



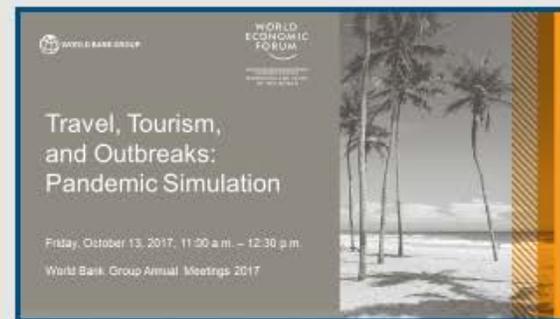
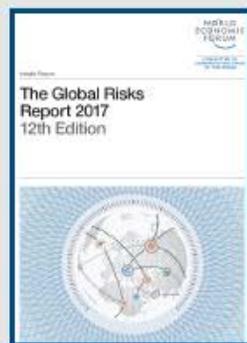
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IMPROVING THE STATE
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Public Private Partnerships for Epidemic Preparedness

International Meeting on Emerging Diseases and Surveillance

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Global Health Security at the World Economic Forum



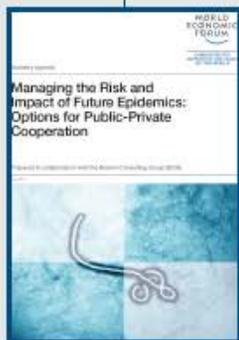
June 2015

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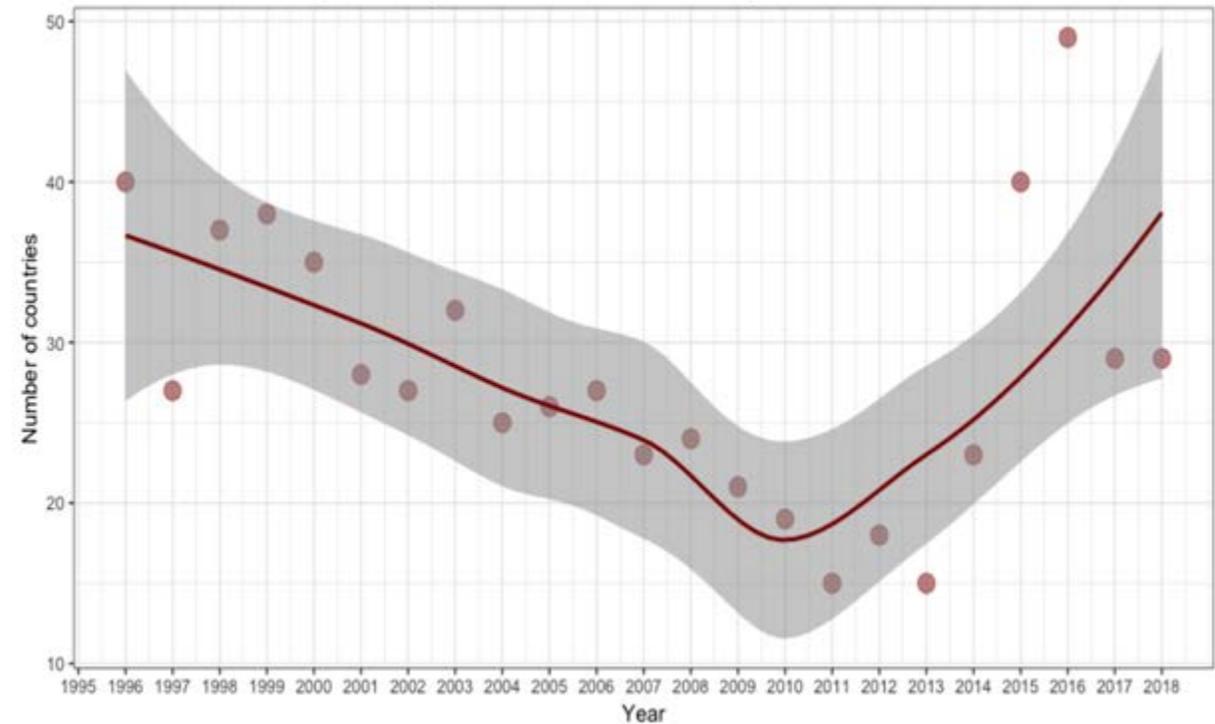
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1. Infectious disease outbreaks are a global threat.

