Working group on how to realize governments’ commitments to provide financing for NCDs

Dr Fiona Adshead
Chief Wellbeing and Public Health Officer, Bupa
6 May 2015
A PURPOSEFUL BUSINESS: Longer, healthier happier lives

Shapes our approach to NCDs, using global insight from:

• Our people
• Our customers
• Our services
• Our businesses
• Our work in communities
• Our partnerships with leading organisations from around the world
BUPA, NCDS AND INNOVATIVE FINANCING

• Bringing focus that resonates with our purpose - Harnessing workplaces as a way to tackle NCDS
• Developing coalitions for action – Chief Medical Officer (CMO) Network
• Partnerships to unlock resources and create outcomes
• Public Private Partnerships in healthcare systems
• Sustainable Business Models - Microhealth insurance
HARNESSING WORKPLACES AS A UNIQUE WAY TO TACKLE NCDS

• Supporting people to be well at work is a win-win-win – for individuals, families, employers, and society

• Practical support for our people in their everyday lives

• Benefits to the employer of workplace wellness include: reduced absenteeism, increased productivity and talent retention
PARTNERSHIPS TO UNLOCK RESOURCES AND CREATE OUTCOMES

• Combining expertise of what works
• Shared value and skills translated into action
• Complimentary approaches across sectors
• Driving innovation and knowledge for all
• Novel areas of focus making action on NCDs relevant to a wider audience
DEVELOPING COALITIONS FOR ACTION

• The Global Chief Medical Officer (CMO) Network has been established to make a unique contribution to improving the health and wellbeing of the world

• Harnessing the experience, energy and inspiration of CMO’s in senior decision making roles in some of the world’s biggest companies

• Focussing on behaviour change and workplaces as hubs for change

• Ability to amplify interventions through millions of employees in the workforce and workplace
PUBLIC PRIVATE PARTNERSHIPS - THE MANISES INTEGRATED HEALTHCARE MODEL, SPAIN
SUSTAINABLE BUSINESS MODELS - MICROHEALTH INSURANCE

• Exploration of innovative business models with the potential to reach millions
• Reaching scale through partnerships with Mobile Network Operators:
  • Improving access and affordability
  • Building prevention into services
  • Combining financing with health information
LESSONS LEARNT

Working across the system:

• Engaging people in their everyday lives and through our services

• Learning and spreading best practice from our businesses around the world

• Using the power of workplaces to promote health and economic development

• Creating partnerships to unlock skills, expertise and networks for shared goals

• Building coalitions to amplify action

• Innovating to solve problems

• Beyond financing, unlocking the broadest range of resources for sustained action across sectors