WHO CONFERENCE ON THE
HEALTH ASPECTS OF THE
TSUNAMI DISASTER

PRIVATE SECTOR PARTNERSHIPS
FOR HEALTH ACTION IN CRISES

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Demystifying and Unlocking the Resources of the Private Sector

• We are different
• Our operating model is different
• Our approach to problem solving is not the same
• The inventory of skill and assets is complementary
• We do not have the expertise or background which the public sector has
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• Need for mutual investment by public and private sectors to understand each other

• Why does (Pfizer) engage?
  - moral imperative
  - financial capability
  - global reach
  - self interest
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- Money, medicines, manpower, minds
- Manpower and minds are essential to unlocking the potential of PPPs
- Some level of trust, credibility and relations are foundational and essential
- Staff deployment can be “magic or a mess” (David Nabarro WHO). I agree…
- Why was the Pfizer experience a success?
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• Smart – and maybe fortuitous – selection of those deployed – pertinent skill sets, personal qualities, commitment to help

• Forceful shared vision and with key UN officials

• Investment in briefings before deployment

• Pragmatism by field based UN officials and governments
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• Rapid understanding and identification of company experts of where to best focus skills and expertise

• Public and private sector partners have natural advantages to offer in addition to core competencies – for the private sector
  - management disciplines, IT capabilities, project management, tech transfer, people management, JIT disciplines
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• Moving Forward
  - public and private sectors must actively work to understand each other – reduce inappropriate barriers – instigate umbrella agreements, working principles and specific mechanisms – public and private sector leaders must provide their imprimatur.
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• Real Issues in Tsunami
  - severe logistics problems due to acute medicines demands for donations
  - staff deployment took longer than it should – no pre-agreed systems

• Lack of knowledge of how to deploy staff at field level

• Little pre knowledge of how the UN relief mechanisms and philosophy works
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A One Year Mutual Set of Targets

1) Agree a set of working principles – and define the boundaries

2) Agree a user friendly MOU – make things as easy as possible……

3) Encourage companies to inventory their potential resources for UN agencies

4) Design a programme to enable the private sector to understand and keep current with UN disaster preparedness and methods

5) Participating private sector companies to devise a set of internal readiness procedures
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• Question???

• What are the implications for broader PPPs and development?
Demystifying etc