



2024

Health as an Economic Imperative

09:00 - 17:00 · 4 December,
OECD Boulogne Auditorium



Business at OECD (BIAC) speaks for business at the OECD. Established in 1962, we stand for policies that enable businesses of all sizes to contribute to growth, economic development, and prosperity. Through *Business at OECD*, national business and employers federations and their members provide expertise to the OECD and governments for competitive economies, better business, and better lives.



Business at OECD
Health Forum

Health as an Economic Imperative

09:00 - 17:00 · 4 December 2024,
OECD Boulogne Auditorium

Moderated by:

Rebecca Richmond - Director, Optum Advisory Services, Optum UK
Olga Mironenko Stampfer - Vice President International Relations, UnitedHealth Group; Chair, Business at OECD Health Committee

09:00 - 09:30	Welcome and registration
09:30 - 09:45	Opening remarks
09:45 - 10:00	Opening keynote - Health as an Economic Imperative
10:00 - 11:15	Panel 1 - Post-Ministerial Progress: Health at the Nexus of Economic and Systemic Resilience
11:15 - 11:35	Coffee break
11:35 - 12:50	Panel 2 - Rebalancing for Resilience: Prevention-Driven Health Systems for Sustainable Growth
13:00 - 14:00	Networking lunch
14:00 - 14:15	Keynote - The Economic Imperative of Addressing NCDs: Building a Healthier, More Productive Workforce
14:15 - 15:30	Panel 3 - Harnessing Technology and Artificial Intelligence for Sustainable Health Systems
15:30 - 15:45	Coffee break
15:45 - 17:00	Panel 4 - Investing in Health for Fiscal Efficiency and Economic Growth
17:00	Concluding remarks

Event Moderators



Rokas Morkunas oversees relations with Business at OECD's global business network and stakeholders, manages external campaigns and co-directs our corporate engagement program, which brings together multinational corporations from a wide range of sectors in support of our mission. He also leads our policy initiatives on food and agriculture, health and well-being, as well as SME and Entrepreneurship.

Prior to joining Business at OECD, Rokas gained professional experience working with the United Nations in New York and in public policy consultancy in Vilnius. Rokas holds a Master's Degree in International Security, focusing on Diplomacy and a Bachelor's Degree in Political Science from Sciences Po Paris.

Rokas Morkunas

Policy Manager & Strategic Member
Engagement, *Business at OECD*

Rebecca (Bec) Richmond is an expert in international health and social care strategy. In her current role as Director at Optum UK Advisory practice (part of UnitedHealth Group) Bec works with integrated care systems within the National Health System (NHS England) to develop and implement population health management strategy. UnitedHealth Group (NYSE: UNH) is a Fortune 5 healthcare and well-being company with 400,000 team members in two distinct and complementary businesses — Optum and UnitedHealthcare — working to help build a modern, high-performing health system.

UnitedHealth Group works with governments, employers, partners and providers to care for 152 million people and share a vision of a value-based system that provides compassionate and equitable care. Prior to Optum, Bec served as Managing Director at The Advisory Board Company (acquired by Optum in 2020) where she had an international career consulting health leaders and facilitating C-suite and government level events on innovative health strategies. She is an author of several studies on best practices in communications and employee engagement across healthcare.



Rebecca Richmond

Director, Optum Advisory Services at
Optum UK

Event Moderators



Olga Mironenko Stampfer

**Vice President International Relations,
UnitedHealth Group;
Chair, Business at OECD Health
Committee**

Olga Mironenko Stampfer serves as Vice President International Relations at UnitedHealth Group and Chair of the Health Committee at Business at OECD. She is also a member of the DigitalEurope Executive Council for Health and is on the steering committee of the OECD.AI Expert group on health.

