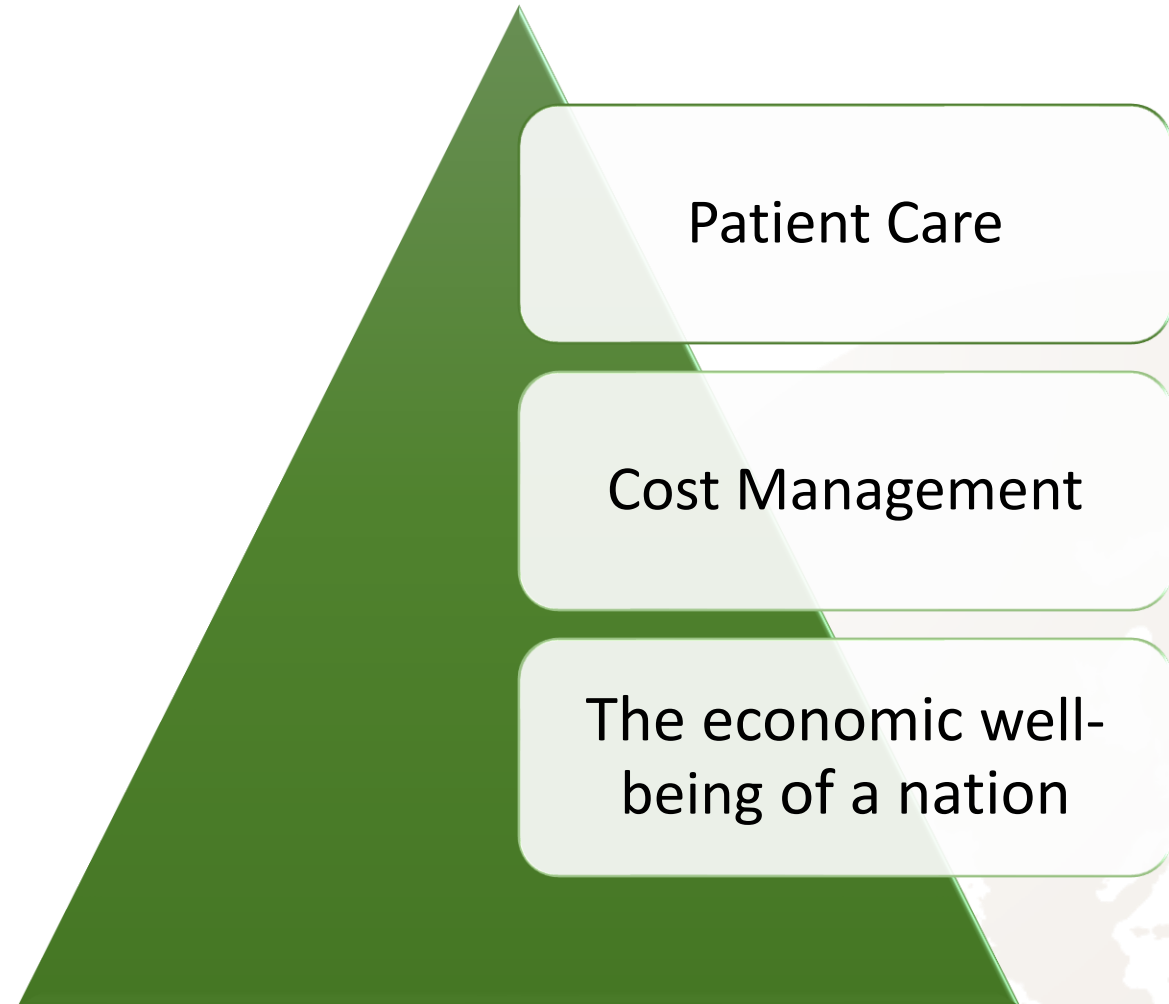
- **Objectives:**

- ✓ Discuss the critical need for sustainable healthcare in national budgets to achieve UHC.
- ✓ Highlight how innovation & new strategies in HC economics are necessary for crafting a sustainable HCS.
- ✓ Explore how digital solutions & an entrepreneurial spirit can help build a HCS that cares for people, our planet, and our financial well-being.



The Landscape of HE

Healthcare Economics is fundamental for understanding how resources are allocated in healthcare and how these decisions influence it.

