THIRD HEALTH POLICY DECISION MAKERS FORUM ASIA-PACIFIC
“PUBLIC POLICIES AND HEALTH INDUSTRIES STRATEGIES: ARE THERE WIN-WIN SOLUTIONS”
ESSEC Business School:

- The first French business school to develop academic and research activities in the health sector
- Covering a variety of topics: Healthcare systems, Hospital management, Strategies and management of healthcare industries, Health technology assessment and innovation

The Institute of Health Economics and Management:

- Two chairs: Health Systems (Prof Gérard de Pouvourville) and Therapeutic Innovation (Asst Prof Grégory Katz);
- Insurance (Prof Lamiraud)
- Research team
- Executive Director (Annie Chicoye)

Expanding in Asia-Pacific since 2011

- Several initiatives
- Appointed Director Asia Pacific (Dr Allen Lai)
Health Technology Assessment trainings
(Shanghai, Beijing, Singapore, Tokyo)
> 250 attendees in 6 issues

2012 Singapore
2013 Shanghai
2015 Singapore

2014/15
MSc in Management of Health Industries

Health, Business, Society
Invited guests speakers

Executive Education

IHEM
Asia Pacific

MSc

Industry Policy Research

Public Talks
The Fudan School of Public Health, Shanghai, PRC

Keio Business School, Tokyo, Japan

Center for Health Economics and Policy Studies, Universitas Indonesia

Supporting organization of the Third Forum: College of Public Health and Occupational Physicians, Academy of Medicine Singapore
Educational grants

Abbott
Deerfield
Ipsen
Johnson & Johnson
Medtronic
Sanofi
Shire
UCB
Vifor Pharma

Forums Sponsorships

Bayer Healthcare
IMS
EFPIA

European Federation of Pharmaceutical Industries and Associations
The dilemma for policy makers:
- Ensure provision of good quality and affordable pharmaceuticals and other health technologies to the population
- Encourage companies to produce innovation adapted to their medical needs
- Create a favourable environment for their investment into additional services, production facilities and R&D on national territories

The dilemma for companies
- How to optimize their investments policies across countries and to arbitrate between them?
- How to meet the growing and specific needs of Asia Pacific countries?

Should the different perspectives be reconciled and if so what are the solutions to maximise the advantage of all stakeholders?