In her role at UnitedHealth Group, a Fortune 4 health and wellness company, Olga leads on the company's government affairs and public policy agenda in the EU and multilaterals. As Chair of the Health Committee at Business at OECD, Olga drives the focus on health resilience as a key for economic resilience and competitiveness as well as on harnessing the power of health data. Olga joined UnitedHealth Group in 2018 and is based in London.

Before UnitedHealth Group, Olga spent 13 years at Diageo, a FTSE10 consumer goods company, working in various global and regional corporate affairs roles, including in Europe, Africa, and Australia. Prior to that she worked at a global consulting and executive search firm Egon Zehnder and in academia. She earned an MBA from London Business School and MA Linguistics.

Opening Remarks



Hanni Rosenbaum

**Executive Director,
Business at OECD**

Hanni Rosenbaum is the Executive Director of Business at OECD (BIAC). In this role, she leads our business diplomacy efforts with the OECD and its members, guides the strategy and policy engagement of our Paris-based office, and ensures we adequately reflect the views of our national member organizations in our communications with the OECD and stakeholders. She works together with our Executive Board to drive our mission forward and oversees our budget.

She previously worked at the Nürburgring/Circuits International in Germany, the European Parliament in Brussels, and Brussels-based global recycling industry association, BIR. She holds advanced degrees in French and English, in applied economic sciences from the Hautes Etudes Commerciales in Brussels and in international relations from the Centre for Diplomatic and Strategic Studies in Paris.

She joined Business at OECD in 1997 and held positions of increasing responsibility. She is fully fluent in English, French and German, and speaks Russian. She also has a black belt in karate and is involved in community projects teaching French for foreigners.

Keynote Speakers



Charles Wolf

Country Lead and General Manager
for Vaccines, Sanofi France

Since July 1, 2024, **Charles Wolf** has been Director of Sanofi France. He also continues as General Manager Vaccines, France, a position he has held since July 2022.

In his role as Director of Sanofi France, Charles manages all Sanofi's activities in France and the implementation in France of Sanofi's strategic roadmap to become a world leader in immunology. He supports Sanofi's major role at the center of the French health ecosystem and represents the company with key French stakeholders.

Charles began his career in 1998 at Hewlett Packard. He joined the Sanofi vaccines entity in 2004, where he held various positions in supply chain, commercial operations and marketing, as well as in the general management of North Africa. In 2017, he was named head of the Africa zone and international public markets.

Charles holds a degree in program management from ISAE-SUPAERO as well as a Master's degree in Business Engineering from the École Nationale Supérieure de Commerce de Toulouse. He sits on the Board of Directors of Leem (Les Entreprises du Médicament).

Dr. Panos Kanavos is Associate Professor of International Health Policy at the London School of Economics and Political Science (LSE), Deputy Director of LSE Health, and Programme Director of the Medical Technology Research Group (MTRG). An economist by training, he specializes in health economics, pharmaceutical policy, healthcare financing, and technology assessment. Dr. Kanavos has been a Harkness Fellow at Harvard Medical School and a visiting professor at institutions including the University of Basel and the London School of Hygiene and Tropical Medicine.

He advises international organizations like the European Commission, WHO, and OECD, as well as health ministries in over 28 countries. His research focuses on comparative health policy, pharmaceutical economics, healthcare access, and socio-economic health determinants. He leads MTRG's interdisciplinary research, including EU projects like IMPACT HTA and Advance HTA, and initiatives in rare diseases and patient education.



Panos Kanavos

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

Panel 1

Post-Ministerial Progress: Health at the Nexus of Economic and Systemic Resilience

This panel will evaluate the progress made since the 2024 OECD Health Ministerial, reflecting on key commitments to improve health systems, enhance access to care, and address health inequities. It will also explore how OECD countries are adapting to post-pandemic realities by advancing innovation and building resilient, equitable healthcare systems. Additionally, the panel will examine the interconnections between health and broader global challenges—such as climate change, AI, and national security—emphasizing the importance of cross-sector collaboration and strategic investments to drive sustainable, long-term solutions for healthcare and economic resilience.