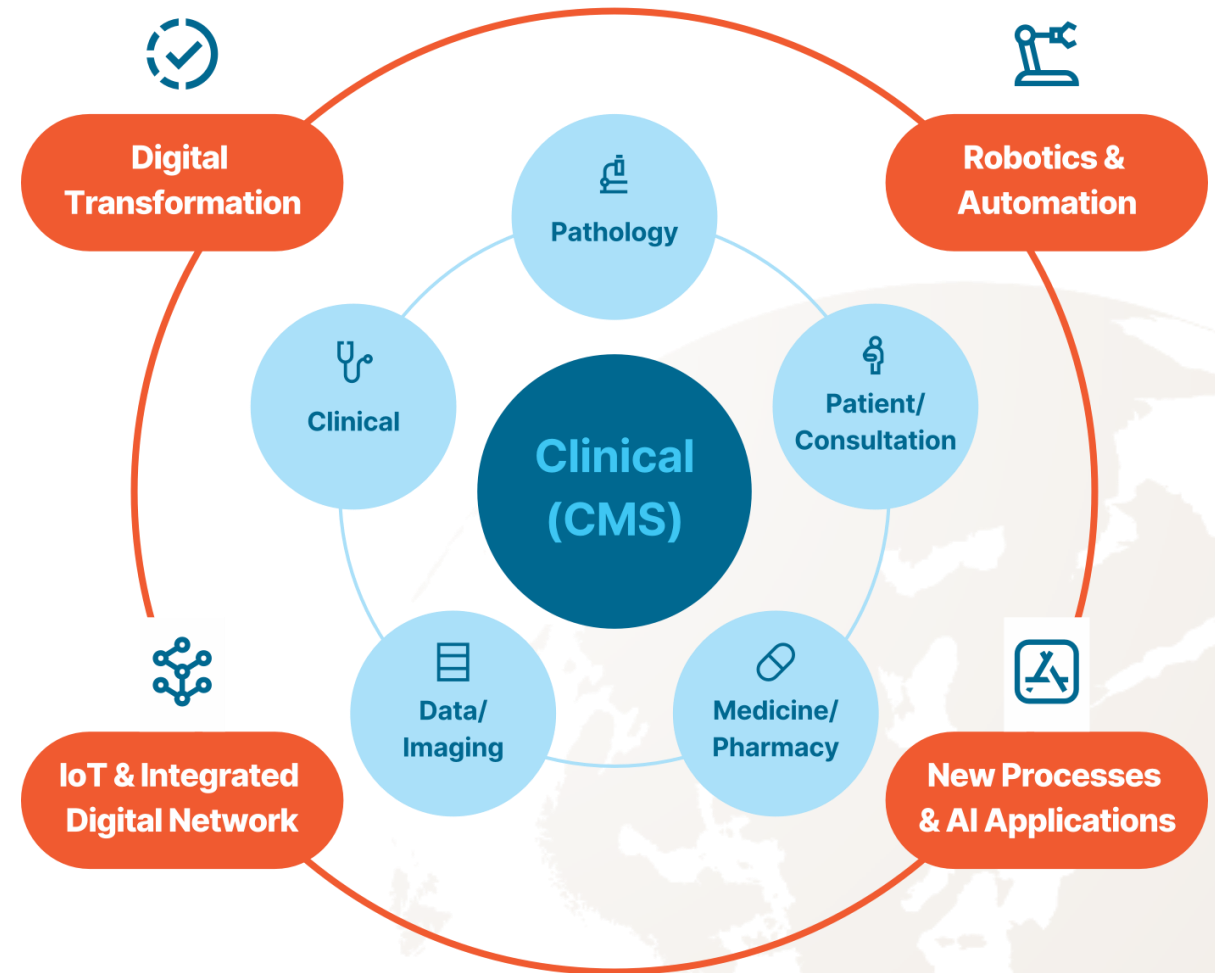


Universal Health Coverage (UHC)

UHC ensures that everyone has access to quality healthcare services without suffering financial hardship, assuring that everyone can lead a healthy life.

Digital Solutions:

Can make UHC achievable by connecting people to healthcare through technology.

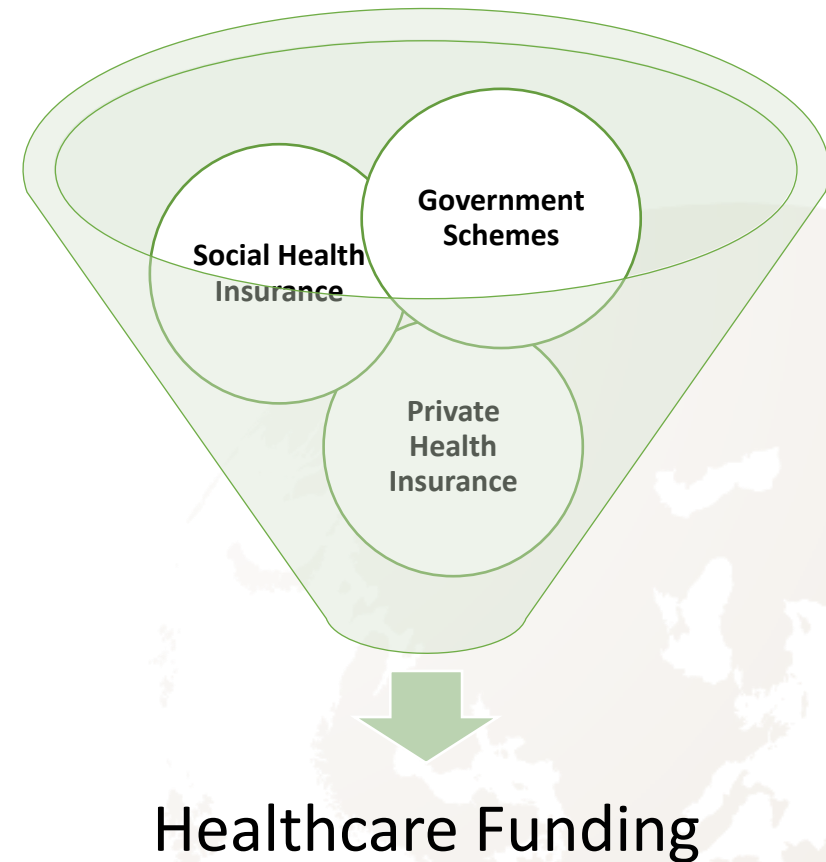


Why do we need a new HC vision?

Most countries aspire to UHC; there is a wide variation in:

- The range of services offered
- The proportion of GDP funding
- Per capita spend on healthcare
- The degree of cost-sharing

Pricing and reimbursement models also vary, meaning access to new medicines and technologies differ.



The Current State of Healthcare



Rising Costs

Putting a strain on both patients and healthcare providers.



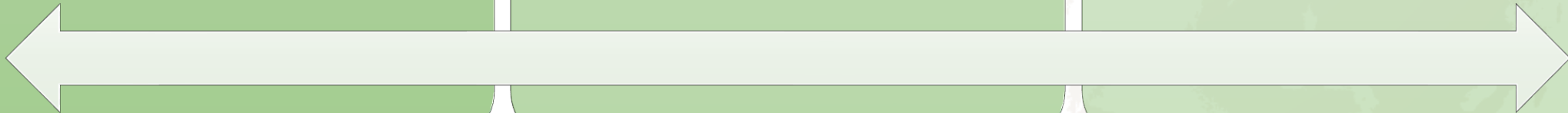
Limited Resources

Energy, water & medical supplies are finite & need to be conserved.



Environmental Impact

HC industry has a significant impact on pollution & waste.

