



BUSINESSatOECD

# STRONGER TOGETHER

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***A Business at OECD campaign calling  
for health resilience and foresight***

**This  
campaign  
calls on  
governments  
and  
the OECD to:**

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# EMPOWER

populations, adopting a hands-on approach to health and making citizens champions of prevention.

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# INVOLVE

economic, research, and employment ministers in all aspects of health policymaking as part of a whole-of-government strategy to make health systems both sustainable and resilient.

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# INCENTIVIZE

scientific progress and acceptance to build a better future.

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# DEEPEN

Dialogue and partnerships with the business community to achieve resilience that will stand the test of time through a whole-of-society paradigm shift.

# WHAT COVID-19 TAUGHT US ABOUT RESILIENCE

A clear picture emerges: health systems are intertwined with countries' economic productivity and societal well-being. Resilience and preparedness are not luxuries but necessities.

We face a double challenge:

## ENDING

the current pandemic. Infections are still in the millions worldwide and many people around the world are in lockdowns.

## STARTING

preparations for the next potential shock. Lack of preparedness and fragmented responses are likely to undermine the benefits that coordination of health security measures has brought so far. We are far from winning the fight against non-communicable diseases, which still represent the number one cause of population mortality and morbidity.

The next shock could come from a new Covid-19 variant, another infectious disease, Anti-Microbial Resistance, from non-communicable diseases, or yet another unforeseen global geopolitical disruption that could threaten healthcare systems and people's health. Resilience was possible during the pandemic, but vulnerabilities remain.

# ABOUT THE CAMPAIGN

Our campaign features two pillars:

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## SHOWCASING

what our national business bodies and affiliated multinational corporations are doing on-the-ground to boost health resilience and promote sustainable approaches to health.

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## TRANSFORMING

the insights from these initiatives into a coherent global narrative that these best practices underline: the international community can accelerate much-needed progress through public-private partnerships and an agile whole-of-government approach that involves more specifically employment, finance, innovation, and health ministries to incentivize prevention approaches and innovation pathways that will increase health resilience.

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The OECD has a clear role to play: it provides an avenue for ministries to dialogue both with each other and with relevant stakeholders to find solutions to global challenges. The OECD methodology also applies to exploring links between health and economic productivity more clearly, actively involving the business community.

The first stepping stone is for future OECD work—following the Ministerial Council in June 2022 where we will address pandemic prevention, preparedness and response to future generations—to secure regular and substantive policy dialogue with business as an effective and trusted solutions partner.



A woman with curly hair is running outdoors, wearing a black sports bra and leggings. She has white earbuds in her ears. The image is overlaid with a semi-transparent yellow filter. The text "Business recommendations" is written in white, bold, sans-serif font, underlined.

# **Business recommendations**

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# INVEST IN INNOVATION: PLANNING FOR THE LONG-TERM STARTS NOW

# 01

How OECD and governments can make a difference:

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## FOR ECONOMY, RESEARCH, AND HEALTH MINISTRIES:

Scale up public-private partnerships to help accelerate progress in achieving improvements in the health sector and to shape the approach from a corrective to a preventive one.

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## FOR OECD:

Provide evidence on the returns on investment and the economic and societal footprint that innovations and public-private partnerships in the life sciences sector bring and quantify their contributions to improving health outcomes.

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## FOR ECONOMY, EMPLOYMENT, RESEARCH, AND HEALTH MINISTRIES:

Protect and incentivize the innovation ecosystem as a fundamental pillar for resilience, and together with OECD facts and guidance, outline how continuity of supply chains are fundamental elements to deliver new technologies for populations—both for infectious diseases and chronic illnesses, including cancer.

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## FOR ECONOMY, EMPLOYMENT, RESEARCH, AND HEALTH MINISTRIES:

Adopt a long-term approach on investment in healthcare by talking to the business community to outline what scientific innovations are needed in the next ten years and the required funding to accelerate their discovery and access. We stand ready to contribute to a regular platform addressing long-term opportunities, including leveraging the OECD Joint Network on the Financial Sustainability of Healthcare Systems to make it a trailblazing hub for international and regional collaboration to align countries' investment priorities.

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## FOR OECD:

Develop an economic case for the implementation of novel pull incentives for antibiotics that reward innovation and can help revitalize the pipeline.