Peter Van de Velden

Ambassador, Permanent
Representative of Belgium to the
OECD

Ambassador Van De Velde started his diplomatic career in 1990 with a career spanning over three decades in various roles within the Belgian Federal Public Service Foreign Affairs (FPS) and the European External Action Service (EEAS).

He served as the First Secretary at the Belgian Embassy in Kinshasa, Democratic Republic of the Congo, from 1992 to 1996, before becoming First Secretary at the Permanent Representation of Belgium to the United Nations in New York, representing Belgium in various UN committees, including the Budget and Legal Committees, and coordinating Belgian exports to Iraq through the UN Oil-for-Food mechanism (1996-2000).

Between 2000 and 2002, Ambassador Van De Velde served as Director of Corporate Communications at the FPS. He then became the Deputy Head of Mission at the Belgian Embassy in Lisbon (2003-2005). From 2005 to 2008, he served as the Trade Policy Director at the FPS, representing Belgium in the Trade Policy Committee and managing the International Trade and World Trade Organisation Unit.

From 2008 to 2011, Ambassador Van De Velde was the Deputy to the Security Policy Director at the FPS. In 2011-2012, he served in the EU Situation Room and represented the EU in crisis areas as a Deployable Security Information Officer at the European External Action Service (EEAS).

He then served as the Spokesperson of the Permanent Representation of Belgium to the EU from 2012 to 2016, liaising with the European Parliament and managing media relations. In 2016, he became Americas Director at the FPS before being appointed as Chair of the Council Working Party on Latin America & the Caribbean (COLAC) and Working Party on trans-Atlantic relations (COTRA) at the EEAS.

Prior to his appointment as Ambassador to the OECD, he was serving as the Ambassador of Belgium to Ukraine (2022-2024).

Ambassador Van De Velde holds Master's Degrees in Conference Interpreting and e-Business. His mother tongue is Dutch and he is fluent in English, French, Spanish, Portuguese and has notions of German and Ukrainian. He is married to Mrs. Ariadne Petridis and has two children.



Mark Pearson

Deputy Director, Directorate for
Employment, Labour and Social
Affairs, OECD

Mark Pearson is Deputy-Director for Employment, Labour and Social Affairs (ELS) at the Organisation for Economic Co-operation and Development (OECD).

Mr Pearson oversees the work of the Organisation on employment, health, migration, and social policies. Since 2009, he has led the Organisation's work on health, demonstrating that a strong health system is essential for a strong, productive economy. Through his leadership, the Organisation has focused helping countries develop effective policies to prevent harmful lifestyle choices; to modernise their health care workforce; and to digitalise the health sector more rapidly. Through the COVID-19 pandemic, he supported countries in their crisis management, and led an OECD-wide initiative on safe international mobility.

Mr. Pearson is British, and has degrees from Oxford and London.

Laurent Scheer started his career at the French Business Confederation's European office in 1999 (MEDEF), before joining Pernod Ricard's European Affairs department in 2001. He held several positions in this department, covering various areas of European public policies (agricultural production, health, EU internal market, indirect taxation, customs matters, international trade), including European Affairs Director when he finally left Brussels in 2014.

When joining Pernod Ricard's headquarters' in Paris in 2014, he became Public Affairs Director for France and the OECD. In 2019, he took additional responsibility for public affairs for the company's joint venture with the Cuban government.

Degrees in Political Science (Strasbourg, France) & European Law (Paris, France). Additional training at the French Foreign Ministry's institute for non-diplomats (Collège des Hautes Etudes de l'Institut Diplomatique).

He was appointed in April 2020 to his current Group position with a global remit in public affairs and responsible alcohol consumption policies, reporting to Group Chairman & CEO.

Current industry roles include:

- Chairman, Trade Negotiations Committee, MEDEF (France)
- Vice-Chair, International Relations Committee, BusinessEurope (European Union)
- Chair, International Alliance for Responsible Drinking (Global).