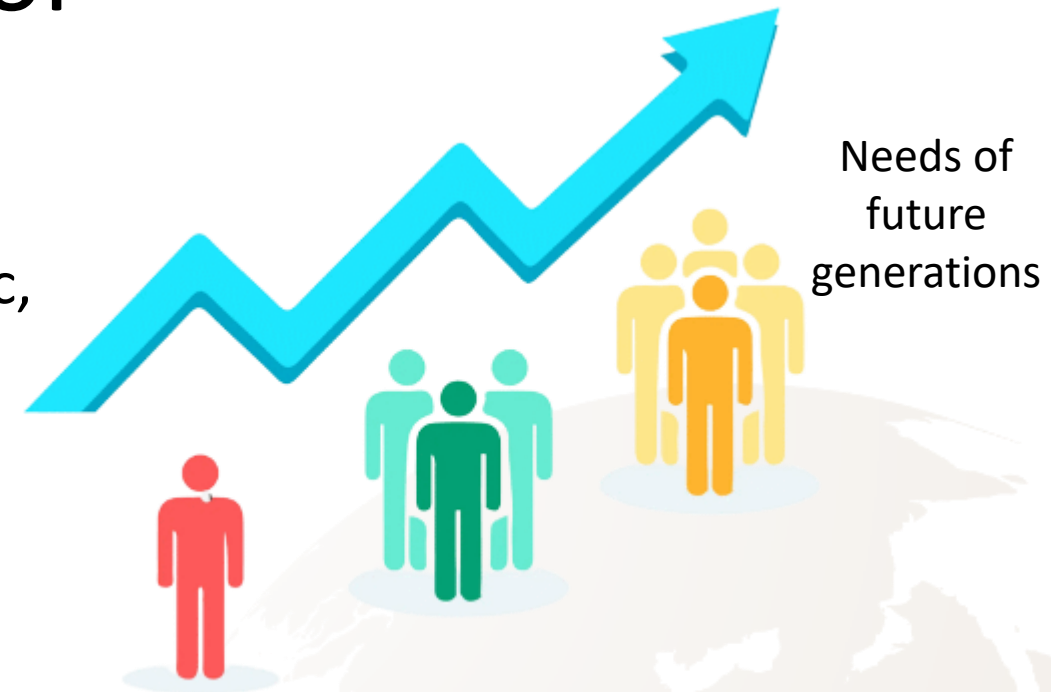


Sustainability as a Key Factor

Key facts:

- 2% of global plastic production is medical plastic, which increases by 6.3% per year.
- Antibiotic presence has been found under 65% of 711 river sites worldwide.
- Supply chain workers are paid less than 1\$/day.

Creating a system that can provide quality care to patients while being mindful of the environment, resources, and costs.



Needs of Patients
& population of
the present

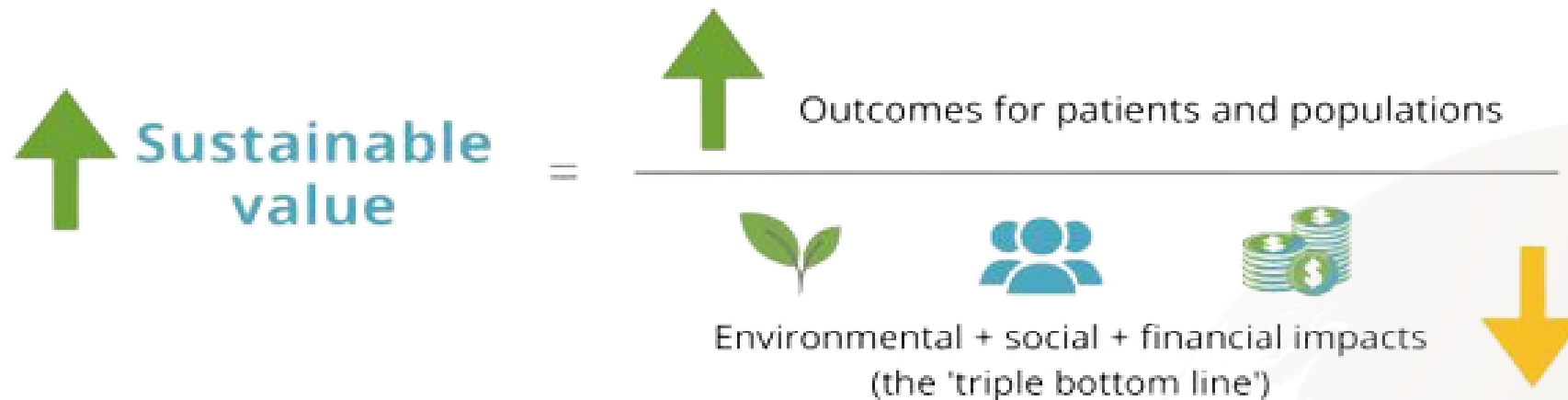
Needs of
future
generations

Planetary Health

This concept considers the health of human civilization and the natural systems on which it depends achieving **equitable** and **sustainable** models of living on our planet, considering the interrelationships between climate change and healthcare.



