News Release
For immediate release

Funding and Providing Healthcare for the Elderly: Innovative Solutions

The 4th Health Policy Decision Makers Forum Asia-Pacific organised by ESSEC Business School in partnership with Peking University

BEIJING (21 October 2016) – The Fourth Health Policy Decision Makers Forum Asia-Pacific, an international platform for high-ranking stakeholders in health policy and strategy in the Asia-Pacific region, is being held in Beijing at Peking University on October 21-22, 2016. This year’s theme is “Funding and Providing Healthcare for the Elderly: Innovative Solutions”.

This annual forum is coordinated in ongoing partnership between the China Center for Health Economic Research at Peking University and the ESSEC Institute of Health Economics and Management Asia-Pacific (IHEM). The 2016 forum also partners with the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) Beijing Chapter and the Chinese Society for Pharmacoeconomics and Outcomes Research.

“In China and around the world, eldercare is posing increasing challenges in how healthcare systems are managed, financed, and guided by policy,” said Professor Gordon Liu of the Peking University National School of Development. “This forum comes at an exciting time, because China is currently working to develop policies and initiatives around eldercare. It provides a very unique opportunity for policymakers, industry, academics, and experts to convene and discuss solutions to these challenges.”

During the forum, expertise in health economics will be featured from an important set of countries: China, France, South Korea, and Japan, all of which are represented through the forum’s Asia-Pacific scientific committee. Primary sessions for this year’s forum focus on funding approaches to eldercare from aging countries, innovative approaches to providing dual support via healthcare and social care, and challenges that elderly patients face in access to medications. A series of workshops also address major disease areas associated with ageing: neuro-degenerative diseases, cancer and patient blood management.
Around 30 speakers are featured at the forum, representing a range of sectors and backgrounds. International speakers include Dr. Bernhard F. Schwartlander, the WHO Representative in China. Officials from China Mr. Zheng Hong, Head of Pharmaceutical Affairs, National Health and Family Planning Commission and Dr. Dong Chaohui, Deputy Director of Medical Insurance Research, Institute for Social Security Research, Ministry of Human Resources and Social Security.

Much can be learnt from different countries’ experiences at the forum. Related to funding, Australia’s positive approach to healthy aging and a “Silver Economy” is being presented, alongside how Japan prepared to meet needs for funding healthcare and dependence of the elderly population. Researchers and members of industries including insurance are discussing funding approaches and alternatives to universal healthcare coverage.

Under the theme of medical/social dual support, forum participants are hearing perspectives from France on long-term care for the elderly and incentives on developing aged care sector services in Australia. Experts are discussing solutions involving health promotion policies, healthcare provision in long-term eldercare institutions, and e-health solutions.

Representatives from government, industry, and academia are also discussing patients’ access to medications, in relationship with drug reimbursement policy and differences in access to medications across China, as well as the role of health technology assessment in emerging countries like Thailand.

The 2016 forum will welcome over 150 delegates from more than 10 countries, spanning Asia Pacific and Europe.

“The Health Policy Decision Makers Forum Asia-Pacific is an opportunity to gather a unique mixture of participants who can benefit by better understanding one another. As a business school, we are dedicated to helping bridge health care, health economics and business, given the contribution of business in addressing such a major societal challenge as ageing,” said Professor Gérard de Pouvoirville, Chair and Director of IHM at ESSEC Business School. “Academic partnerships across Asia and Europe are vital for fostering innovative ideas and research methodologies, as well as cultivating multicultural managers trained for a global industry operating in diverse economic, cultural and social environments.”

This year, the forum, organised by ESSEC Business School in partnership with Peking University, is receiving additional support from the R&D-based Pharmaceutical Association Committee (RDPAC), a non-profit organization made up of 38 member companies with pharmaceutical R&D capability under the China Association of
Enterprises with Foreign Investment (CAEFI) and of Hisun-Pfizer Pharmaceuticals, a joint venture operating in China.


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**About ESSEC Business School**

ESSEC, founded in 1907, is one of the world's top management schools. With 4,880 students; a faculty comprised of 138 full-time professors, 18 of which are emeritus professors, in France and Singapore, recognized for both the quality and influence of their research; a wide range of management training programs; partnerships with the world's best universities; and a network of 47,000 alumni, ESSEC continues to foster a tradition of academic excellence and a spirit of openness in the fields of economics, social sciences and innovation. For any additional information, please visit www.essec.edu.

**About ESSEC Business School, Asia-Pacific**

ESSEC Business School, Asia-Pacific was established in Singapore in 2005. The campus has since welcomed over 5,500 students and managers. ESSEC’s operations in the Asia-Pacific region present an ideal foothold to participate in the vibrant growth of Asia and to share expertise with the business community of the region.

ESSEC Business School, Asia-Pacific offers innovative academic and executive programs with Asian insights and Western perspectives. Backed by a multicultural faculty, ESSEC Business School, Asia-Pacific aims to achieve influential world-class research in Asia. The school also leverages on its Asian experience and regional network of premium academic and corporate partners to offer customized corporate and open-enrolment programs designed to suit the specific needs of organizations and individuals.

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About the Institute of Health Economics and Management Asia-Pacific, ESSEC Business School, Singapore (IHEM)

The Institute of Health Economics and Management (IHEM) at ESSEC Business School offers a wide variety of executive education programs for middle and senior managers working in health organizations such as hospitals, biopharmaceutical companies and public health agencies. It extends its reach into the Asia-Pacific region, and fosters knowledge between academic experts, policy makers and business professionals through its academic and industrial partnerships. In the Asia-Pacific region, IHEM is strongly supported by industry partners such as ABBVIE, the EUROPEAN FEDERATION OF PHARMACEUTICAL INDUSTRIES AND ASSOCIATIONS (EFPIA), IPSEN, JANSSEN, LUNDBECK, SANOFI, UCB and VIFOR PHARMA.

For more information about IHEM, please visit: http://www.essec.edu/news-knowledge/detail-knowledge/article/institute-of-health-economics-and-management-asia-pacific.html

About the Peking University China Center for Health Economic Research

Peking University China Center for Health Economic Research (CCHER) was founded in 2003, affiliated with PKU National School of Development. At the forefront of health Economics Research in China, CCHER focuses research on economic analysis of state health reforms and medical technologies, aiming to promote population health and economic development through improving allocative efficiency of resources. In 2009 and 2013, CCHER was awarded consecutively as “The PKU Excellent Research Institute in Humanities and Social Sciences”. CCHER currently has over 25 fulltime research fellows, and annually offers PKU Young Health Economist Fellowship to support young scholars both in China and abroad to study and conduct health economics research at CCHER.

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