Laurent Scheer

Vice-President, Global Public Affairs &
Alcohol in Society, Pernod Ricard;
Chairman of the Board,
International Alliance for Responsible
Drinking (IARD)



Scott C. Ratzan MD

Senior Fellow, *The USCIB Foundation*

Dr. Scott C. Ratzan MD, MPA, MA is Executive Director of Business Partners for Sustainable Development, an initiative of the U.S. Council for International Business Foundation. He has three decades of pioneering accomplishments in the U.S. and globally in health communication, health literacy, and strategic diplomacy. He is the founding Editor-in-Chief of the *Journal of Health Communication: International Perspectives* and Distinguished Lecturer at CUNY Graduate School of Public Health & Health Policy. Before joining CUNY, he was a Senior Fellow at Harvard Kennedy School and has worked in multiple sectors including Johnson & Johnson, ABInBev and USAID. Earlier, he was a professor and Founding Director of the Emerson-Tufts Masters Program in Health Communication.

He is currently on the Board of Global Health for the National Academies of Science, Engineering and Medicine. He has served as Co-Chair of the UN Secretary General's Every Woman Every Child Innovation Working Group, as Vice Chair of the Business Industry Advisory Council's Health Committee to the OECD, on the World Economic Forum Global Agenda Council on Well-Being and Mental Health, and on the U.S. Centers for Disease Control and Prevention, Board of Scientific Counselors, Office of Infectious Disease. He has adjunct professorial appointments at Columbia University Mailman School of Public Health, Tufts University School of Medicine, University of St Andrews School of Medicine, and George Washington University School of Public Health. Dr. Ratzan has an M.D. from the University of Southern California, an M.P.A. from Harvard Kennedy School, and an M.A. in Communication from Emerson College.

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, life-course immunization, and keeping populations active—can drive both health and economic gains. Panelists will discuss strategies to rebalance healthcare budgets toward prevention, delivering cost savings, higher workforce productivity, and improved social well-being. By positioning prevention as a core strategy, the discussion will demonstrate how resilient, economically sound health systems can be engines of stability and growth for OECD countries.



Shaun O'Hanlon

Chief Medical Officer & Chief Product Officer, EMIS Group plc

Shaun is Chief Medical & Product Officer at EMIS & Optum UK, part of United Health Group. UnitedHealth Group is a health and wellness company with a team of approximately 400,000 employees (including 141,000 clinicians and 37,000 technology professionals), working with governments, employers, partners, and providers to care for approximately 148 million individuals globally. It has a track record of harnessing the power of data to improve health outcomes, lessen the burden of disease, and reduce health disparities.

Shaun joined EMIS in 2000 as Clinical Design Director, where he led the clinical architecture of EMIS's flagship product, EMIS Web. This platform, used across the NHS, supports the lifelong patient record for over 40 million people. Shaun's innovative work on EMIS Web has paved the way for the next generation of clinical support tools and mobile solutions within the UK healthcare market. In his current role, Shaun oversees strategy, product and clinical governance for EMIS and Optum in the UK.

He trained at Cambridge and St. Thomas' Hospital and initially practiced as a cardiologist before becoming a GP principal in 1994. Shaun also serves as a director of Proxemis, EMIS's joint research initiative with the University of Oxford.

Michele Cecchini leads work on public health at the OECD - the Organisation for Economic Co-operation and Development. At the intersection of health and economics, Michele's team focuses on priority setting and programme evaluation of policies affecting population health, helping countries implement better public health strategies for improved lives. Their portfolio includes work on overweight, nutrition, physical activity, harmful use of alcohol and tobacco, as well as infectious diseases and antimicrobial resistance.

The outcomes of this work have significantly influenced policy-making, contributing to initiatives at various levels, from national strategies to intergovernmental dialogues such as the G7, G20, and UN General Assembly high-level events on public health. Michele's research has been published in leading academic journals, including *The Lancet* and *The American Journal of Preventive Medicine*, showcasing the impact of evidence-based policies on population health outcomes.

In addition to his role at the OECD, Michele is an Adjunct Professor of Applied Health Economics at the University of Siena's School of Public Health and has held a visiting position at the Duke-NUS Graduate Medical School in Singapore. He has also served as a consultant to numerous international agencies, including the WHO, IARC, the European Commission, and the World Bank. A medical doctor specialized in public health, Michele holds master's degrees from the London School of Economics and the London School of Hygiene and Tropical Medicine, as well as a PhD from Imperial College London.



Michele Cecchini

Head of Public Health, OECD



Raluca Painter

Head of Unit, DG Reform, Labour Market, Education, Health and Social Services, EU Commission

Raluca Painter is Head of unit responsible for Labour market, Education, Health and Social services reforms in the Directorate-General for Structural Reform Support (DG REFORM) of the European Commission.

The unit supports Member States to undertake reforms in a variety of areas including digitalisation of health systems, digital skills for the healthcare workforce, integrated care, primary care, cancer and health technology assessment.

Previously, Raluca worked 13 years in banking and financial services policy in the Directorate-General for Financial Stability, Financial Services and Capital Markets Union (DG FISMA) of the European Commission.

Raluca served as deputy and acting Head of unit Communication unit of DG FISMA. She worked on the Banking Union, a key policy which contributed to restoring financial stability after the financial crisis through the establishment of a new institutional architecture for dealing with banks in the euro area. She was co-team leader for Capital Markets Union, the Juncker Commission's initiative to boost growth and jobs in the EU by improving access to finance for companies and increasing investment opportunities for investors.

A lawyer by training, member of the Paris bar, Raluca joined the Commission in February 2008.

Catherine Weil-Olivier is the Honorary Professor of Paediatrics, Paris-Cité University, France. After a medical degree (1973), and a speciality in Paediatrics in Paris (1974), she has been a general hospital-based Paediatrician (1974 - 2005), and Head of the Department of General Paediatrics at Assistance Publique – Hôpitaux de Paris (AP-HP) (1995 - 2005). Professor of Paediatrics at the Paris-Cité University, France (from 1989). She is in the vaccine field for the past 30 years.



Catherine Weil-Olivier

Honorary Professor of Paediatrics, Paris VII University



Elisa Milani

Senior Consultant and Project
Manager, Healthcare Practice, The
European House – Ambrosetti (TEHA)

Elisa Milani is a Senior Consultant and Project Manager within the Healthcare Practice at The European House – Ambrosetti (TEHA). With specific expertise in Health Economics, her work spans critical areas such as epidemiological research, economic impact analyses, burden of disease assessments, and policy evaluations. Elisa holds a degree in Business Engineering from Politecnico di Milano and a Master of Science in Health Economics and Management from the University of Bologna. Since joining TEHA, she has been realizing initiatives focused on, among others, health prevention as investment, antimicrobial resistance, and brain health. She has authored numerous reports, papers, and articles and plays pivotal role in developing TEHA's annual Meridiano Sanità Report, which is recognized as a benchmark in healthcare policy and economics.

Panel 3

Harnessing Technology and Artificial Intelligence for Sustainable Health Systems

This panel will explore how emerging technologies, and AI can be thoughtfully leveraged to create more inclusive, efficient, and sustainable health systems. It will focus on how these innovations can optimize system resources, enhance clinician productivity, and harness data to improve health outcomes. The discussion will also address key enablers for success, such as balanced policies that promote innovation, rigorous safeguards for the use of data, clear international standards, and pathways for integrating technological solutions responsibly. Panelists will examine both the opportunities, and the ethical considerations needed to transform healthcare delivery and reduce inequalities.



Carla Cartwright

Head of Global Regulatory and Digital Policy, