



# Business at OECD Health Forum

## Health as an Economic Imperative

**4 December 2024, Auditorium, OECD Boulogne Billancourt  
(46 quai Alphonse le Gallo, 92100)**

**09:00 - 09:30**

**Welcome and registration**

**09:30 - 09:45**

**Opening remarks**

**09:45 - 10:00**

**Opening keynote — Health as an Economic Imperative**

Set the stage by exploring the vital role of health as a cornerstone of economic growth and stability, including a focus on the importance of preventative care and immunization

- **Audrey Duval**, EVP of Corporate Affairs and President, Sanofi France

**10:00 - 11:15**

**Panel 1 — Post-Ministerial Progress: Health at the Nexus of Economic and Systemic Resilience**

This panel will assess progress since the 2024 OECD Health Ministerial, focusing on commitments to improve health systems, care access and equity. It will explore OECD countries' post-pandemic adaptations in innovation and resilience-building for equitable healthcare, and will examine health's links to global challenges.

- **Mark Pearson**, Deputy Director, Directorate for Employment, Labour and Social Affairs, OECD
- **Whitney Baird**, President and CEO, United States Council for International Business (USCIB) (TBC)
- **OECD Ambassador** (TBC)

**11:15 - 11:35**

Coffee break

**11:35 - 12:50**


**Panel 2 — Rebalancing for Resilience: Prevention-Driven Health Systems for Sustainable Growth**

This panel will explore how reimagining health systems with a focus on prevention—through primary care, early detection, immunization, and keeping populations active—can drive health and economic gains. Panelists will discuss strategies to shift healthcare budgets toward prevention, yielding cost savings, improved productivity, and social well-being. By making prevention a core strategy, the discussion will show how resilient, economically sound health systems can become engines of stability and growth for OECD countries.

- **Prof. Catherine Weil-Olivier**, Honorary Professor of Paediatrics, Paris VII University
- **Charles Wolf**, Director, Sanofi France
- **Raluca Painter**, Head of Unit, DG Reform, Labour Market, Education, Health and Social Services
- **Walter Ricciardi**, President of Mission Board for Cancer, European Commission (TBC)
- **OECD** (TBC)



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13:00 - 14:00

Networking lunch

14:00 - 14:15

**Keynote** — The Economic Imperative of Addressing NCDs: Building a Healthier, More Productive Workforce

This keynote will explore the economic impact of non-communicable diseases and the need for prevention to reduce costs and boost economic resilience, and how investing in NCD prevention drives sustainable growth, improves productivity, and aligns with SDG3, emphasizing the role of businesses.

- **Panos Kanavos**, Associate Professor of International Health Policy, Department of Health Policy, London School of Economics and Political Sciences (LSE)

14:15 - 15:30

**Panel 3** — Harnessing Technology and Artificial Intelligence for Sustainable Health Systems

This panel will explore how AI and emerging tech can create more inclusive, efficient health systems by optimizing resources, boosting productivity, and improving outcomes. It will address policies, data safeguards, and ethical considerations for responsible tech integration.

- **Carla Cartwright**, Head of Global Regulatory and Digital Policy, Worldwide Government Affairs & Policy, Johnson & Johnson
- **Oliver Bisazza**, CEO, MedTech Europe
- **Andrew Blasi**, CEO, Ethicist International
- **Eric Sutherland**, Senior Health Economist, OECD

15:30 - 15:45

Coffee break

15:45 - 17:00

**Panel 4** — Investing in Health for Fiscal Efficiency and Economic Growth

This panel will examine how strategic health investments reduce disease burdens, cut costs, and boost productivity, supporting fiscal sustainability. It will focus on preventative care, especially immunization and mental health, as drivers of sustainable economic growth.

- **Prof. Lotte Steuten**, Deputy Chief Executive, OHE, Honorary Visiting Professor at City, University of London
- **Dennis Ostwald**, Founder & Chief Executive Officer, WifOR Institute
- **Mark P. Connolly**, Unit of Pharmaco-Epidemiology & Pharmaco-Economics, Department of Pharmacy, University of Groningen
- **Francesca Colombo**, Head, Health Division, OECD
- **Roman Arjona**, Chief Economist, DG GROW, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission (TBC)

17:00

**Concluding remarks**

