

Industry Partnership for Healthcare

Industry Partners are select member companies of the World Economic Forum that are actively involved in the Forum's mission at the industry level. Partnership brings visibility and insight to strategic decision-making on the most important **industry** and **cross-industry** related issues and the opportunity to engage in actions of **global corporate citizenship (GCC)**. As a self directed community, Industry Partners broaden their involvement beyond the CEO to its senior leadership team in an ongoing process throughout the year.

The benefits of Becoming an Industry Partner

- Industry and cross-industry **insights** on critical and cutting-edge issues
- Privileged access to the Forum's **multistakeholder networks** and experts
- **Leadership** of change on global and regional issues
- Enhanced exposure and **visibility**

Proposed 2009 - 2010 Industry Activity Portfolio

Towards Data-based Healthcare

Availability of information is a prerequisite to health systems improvement which would allow to set priorities, allocate resources, assess effectiveness and performance, and promote accountability. Recognized as a cornerstone to any health reform in the developed world, availability of information also plays a key role in helping emerging countries prioritize interventions. In 2009, the Forum will conduct a series of dialogues with experts and partners to evaluate how to articulate a 'Global Initiative on Health Data and Information Systems'. The objectives of this dialogue are to 1) Document history and current status of national and international initiatives; 2) Facilitate a dialogue to develop and agree on the broad principles of a "Global Charter on health data"; 3) Obtain support and engagement of key stakeholders to turn these principles into significant actions and initiatives.

New Models in Healthcare Delivery

As chronic and non-communicable disease rates continue to climb, governments, private sector, and non-governmental organizations are wrestling with how to provide, disseminate, and pay for adequate prevention and treatment. The general agreement is that the old model of delivery is not sustainable in the developed countries and does not provide broad enough access in the less developed world. Emerging markets could play a key role in the solution as a source of innovation arising from the availability of talent and cost structures. The objectives of this dialogue are to 1) Better understand the role of the private sector in healthcare delivery; 2) Identify new innovative cost effective models of quality healthcare delivery; 3) Generate greater awareness of the identified scalable and replicable models across markets.

Wellness Initiative and Chronic Disease Prevention

The Forum fosters collaboration with key stakeholders in global health, including the World Health Organization, through regional dialogues, tool development and experience-sharing to mobilize businesses in both developed and developing countries on cost-effective programs for the prevention of non-communicable and chronic diseases and the promotion of wellness at the workplace. The objectives of this initiative are two-tiered: 1) Global Development : to advocate, raise awareness and contribute to the global NCD prevention agenda contributing to ongoing action of partners and the world Health Organization (WHO); 2) Workplace as a setting: Specific support for implementation, focusing on the workplace as a setting, generating tangible results.

Financing Demographic Shifts

The increased life expectancy and lower fertility rates put significant pressures on public and private pensions and healthcare systems in many countries. This project aims at creating an effective dialogue between various stakeholders in order to meet the pensions and healthcare financing challenges. It will create new insights on the future of pensions and healthcare and help identify strategic implications for key stakeholders.

Global Health Initiative (GHI)

The GHI was launched in 2002 by the World Economic Forum and its partners to improve Global Health through three key activities: Advocacy, Dialogue and Partnerships. Its focus so far has been on Africa, India and China and on communicable diseases (HIV/AIDS, TB and Malaria) as well as on Health Systems Strengthening in Africa.

Partners can also join the Forum's **Humanitarian Relief Initiative**, as well as the **Partnering Against Corruption Initiative**.

World Economic Forum Meetings	Annual Meeting 2009 28 Jan – 1 Feb	Latin America Summit Rio 14-16 April	South Africa meeting Cape Town 10 – 12 Jun	Strategy Industry meeting New York Sept	India Economic Summit Delhi 8 – 10 Nov	Annual Meeting 2010 Davos 27 -31 Jan
Prevention of NCDs	ü	ü	ü	ü	ü	ü
Data – based Health care				ü	ü	ü
Delivery/Access	ü	ü	ü	ü	ü	ü
Global Health Initiative	ü		ü		ü	ü

Industry Partnership Privileges 2009/2010

- Access to exclusive Governors Meeting during the Annual Meeting in Davos
- Invitation for a second board-level executive at the Annual Meeting in Davos
- Free access to Industry Partnership meetings for heads of Public Affairs and other senior executives
- Free access to exclusive regional meetings
- Leadership positions within industry projects

2009 Industry Partnership partners (as of May 1st 2009)

Aetna
Bill and Melinda Gates Foundation
Henry Schein
Merck

Astra Zeneca
Duke University Medical Center
Johnson & Johnson
Pfizer

BD
Eli Lilly
Kaiser Foundation Health Plan
RHC Holding