# ENSURE SUSTAINABILITY THROUGH VALUE-BASED AND PERSON-CENTERED HEALTH APPROACHES

# 02

How OECD and governments can make a difference:

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## FOR OECD:

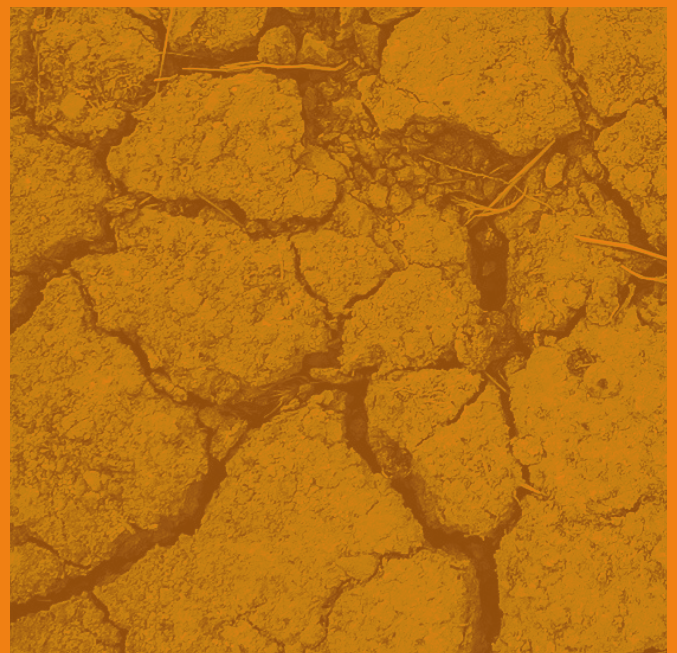
Following its benchmark report on mental health, expand the data collection and sharing of best practices among governments and stakeholders to encourage more investment, tackling stigma associated with mental disorders, and horizontal action going forward.



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## FOR ECONOMY, EMPLOYMENT, RESEARCH, AND HEALTH MINISTRIES:

Promote well-being programs in workplace settings to motivate, protect, and empower companies' workforce. We will foster inter-agency government dialogue at our upcoming Annual Forum on Health where we will point how OECD can identify what constitutes best practice and how governments can scale up effective initiatives.

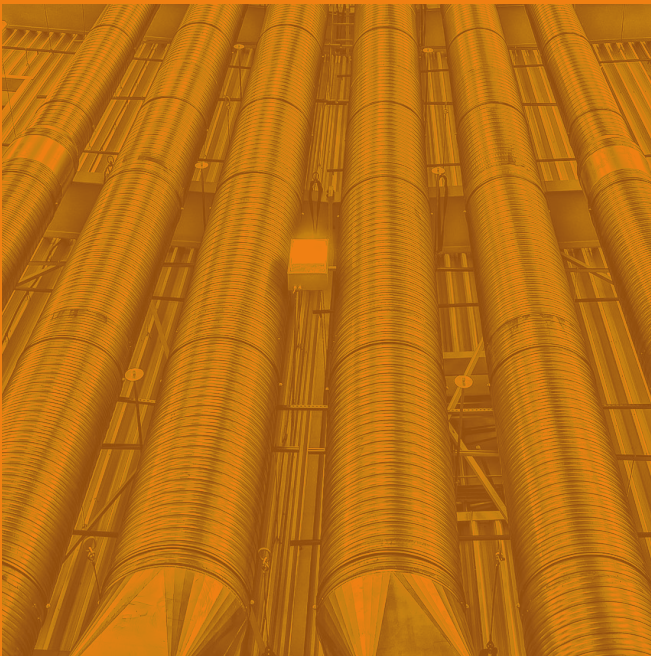




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## FOR ECONOMY, EMPLOYMENT, RESEARCH, AND HEALTH MINISTRIES

Change the way government administrations tackle mental ill-health through multi-stakeholder and whole-of-government strategies to address related disorders.



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## FOR OECD:

Identify case studies that show how scientific progress and implementation of technologies in traditional and new healthcare settings depend on substantive and regular dialogue with business stakeholders, who are also pioneering initiatives aiming at unlocking environmentally sustainable approaches.

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## FOR OECD:

Following their report "Tax administration: Towards sustainable remote working in a post COVID-19 environment" the Organization should develop a catalog of practical, internationally standardized criteria that helps employers grant requests for cross-border mobile work that reduces red tape and legal uncertainties.



# APPLY THE ECONOMIC AND HEALTH LESSONS THE COVID-19 PANDEMIC TAUGHT US

# 03

How OECD and governments can make a difference:

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## FOR ECONOMY, EMPLOYMENT, RESEARCH, AND HEALTH MINISTRIES:

Shift from Covid-19 emergency to endemic measures, which enable our societies to minimize health morbidity and mortality due to Covid-19. This change would clarify an objective of balancing positive health and economic outcomes by minimizing both the direct virus health impacts, as well as the economic and social impacts of response measures.

