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BUSINESS AS SOLUTIONS PARTNERS IN DIGITAL HEALTH AND PARTNERSHIPS

Convening senior representatives from business, the OECD, and governments, *Business at OECD* held its 3rd Annual Forum on Health exploring the role digital technologies and strategic partnerships play towards the success and well-being of economies and societies. Over 200 participants from governments, businesses, and civil society attended the event.

Over 20 speakers from these constituencies tackled questions on what needs to be done to attain better health. The main conclusions experts reached throughout the panel focus on three main areas:

1. **Active and regular cooperation between governments and businesses is critical for digital innovation**

2. **Data-sharing, interoperability and privacy are essential to achieve progress**

3. **Improving health in the 21st century can only take place through strategic partnerships that bring patient and consumer engagement by optimizing prevention and disease management approaches**
INTRODUCTION

Russel Mills
Secretary General
Business at OECD

• 20% of total health expenditure is either spent ineffectively or wasted\(^1\). The potential of digital health in reducing waste and improving outcomes is huge: by helping citizens achieve healthy lifestyles and empowering patients to better manage/treat illnesses.

• We often take health for granted until we do not have it, and then we realize how much we depend on it—both as individuals and collectively for the success of our societies.

• If companies are to succeed in markets and contribute through our products to the productivity of societies, we need OECD to help us develop an understanding of healthcare as a source of productivity and not just a cost that must be contained.

• Looking at telemedicine as an example, outcomes of the implementation of digital in care homes result in a 35% reduction in hospital admissions, and the number of hospital bed days were down by 59%\(^2\). It’s a win-win scenario for patients and also for health budgets.

1. Tackling Wasteful Spending on Health, OECD 2017
2. Accelerating the adoption of connected health, Deloitte 2016
KEYNOTE
THE NEXT HEALTH FRONTIER: LEVERAGING DIGITAL OPPORTUNITIES FOR PATIENTS

Ameet Nathwani
Chief Medical Officer and Member of the Executive Committee
Sanofi

• Digital health can democratize access to care in ways that we cannot today fully imagine.

• Trust is the key to digital healthcare, access to health data is deeply sensitive and we need to reassure citizens and patients regarding the use of their data.

• Interoperability is a key opportunity to leverage for everyone’s benefit.

• The more standardization we have, the more power we can raise the entire standard of digital health across the world.

• Defining standards can sound boring and not innovative, but it’s the basis of healthy and efficient innovation. The OECD is well placed to enable a strong political commitment in this field.
Current policy debates have placed “digital transformation” on top of the political agenda, including the OECD’s ongoing project “Going Digital”. This panel discussed how to leverage patient data and how to address opportunities and challenges on data sharing and protection. Digital health will be a critical component of a patient-centered approach supporting the care pathway including prevention, treatment, cure, and after-cure. Panelists also had an opportunity to discuss how using real world data for effective measurement of patient outcomes to enable real change and how this can reduce fragmentation of health and social systems and waste for improved sustainability, efficacy, and economic productivity. Below are the main messages our speakers shared on this topic:

- For the first time, the EU Commission tackled the digital transformation of healthcare in a political document that was adopted in May 2018 taking a patient centric approach.

- There are 3 pillars that resonate for digital health:
  - Enhancing the use of electronic health records so that they can work for patients, health care systems, research and medical personnel. We want to make Europe bigger regarding health data.
  - Ensuring how research benefits from the availability of all this patient data, particularly to make health systems more efficient.
  - Bringing together all of the actors of the medical world, and exploring how citizens can contribute to create more interoperable and patient-centered systems.

- More than 20% of health expenditures are not used efficiently because it is wasted on treatments and tests that are not efficient and do not help. Digital technologies can help, and their cost can be managed by connecting countries and putting in common data.

- When you look at where we are today, we need to move more decisively towards value-based healthcare. We need to meet population health goals, reduce system waste, and increase quality of care. This requires a profound transformation that will enable digital healthcare.