Quality and Value



Following COP26...

There are hopes for a healthier future by tackling healthcare's impact on climate change as well as the impact of climate change on people's health.

Entrepreneurial Mindset

Characterized by a proactive and innovative approach.

It involves HCPs and leaders adopting a business-like mindset, focusing on:

1. Innovation
2. Adaptability
3. Risk-taking to drive positive changes in the healthcare industry

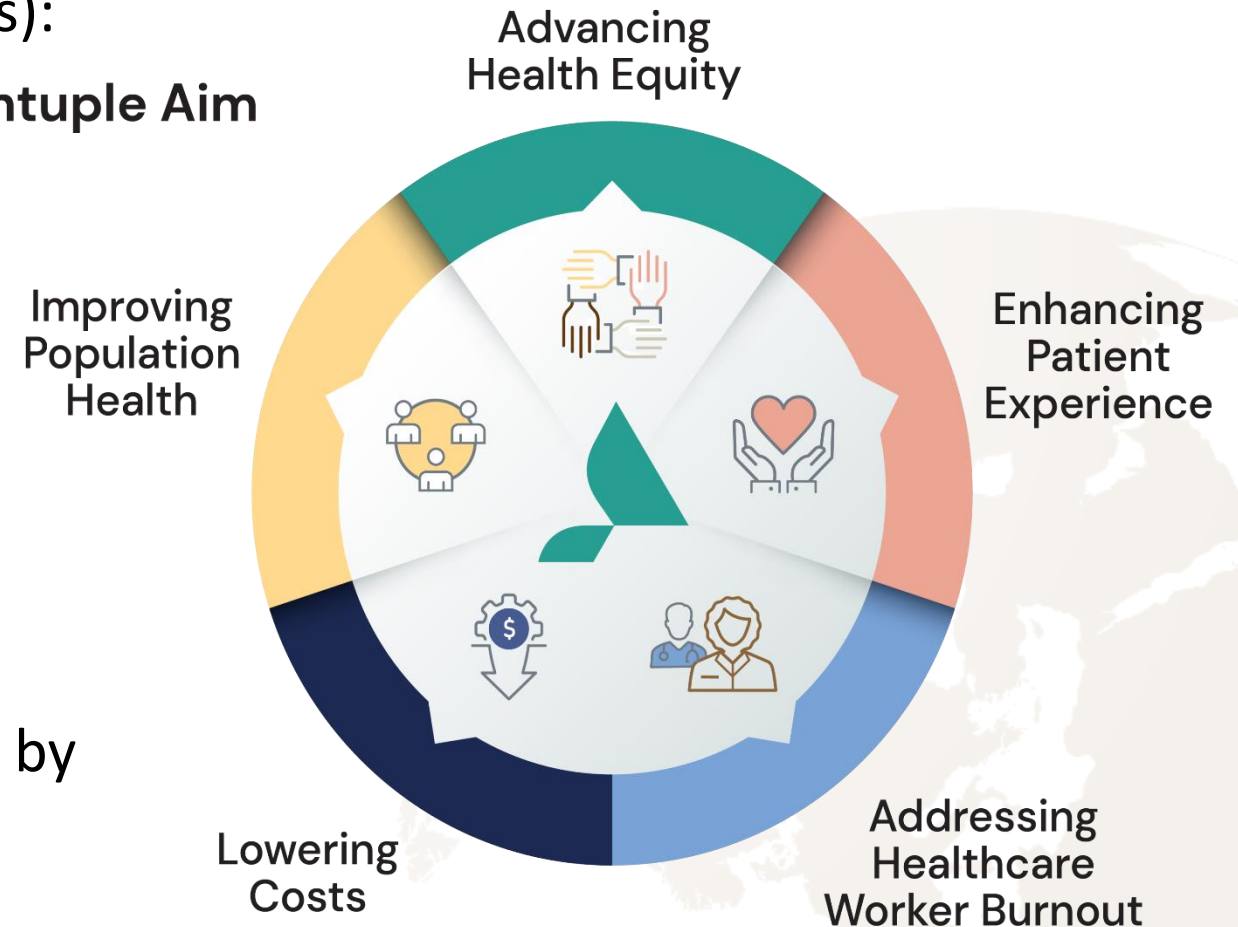


What will HC look like in the future?

