

## Media Release

### ***Public-Private Collaboration Offers Solutions for Better Health and Well-Being***

**Paris, 3 May 2016**—The Business and Industry Advisory Committee to the OECD (BIAC) today convened a high-level Forum to identify the central role for business as partners in bringing innovative solutions in health and well-being.

The Forum, moderated by Riz Khan, saw senior representatives from government, the OECD, and the private sector, as well as leading experts in health and well-being, working together to improve understanding of current global health challenges and identify effective policy recommendations. They called on the OECD to strengthen public-private dialogue to improve health outcomes by encouraging partnerships that leverage innovation in business to prevent and reduce disease risk factors.

*“Private sector innovation can bring benefits and opportunities that will make societies healthier and economies more productive,”* said Nicole Denjoy, Chair of the BIAC Health Committee, which coordinates business input to OECD. *“This Forum provides sports, pharmaceutical, medical device and food and beverage industries and employers with a cross-industry platform, allowing them to contribute positively to improving health and well-being.”*

OECD countries urgently need to find ways to improve the sustainability of their healthcare systems in the face of increasing levels of non-communicable diseases. BIAC identifies key priorities and potential solutions for governments to improve the productivity of economies and well-being of populations, including:

- Using business collaboration to respond faster to changing consumer and societal needs
- Scaling up partnerships for promoting healthy lifestyles and behaviors
- Developing sustainable healthcare systems that leverage private sector-led innovations

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About BIAC:

*BIAC speaks for business at the OECD. Established in 1962, we stand for policies that enable businesses of all sizes to contribute to growth, economic development, and prosperity. Through BIAC, national business and employers federations and their members provide expertise to the OECD and governments for competitive economies, better business, and better lives.*

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