- Three elements are pivotal to achieve digital health:
  - Go-to market strategy
  - Awareness
  - Appropriate legal and regulatory frameworks to use it

- Standards can be enhanced by defining, implementing and deploying shared data models. We also need to improve stakeholders’ understanding of digital health, including building trust with public authorities.
Business Innovation: Meeting Changing Consumers’ & Societal Needs

MARK PEARSON
Deputy Director, Employment, Labour, and Social Affairs Directorate
OECD

MATHIEU BOUDES
Paradigm Coordinator
European Patients Forum

- We have to help countries to use health data, and to support transborder collaboration on health. Data have to be used more effectively throughout countries.

- Only 1/3 of OECD countries are able to use health data for research purposes. The data are there and are collected but cannot be put to use. Legislation is there but implementation is not effective. The use and legislation need to be balanced.

- Countries need to recognize that the data are valuable and to get rid of the idea that there is a tradeoff between privacy and use of the data.

- Involvement of stakeholders is essential for the design of health solutions. We have to engage more with the end user to make sure the solution we are bringing is well designed and efficient for the vast majority of them.

- Data sharing is completely different in every country. We hope the GDPR will help make research more efficient if it leads to harmonisation of rules and the research exemptions are properly used.

- 92% of the patients are willing to take more involvement in the monitoring of their disease. However, only half of them are willing to take more responsibility when it comes to e-health, probably because they do not understand it, and that is why focusing on its benefits is key.
Following OECD and international debates on new technologies, this panel showcased the importance of digital platforms to drive pharmaceutical R&D—in particular in anticipating failure early and maximizing potential for drug development at later stages of clinical testing. Panelists deepened the conversation from the previous session on how use of real world data can help put value measure of medicines in context. The use of horizon scanning so that health systems can plan for and absorb new technologies for the benefit of patients, enhance efficiency and reduce waste will also be featured as a way to meeting patient needs today and tomorrow. Below are the main messages our speakers shared on this topic:

- **There are three main areas of potential breakthrough that we can leverage from digital technologies:**
  - Leveraging the value of real world data can render research and development more efficient and targeted by identifying early on areas of potential breakthrough, and downstream, facilitating the work of regulatory agencies.
  - Data can provide the foundation for sound value assessment for new innovations, creating a reliable basis for industry and payers to establish reimbursement frameworks.
  - Horizon scanning —forecasting of new technologies— will assist the public sector to better anticipate and plan for emerging innovation, and develop financing and rollout mechanisms that deliver these advances to patients without causing unforeseen strains on health budgets.

- **OECD studies already reveal important inefficiencies in health care systems, currently evaluated at 500 billion euros annually. Of this amount, approximately half is attributed to shortcomings in treatment adherence. The use of smart apps and other mobile technologies can provide patients and healthcare providers with support to overcome some of these deficiencies.**

- **We have an entirely new audience to speak to now to raise awareness on dementia. Not just the audience of people and the family of people that have a diagnosis or are worried about memory. But we are also having an audience of people in their 20s 30s 40s that are incredibly digitally enabled and that are proactively looking at their lifestyle. This means we are now targeting not only current patients but those looking to reduce their risk in the future.**

- **There is currently 50 million people living with dementia, the forecast is to rise above 152 million by 2050, almost the size of Russia. Digital innovations can not only help with daily living, and importantly in tracking change for people with dementia, but also managing the cost of dementia, which is about US1Trillion dollars a year.**

- **From the perspective of dementia, the evolution and the embracing of digital is absolutely paramount – it adds hope, through research, innovation, support and care.**
Reworking and using existing data to their full extent can help pharma companies to improve efficiency by generating evidence about the benefit-risk ratio of approved medicines in new populations and increasing predictability by stratifying response.

Digitalization will democratize and enable access to healthcare, for example by providing alternatives to classical models for trials, we can give more patients the opportunity to participate in clinical research.