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## FOR ECONOMY, EMPLOYMENT, RESEARCH, AND HEALTH MINISTRIES:

Update outdated guidance and simplify sector-specific guidelines, especially for the hospitality industries and other “people-facing” sectors that were shut down for many months and are still struggling to recover. Many temporary efficiencies in healthcare that pandemic measures facilitated could be lost in the coming months including vaccination by pharmacists and digitalized reimbursement pathways. Ministries could ensure effective temporary measures that proved their productivity can be maintained.





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## **FOR OECD AND ECONOMY, EMPLOYMENT, RESEARCH, AND HEALTH MINISTRIES:**

Communicate through accessible and succinct numbers the effectiveness of immunization campaigns in reducing population health mortality and severe morbidity, and in reducing the recourse to population-wide lockdowns and associated job losses. Identify best practices and their related metrics on steps governments and relevant health actors have taken to address vaccine hesitancy and improve trust in scientific innovations.

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## **FOR ECONOMY, EMPLOYMENT, RESEARCH, TRANSPORT AND HEALTH MINISTRIES:**

Leverage the OECD Safe International Mobility Initiative to keep borders open for business and tourist travel, identifying best practice examples and to foster interoperability of global health certificate systems.

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## **FOR OECD:**

Assess the sanitary and economic effectiveness of all possible virus containment measures that governments can use before resorting to lockdown measures using comparison data from 2020 and 2021, and analyzing their impact on people's mental health. As the world could be exposed to a dangerous variant in the coming months, OECD action is timely.

# MAKE PREVENTION A TOP PRIORITY

# 04

How OECD and governments can make a difference:

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## FOR EDUCATION, EMPLOYMENT, RESEARCH, AND HEALTH MINISTRIES:

Increase the percentage of government funding for prevention and screening programs, which at its current average of 2,7% of all health spending in OECD countries is disparagingly low, and invest in programs aiming to tangibly increase populations' health literacy and foster behavioral change.

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## FOR OECD:

Foster a "prevention revolution" in government plans on healthcare sustainability: establish communications best practices and principles that government ministries can use to mobilize internal and external stakeholders. Main messages should outline the critical role prevention and screening play in reducing the burden of both physical and psychological non-communicable diseases, which also negatively affect economic productivity overall.

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## FOR ECONOMY, EMPLOYMENT, EDUCATION, AND HEALTH MINISTRIES:

Partner with businesses to promote consumer education and healthy choices, the regular participation in sports, fitness and physical activity, and the paramount importance of early diagnosis, screening and care. Doing so will create concrete returns on investment and productivity as citizens will make informed choices that will reduce risk factors for both chronic and communicable diseases.

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## FOR ECONOMY, EMPLOYMENT, EDUCATION, AND HEALTH MINISTRIES:

Healthcare systems should favor primary care, and include community pharmacy in these efforts to help clear serious treatment backlog built up in past 24 months due to the pandemic.

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## FOR OECD:

Evaluate which partnerships work well, specifically what makes them effective in terms of outcomes, behavior change, and stakeholder involvement, to guide governments as they focus on prevention and early care.

# HEALTH



# LEVERAGE DIGITAL TOOLS TO ACCELERATE PROGRESS IN HEALTH

# 05

How OECD and governments can make a difference:

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## FOR ECONOMY, DIGITAL, RESEARCH, AND HEALTH MINISTRIES:

Invest in cybersecurity efforts for business of all sizes: both small businesses and multinationals are prone to potential attacks. Governments can incentivize the uptake of cybersecurity strategies in critical infrastructure operators.

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## FOR OECD AND EDUCATION, DIGITAL, RESEARCH, AND HEALTH MINISTRIES

Show the benefits of using Electronic Health Records and invest in the re- and up-skilling of healthcare professionals and citizens through dedicated expert training centers and online technologies. Such upgrades can result both in greater worker satisfaction, and an overall improvement in effectiveness, transparency, and privacy protection standards for patients.

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## FOR OECD:

Explore—through a targeted publication—how citizens' new use of contactless and digital technologies could change the way information is communicated and evaluate the role of digital means to improve health literacy and achieve higher impact in prevention initiatives.

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## FOR OECD AND ECONOMY, DIGITAL, RESEARCH, AND HEALTH MINISTRIES:

Accelerate the full implementation the OECD Council Recommendation on Health Data Governance to ensure maximum interoperability—both within and between national health systems—and public trust ensuring data privacy and safe use of data.

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## FOR OECD AND ECONOMY, DIGITAL, RESEARCH, AND HEALTH MINISTRIES:

Explore financing and incentive routes to increase the uptake of digital investments required to unleash the potential and value that telemedicine, medical apps, and related technologies bring, and incentivize the use of new digital technologies in healthcare settings to bridge the care gap between urban and rural areas through the adoption of targeted technologies including Tele-Intensive Care Units.