- The frequency and diversity of disease outbreaks are expected to grow steadily, as they have for the past 30 years.
- WHO: 7,000 new signals of potential outbreaks occur each month, generating 300 follow-ups, 30 investigations and 10 risk assessments.



2. The world is under-prepared to detect and stop outbreaks.

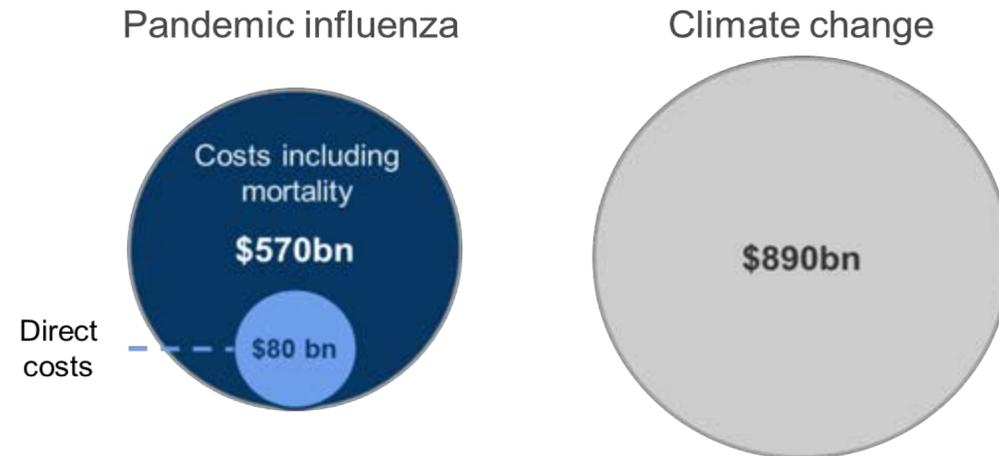
- Most countries have failed to meet the IHR minimum core capacity requirements.
- More than 80% of countries that have assessed their preparedness to date are not ready to find, stop or prevent an epidemic.
- Pipeline of medical countermeasures is improving, but insufficient.
- WHO Contingency Fund dramatically under-funded.
- Panic and neglect financing.

3. Economic sensitivity to outbreaks is on the rise.

- Cost of SARS to the global economy: Over \$50 billion
- Cost of 2014-2016 Ebola outbreak to 3 West African countries: \$53 billion
- Cost of 2015 MERS-coronavirus outbreak in South Korea: \$8.5 billion
- Vulnerability to the societal and economic impacts of infectious disease crises appears to be increasing.

4. Businesses can no longer afford to ignore epidemic risk.

- Annualized risk of flu pandemic: \$570 billion.
- At average annual economic losses of 0.7% of global GDP, businesses can no longer afford to ignore pandemic risk.
- Insurance and business continuity probably inadequate for large companies.