It's expected that Healthcare will be (5P's):

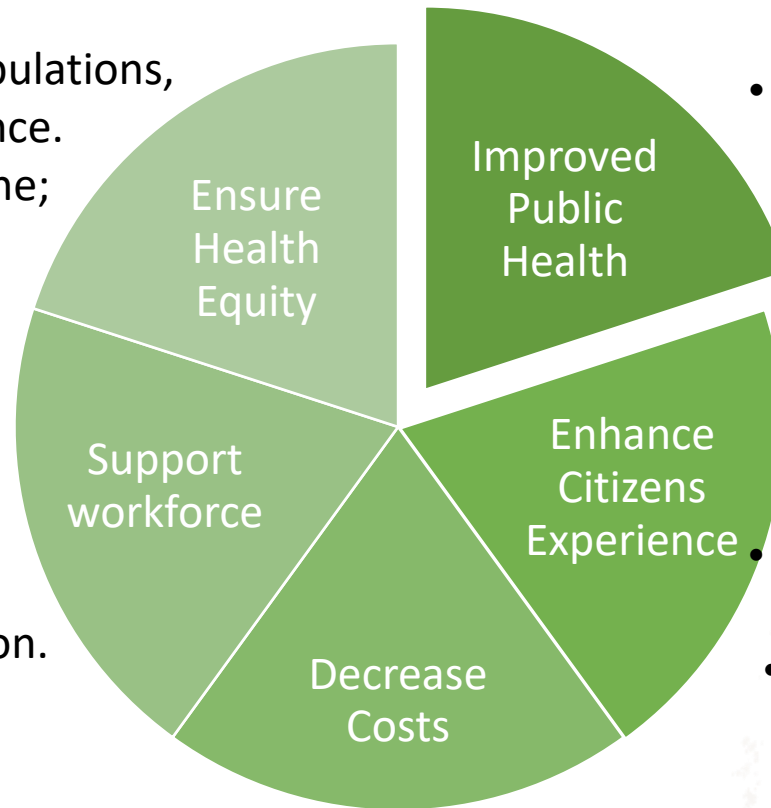
- ✓ Population-based
- ✓ Predictive
- ✓ Preventative
- ✓ Participatory
- ✓ Personalized & precise.
- Advances in diagnostics & scientific breakthroughs.
- Transformed HC ecosystem, supported by political & financial commitments by governments.

The Quintuple Aim



Healthcare 4.0

- Policies targeting underserved populations, Regulators monitor compliance.
 - **UHC** is the norm for everyone; care is holistic.
- Digital technology automation & AI are leveraged to improve capacity.
- Such practices will support HCP in making better decisions & job satisfaction.



- Care Systems are focused on prevention & well-being.
- Vast data sets are connected allowing HC stakeholders to track social determinants, risk behaviors (e.g. tobacco use) & design evidence-based policies to support local communities.
- Citizens have access to their own health data & digital technologies.
- Seamless, 5P health delivers improved outcomes & holistic well-being.

- A focus on preventive care & cost-effective service delivery models.
- AI-enabled technologies increase system efficiencies, identify & reduce waste improving the quality of care.

The future for incumbents in the HCS?

Presently, incumbents (hospitals, other healthcare providers, payers, HCPs & life sciences companies) focus on sick care.

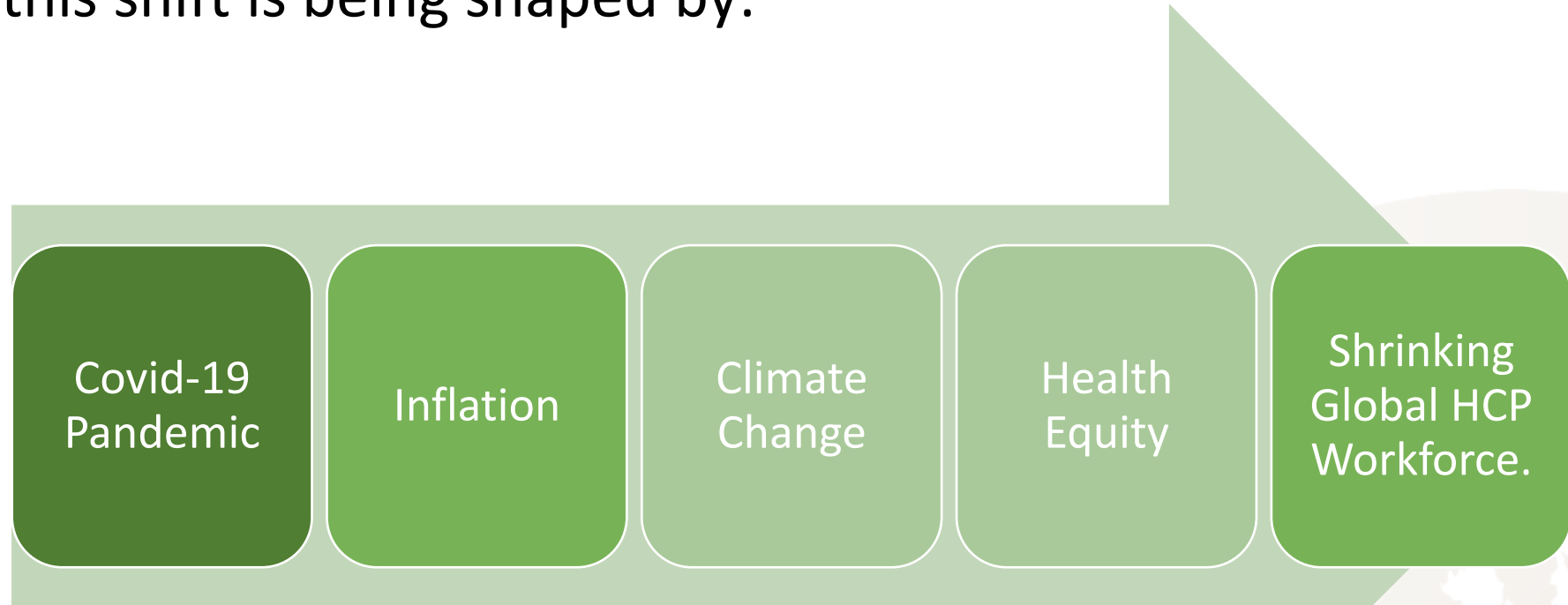
The Future of Health will require new business models, heralding a radical transformation.

Changes include:

1. The end of large acute, treatment-focused general hospitals
2. Pharmaceutical companies focused more on precise, targeted treatments underpinned by outcome-based investment models
3. Funding in general transitioning from activity-based to outcome-based models targeted at achieving healthcare's quintuple aim.

Macro market dynamics & HC drivers

Presently, this shift is being shaped by:



Policymakers play a critical role in sustainability & innovation in HC.

- R & D Funding
- Promote Sustainable Practices
- Establish Sustainability Standards
- Incentivize Green Initiatives

Towards a Healthier & More Prosperous World

- **Development of Institutional Trust / Social Compact:**

Stakeholders need to enhance transparency, adopt responsible policies to mitigate social and economic inequities & and foster trusted relationships with citizens.

- **Behavior change / Nudging:**

Evidence-based cross-government actions, incentives, taxes, and regulations can ‘nudge’ people to make better choices, alongside support from peer groups employers & local charities.

- **Platforms & Hyper competition:**

Facilitate information sharing, goods & services exchange among stakeholders, enabling them to co-create goods & and services with lower capital costs. Enable citizens to compare offerings, improve choice and experience.

- **Sick-care to well-care**

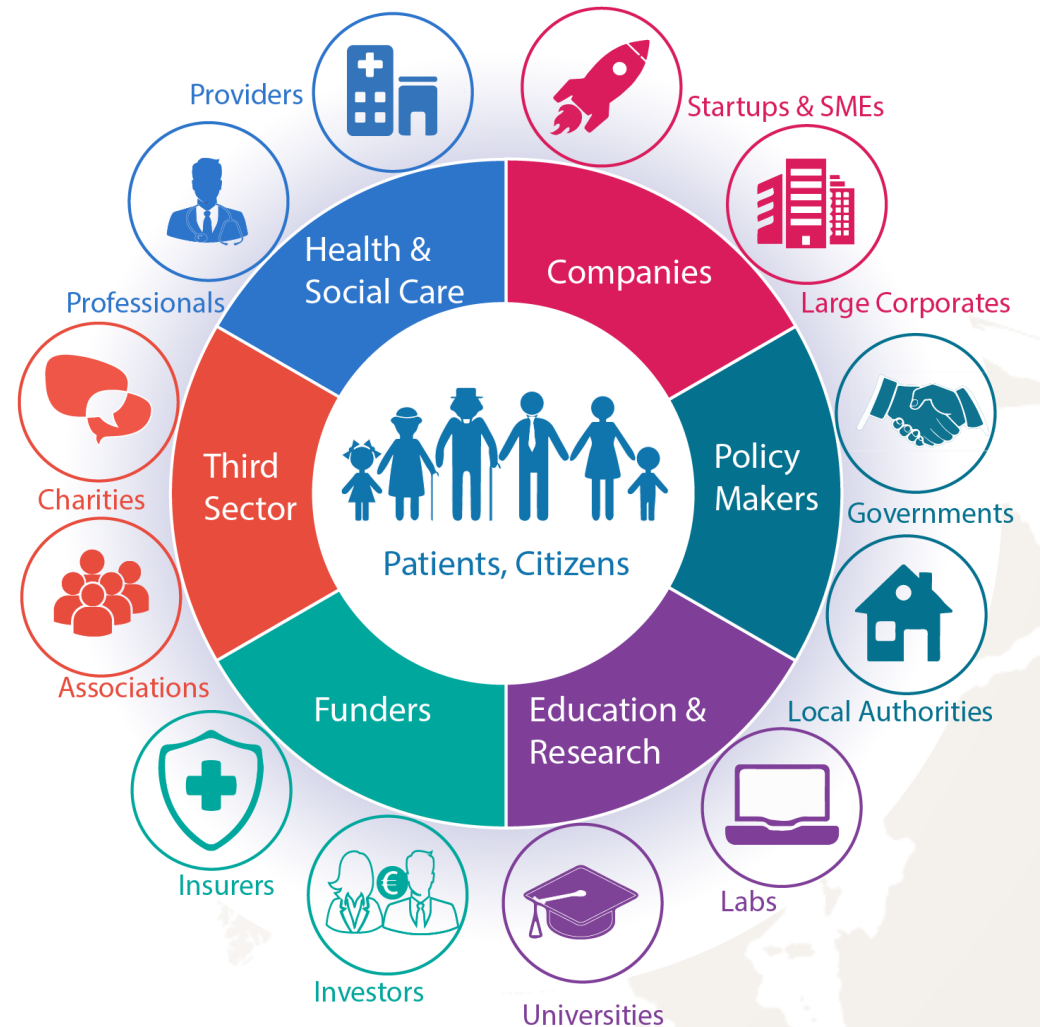
committed leadership and new funding models are needed to challenge entrenched attitudes and increase the pace of change from treatment-centered care to a preventative, primary care, population health-led, integrated system.

Building a Resilient HC-Economy Nexus

- Currently, organizations are mostly siloed & operate independently. However, an explosion in health data, analytics & consumerization are attracting new entrants, disrupting the existing, rigid ecosystem, and providing new access routes.
- In the future, HC will be organized around an empowered consumer, providing a network of stakeholders forming partnerships and collaborations, (e.g. Public-Private Partnerships).
- These changes will redefine traditional roles and require all stakeholders to adapt their operating models.
- Incumbents can either lead the way or resist change and lose their market share.

Future of Health priorities for incumbents

1. Industry incumbents:
Classic Industry Players (HC Providers, Pharma, Biotech & MedTech)
2. New Entrants:
Emergent players within the industry (e.g. health tech, consumer health)
3. Non-Native Industry Intrants:
Established players entering health (i.e. tech hyper scalers, retail)



Conclusion

- The HC industry will be radically different, significantly extending quality of life and bringing profound changes to the entire HC ecosystem.
- Incumbents & new entrants will work together to deliver equitable, sustainable, resilient, and affordable healthcare for all citizens.
- We need to establish a citizen-centered, technology-empowered infrastructure and a healthcare system that has transitioned from being activity-based to value-based, aligning incentives with the quality of health outcomes.





THANK YOU