Emerging technologies and analytics are opening more avenues to help us understand the impact of disease on patients’ lives, to diagnose and to monitor response to therapy.

Digital therapeutics are now establishing a way to use technology to deliver de facto behavioural interventions, expanding our ability to address multifactorial...
KEYNOTE

THE OECD’S CONTRIBUTIONS TO DIGITAL HEALTH

Angel Gurria
Secretary General
OECD

• Looking ahead, greater co-operation between the private and public sectors on health issues will be critical to unlock the full power of digital innovation for economic growth and the public good. Partnerships, including at the international level, are essential to connect the brightest minds and to promote research on complex health issues, especially where upfront R&D expenditures are vast and payoffs uncertain.

• The OECD has been working hard to harness and multiply the opportunities that information can create in the health sector. For example, our Patient Reported Indicators Surveys (or PaRIS) initiative we will be asking patients about their experience and the outcomes of their care, facilitating the shift to health systems centred on what people need.

• In 2017, only half of OECD countries regularly linked their existing data sets to monitor healthcare quality. As such, the OECD Council issued a recommendation on health, data and governance. Endorsed by the OECD Ministers, provides a framework for further progress on privacy-respectful use of health data.
Partnerships and multi-stakeholder dialogue can make a difference in helping governments and citizens achieve better health outcomes. With the multiplication of digital apps and technologies, new opportunities are open to design and implement initiatives that foster healthier lifestyles and to develop partnerships at city and regional level. Panelists discussed the role of self-regulation and responsible advertising through online and digital communications. Below are the main messages our speakers shared on this topic:

- Digital marketing provides unique opportunities for us to hold accountable players in the digital environment, much more than now.
- To make real changes in the private sector we need to:
  - Focus on action
  - Compensate the lack of trust by accountability
  - Have the opportunity to achieve efficient dialogue
- The multi-stakeholder approach is very important, individual brands are not necessarily seen to be the go-to reference on the issues of health but have often unique skills and insights that can actually help produce the desired outcome.

- Today’s young adults have very different media preferences, with digital and social media platforms being key to engaging this hard-to-reach audience. New platform-relevant conversations are needed to make sure our health messages resonate.
- Fear of exclusion from their peer group is a particularly strong motivator for young adults to self-regulate their behaviour. Using this insight, health communications designed for peer-to-peer shareability can assist this audience broach difficult conversations with their cohorts and also allow for the efficient spread of messages.
- Through partnerships, DrinkWise has been able to create shared ownership of the messages, resulting in opportunities to significantly extend reach, frequency and innovative delivery of these important health messages.
As health practitioners, we have to understand who our audience is and proactively communicate the importance of being physically active in improving our overall health and well-being.

From experience, it is critical to put the emphasis on prevention, active/healthy lifestyle and healthcare, rather than cure.

Cities are the key places where these behavioural changes can happen.

Businesses and political leaders should take an active role in promoting the importance of physical activity in our daily lives, implement programmes, policy changes and infrastructure improvements.

Drinking and driving claims thousands and thousands of lives per year around the world. All of those deaths are preventable.

Drinking and driving statutes are typically expressed in blood alcohol concentration (BAC) limits, which are meaningless to most people. What does .08 g/dL mean? As a frame of reference, imagine the chaos that would ensue if the speed limit was expressed in a unit of measure that nobody understood.

Better understanding of BAC and BAC limits is needed. One of those approaches is education. I propose that education should be focused on explaining three sets of relationships:

- The first is the relationship between the number of drinks and the resulting BAC. While there are many ways to explain that relationship, the use of technology might be particularly fruitful.
- The second is the relationship between the BAC and impairment. Few people, for example, know that impairment begins with any deviation from zero BAC.
- The third is the relationship between impairment and the risk of an adverse event. Again, few people know that at a BAC of .10 g/dL a driver is almost five times more likely to crash than a driver at zero BAC.
Digital technologies and social network campaigns provide cost-effective ways for businesses to interact directly with people and improve what they eat and drink—which in turn can reduce the tide of non-communicable diseases. Panelists discussed policy approaches that can encourage and increase health literacy practices that enable businesses to improve information provided to consumers and the delivery of products and services. Experts addressed the return on investment and scalability from such best-practice initiatives that can serve as policy guidance towards effective approaches for healthy lifestyles. Below are the main messages our speakers shared on this topic:

- We can focus on modern technologies without forgetting many people are still used to the old fashioned kinds of communications.
- The important thing is to bring the evidence to the consumer in a way the consumer can understand it and act on it.
- Governments and municipalities have to motivate young people to go in sports clubs by supporting part of the membership fees. Making sport more inclusive is the key of achieving healthy cities.
- The digital solution is essential for physical activity because it can make it convenient and help embed practicing physical activity in people’s daily schedules.
- Motivation is the key to physical activity, and misperceptions must to be fought and debunked. One clear example is that some say only physical activity is the only way to achieve healthier lifestyles, but we know that nutrition is as important as physical activity towards this goal.
- We have significant challenges in OECD countries regarding the enormous burden of obesity and lack of physical activity. We have to partner and make OECD countries the role model for the rest of the world so they do not fall under the same trap.
OECD is working with the public health sector to look at the potential for the behavioural nudges and experiments, making use of digital technologies that offer a wealth of opportunities.

We need reliable mechanisms that allow all the different public administrations to ensure an efficient and integrated food and agriculture policy.

We need to better study the impacts that could come from meeting some international guidelines that would impose structural changes. The latter would affect markets significantly and more cross-disciplinary research is needed.

Digital should be an enabler. We need an empowered and informed public with a strong focus on prevention.

Education and information are not sufficient to solve the issues we have at hand, but they are certainly a crucial starting point and a necessary step.

When informing the public, the focus should be on translating science into understandable language that is accessible, appealing and actionable.
On behalf of Business at OECD, Mr. Karami-Ruiz thanked participants, speakers, and the moderator for their engagement and the topics addressed during the Forum. Special recognition was given to the sponsors who supported this third edition.

He summarized the three main overarching themes identified by speakers throughout the event:

- The need to bring together stakeholders throughout the year on how to accelerate innovation on digital health.
- Policy initiatives should ensure trust is well-established. OECD has a role to make sure patients do not opt out of data-driven solutions.
- Digital apps can have tangible and measurable effects on making people choose and sustain healthier lifestyles.

Finally, he emphasized the importance of health and digital for the OECD and Business at OECD, as the next Ministerial Council will be focused on the digital transformation.

ABOUT THE MODERATOR

Riz Khan is an international journalist, author, and public speaker recognized across the globe for having had flagship TV shows on CNN International and Al Jazeera English – of which he was a Founding Director. Prior to that Riz had training at, and an extensive career with, the BBC as a correspondent and founding presenter of BBC World (he co-presented the launch show of BBC World Service TV News in November 1991).

Beyond fronting news and current affairs programming – as well as reporting of major, live global events while at CNN International - he launched the first, global, live interactive talk show, Q&A with Riz Khan, an award-winning, daily program giving viewers around the world the chance to directly question high-profile newsmakers and celebrities. Through the span of his career, Riz has conducted more than 10,000 interviews. Riz also gained widespread international acclaim for the first live international coverage of the massive, annual Muslim pilgrimage to Mecca, the Hajj.

Riz left Al Jazeera English in 2011, following a successful five years of hosting the live, daily, talk show, Riz Khan, as well as a ground-breaking weekly profile series, Riz Khan’s One on One, a candid look at the lives of key figures in the world of politics, sports, business, arts, and entertainment.

Born in 1962 in the British colony of Aden, in Yemen, Riz and his family moved to London when he was four during the conflict which saw the end of Britain’s rule there. His hobbies include drumming, drawing and painting, martial arts and cooking. He speaks Hindi and Urdu, and has a working knowledge of other South Asian languages, as well as conversational French and Swedish.
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