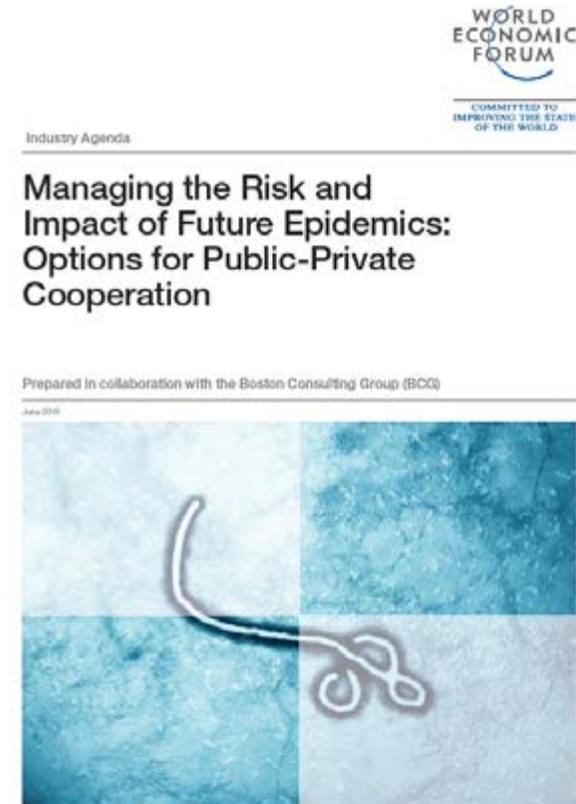
5. During a global health emergency, world leaders from across sectors are accountable.

- Political leaders
- Business leaders
- Health and humanitarian organizations
- Interest and accountability must be appropriately accommodated.



6. Past outbreaks are instructive

- Options for public-private cooperation:
 - In-country operations
 - Expert capabilities
 - Greater private-sector contributions
- Many instructive success stories, but efforts have typically been ad hoc, limited to traditional partners and largely initiated only after the outbreak has substantially evolved.
- Cooperation has also generally been challenged by uncertainty relating to communication and coordination.



7. Leveraging public-private cooperation to support capacity building is tricky.

- Cooperation for preparedness at the national level is difficult to unlock and to sustain.
- Gaps remain in making the case to businesses that a new risk paradigm is needed.
- Helping companies properly understand their risks will enable them to take action to reduce their exposure and improve their resilience to infectious disease crises, ultimately to the benefit of their communities.
- While predicting where and when the next outbreak will occur is still an evolving science, it is possible to identify factors that make companies more or less vulnerable to suffering financial losses from infectious disease events.

8. Effective response requires reliable public-private cooperation.

- Health and healthcare
- Medical countermeasures
- Supply chain and logistics
- Travel and mobility
- Data innovations
- Communications
- Finance
- ... etc.

8. Operationally integrating public-private cooperation to support response is a major challenge.



PURPOSE

Address challenges associated with public-private cooperation relied upon for effective readiness for outbreaks.

Travel and Tourism
Improve decision-making, coordination, and communications within and between both the public and private sectors, relating to risk, travel advisories, and border measures.

Supply Chain & Logistics
Build a platform to ensure that strategic commodities are available and accessible for public health response to outbreaks of international concern.

Data Innovations
Pilot a “distributed data escrow” platform that allows for mobile and other private sector data to be shared conveniently, available readily, and applied strategically for outbreak response.

5 Areas of Work

Communications
Create a capacity for trusted, influential private sector employers to readily and reliably augment public messaging; manage rumors and misinformation; and amplify credible information to support emergency public communications.

Legal & Regulatory
Convene public-private sector expert consultations to address legal and regulatory barriers associated with use of experimental products during outbreaks.

9. Public-Private cooperation is necessary, but [probably] won't close the gap.

- Every outbreak is unique: consider recent and current DRC Ebola outbreaks.
- Preparedness and capacity building is primarily a public good – unique circumstances and/or complex mechanisms required to incentivize private sector engagement.
- World Bank: Preparedness for PHEICs costs ~50cents to \$1 per person per year.
- Managing expectations is difficult, but necessary.

10. Three Recommendations

1. Improve understanding of realistic and sustainable options for leveraging public-private cooperation for global health security.
2. Large companies should measure business risk posed by outbreaks and understand options and priorities for cooperation to mitigate risk.
3. Systematically address challenges associated with public-private cooperation relied upon for effective readiness for outbreaks.



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Thank you

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