

# Inclusion, Investment, Innovation: Keys to building better and sustainable health in Europe

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**South-eastern  
Europe Health  
Network (SEEHN)  
Ministerial  
Meeting on  
Ensuring Primary  
Health Care for an  
ageing population  
Tel Aviv, Israel, 10  
July 2018**



# The 17 Sustainable Development Goals (SDGs)

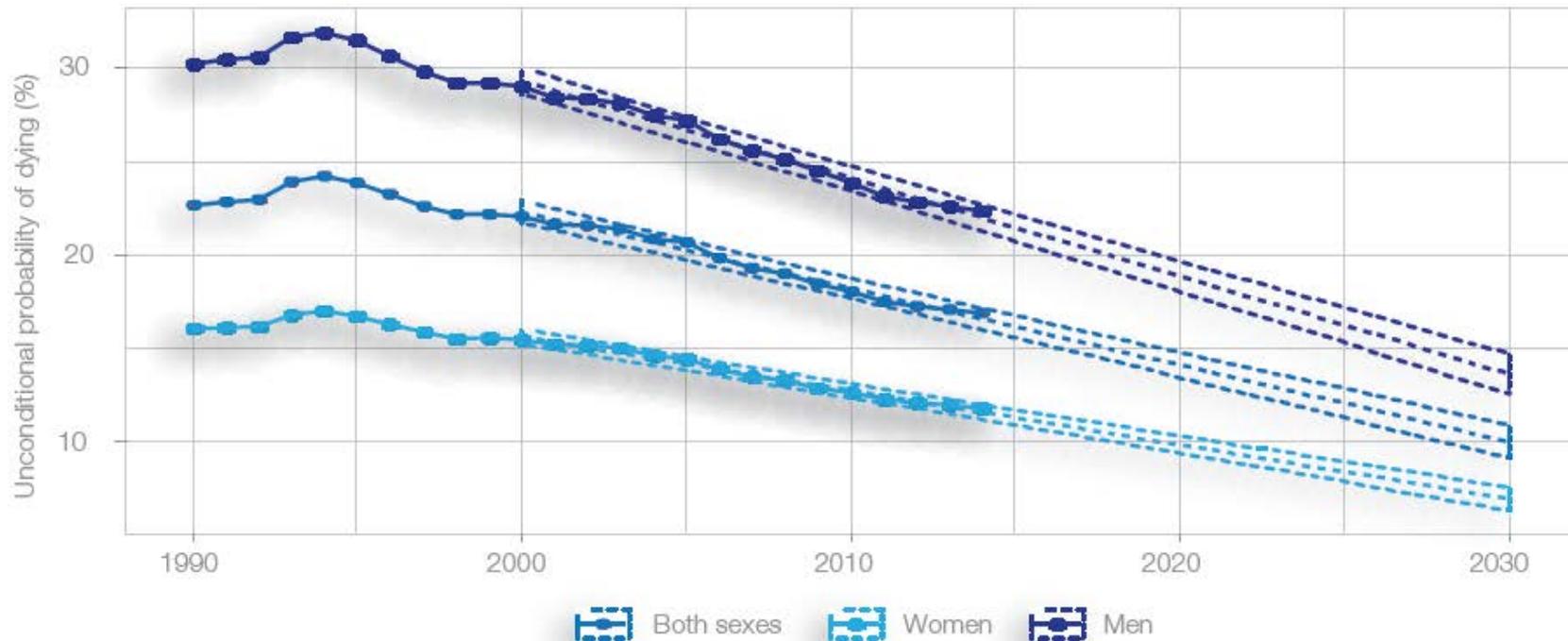


## SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



# Premature NCD mortality in Europe – global success story



## INCLUDE

Improving coverage,  
access and financial  
protection for everyone

## ИНКЛЮЗИВНОСТЬ

Повышение уровней  
охвата, доступности и  
финансовой  
защиты для каждого



Сделайте Ваше взаимодействие с системой  
в соответствии с декларацией о государственных интересах

## INVEST

Making the case  
for investing  
in health systems

## ИНВЕСТИЦИИ

Обоснование  
необходимости  
вложения ресурсов в  
системы  
здравоохранения



Сделайте Ваше взаимодействие с системой  
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## INNOVATE

Harnessing innovations  
and systems to meet  
people's needs

## ИННОВАЦИИ

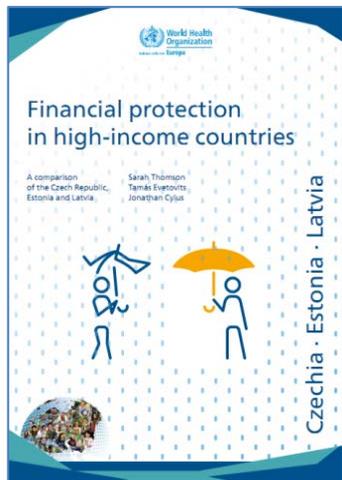
Использование  
инноваций  
и систем для  
удовлетворения  
потребностей людей



Сделайте Ваше взаимодействие с системой  
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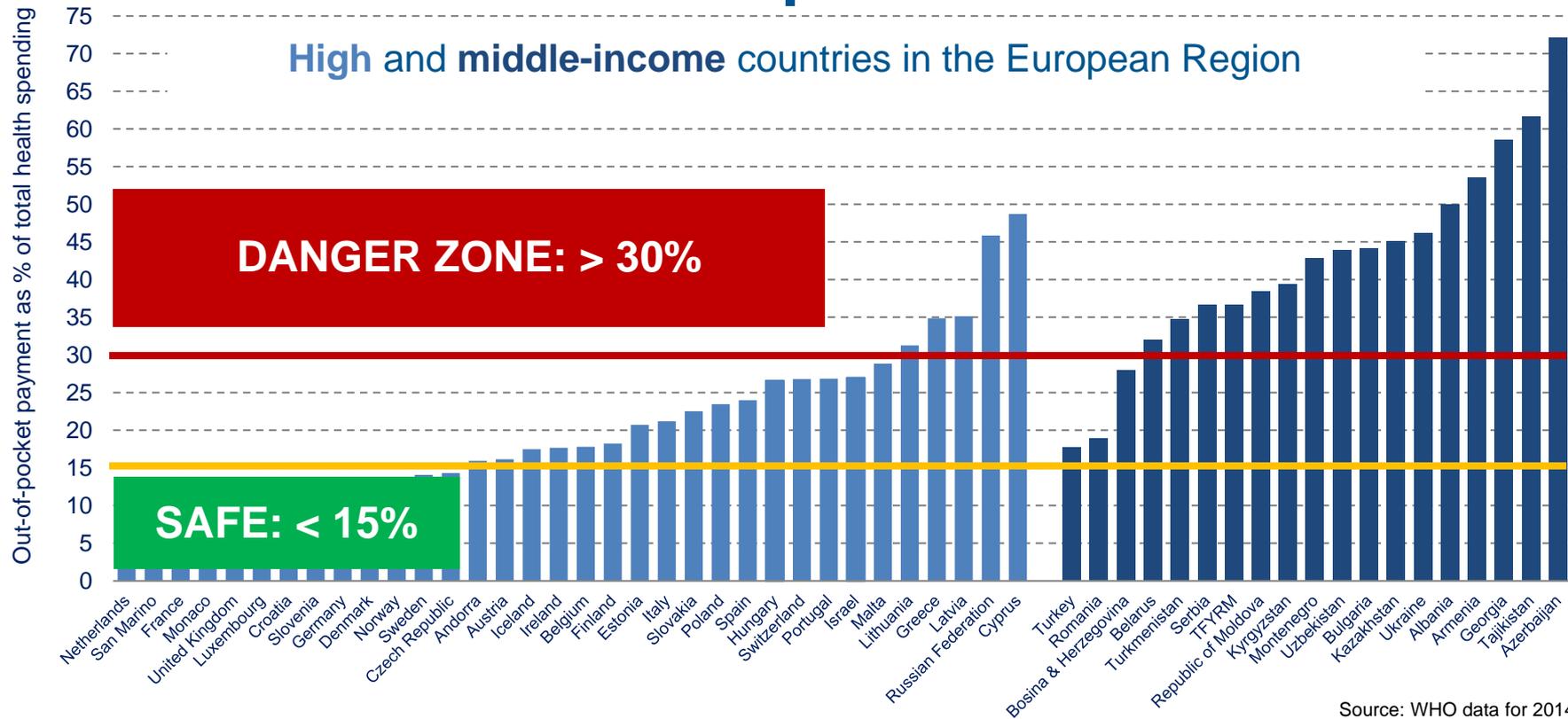
# Include – improving coverage, access and financial protection for everyone

**YES, BOTH HAVE UMBRELLAS.**



**IT'S NOT UNIVERSAL HEALTH COVERAGE UNLESS IT PROTECTS AGAINST FINANCIAL HARDSHIP.**

# Out-of-pocket spending as a % of total expenditure on health is a good proxy for financial protection



# Lack of access to medicines



Weak Regulatory  
practices

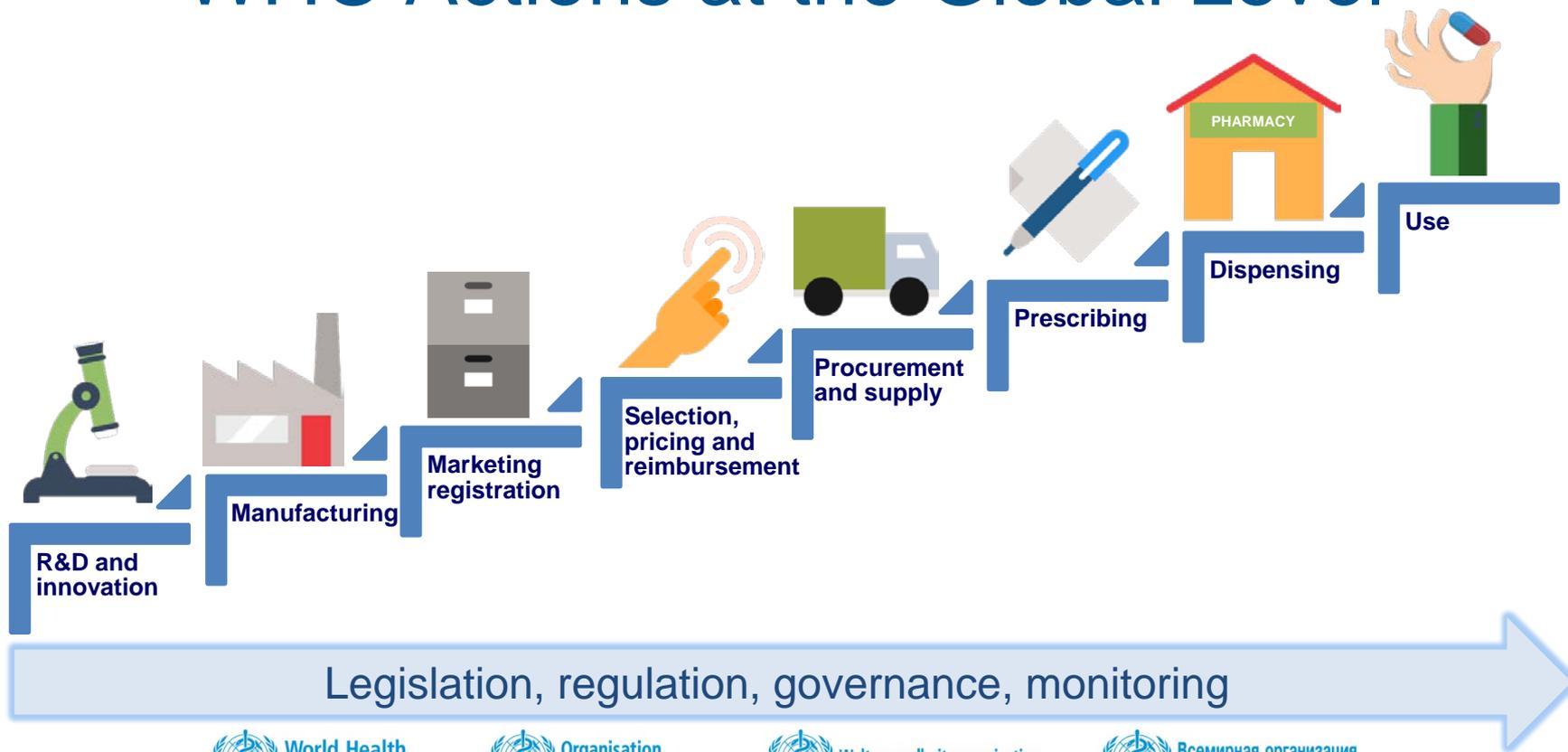


Lack of effective  
pricing and  
reimbursement  
policies



Intellectual  
property rights  
and trade

# WHO Actions at the Global Level



# Invest – making the case for investing in health systems and public health



Credit: ONE HealthCare Worldwide (OHWW)

You can also find a QR code with the link on the session room door.

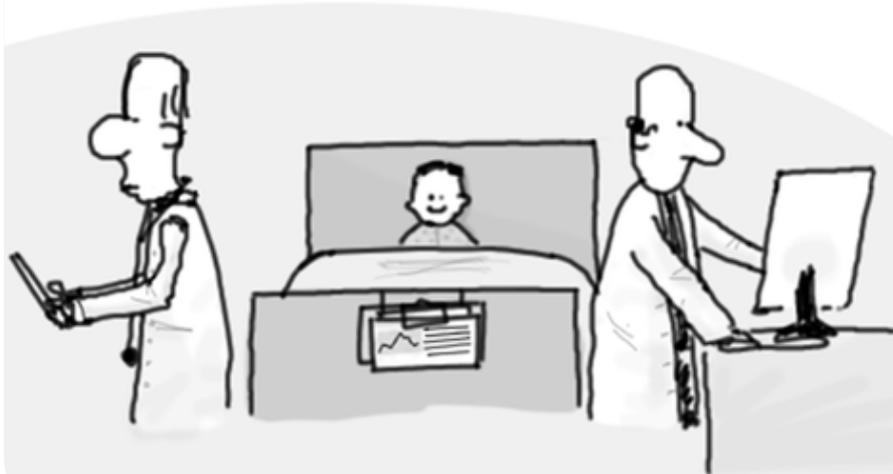
Thank you for your feedback



**EHFG 2018: 'Talking so you're heard: making the case for investment in health'**  
**4 October 2018, Bad Hofgastein**

# Innovate – harnessing innovations to meet people’s needs

## PATIENT-CENTERED CARE



Concept by Sachin Jain, Art by Matthew Hayward © 2014 All Rights Reserved



# WHO and the importance of digital health

## Globally WHO:

- Develops consensus around standards for digital health.
- Monitors and reports on global progress.
- Sets global priorities and establishes international partnerships.

## Regionally WHO:

- Supports countries directly in their national digital health implementations
- Works with international partners in the region in addressing a range of health systems digitalization challenges and priorities.
- With research bodies helps guide priorities for future research on digital health.
- Examines how emerging digital innovations will shape the future of health systems and health service delivery.

# The 11 key factors underpinning national success in digital health

1. National digital identity for citizens, healthcare personnel and providers.

2. Strong and visible governance for digital health

3. Strong integration for health data linking inside and outside of health sector

4. Clear and unambiguous legislation supporting digital health

5. Political leadership for digital health

6. Digitally literate workforce and methods for COPD

7. Well-established cultures of trust

8. PPPs for digital health\* (when well-governed by public leadership)

9. Gender equality in digital health

10. Patient engagement in co-creating and implementing solutions

11. Sustained financing for digital health

# WHO Symposium

The **FUTURE** of digital health systems in the WHO European Region

UN City, Copenhagen  
6-8 February 2019



**World Health  
Organization**

REGIONAL OFFICE FOR **Europe**

# Strengthening community care through integrated services in Romania



ASTANA, KAZAKHSTAN  
25-26 OCTOBER 2018



# GLOBAL CONFERENCE ON PRIMARY HEALTH CARE

