

7 April 2009 - Event organized by the INSEAD Alumni Association Switzerland, the Swiss Healthcare Industry Club (cHIC) and its Lake Geneva regional partner Endeavour Vision

**“Are we ready to face the next healthcare crisis? –
An assessment by WHO and industry”**

On 7 April 2009, more than 50 INSEAD alumni and friends gathered for a panel discussion titled “Are we ready to face the next healthcare crisis?” The event was organized by the INSEAD Swiss Healthcare Industry Club and took place at the Hotel President Wilson in Geneva.

The main speaker of the evening was **Dr. Guenael Rodier**, a leading expert on emerging infections and epidemic control from the World Health Organization (WHO). Dr. Rodier described how international responses to global health threats have evolved over time, from the plague and Ebola outbreaks of the 1990s (which he witnessed on the ground) to the International Health Regulations established in response to the 2003 SARS outbreak. His talk vividly illustrated how the early detection and containment of such threats requires a concerted, multisectoral approach that involves logistics and diplomacy as much as the use of new life science and information technologies.

For the following panel discussion, the WHO expert was joined by **Dr. David Reddy**, who leads Roche’s Global Influenza Pandemic Task Force, and logistics expert **Dr. Prashant Yadav**, a Visiting Professor at INSEAD’s Social Innovation Center. Dr. Reddy outlined how Roche set up its international supply chain to quickly increase production capacity for the antiviral Tamiflu to 400 million treatment courses. He and Dr. Yadav then went on to describe the logistical challenges of swiftly deploying emergency medications from central warehouses to remote parts of the world.



The event highlighted that the WHO, individual countries and industry have taken many important measures to provide rapid responses to emerging health threats. Still, adequate preparations for a true global healthcare crisis would require an ongoing investment beyond today's levels. On the one hand, developing nations (where many potential threats emerge) cannot cover such costs out of their already overstretched healthcare budgets. On the other hand, public health policies in developed nations tend to cut funding for underutilized resources (such as hospital beds or stockpiled drugs), thereby eliminating the very surge capacities required in case of a crisis.

Covering the cost of preparing for something that may not happen requires a "risk management" mindset that is today more prevalent in the military/security sectors than in healthcare. After all, most countries would not dismantle their air defense system just because it has not been used for a number of years. But the next enemy many nations will face may well be an emerging virus.

For further details about this event, please contact Gregory Hustache (MBA'06D). For more information about the INSEAD Swiss Healthcare Industry Club, please contact Chandra P. Leo (MBA'02D) or Aleksandar Ruzicic (MBA'97J).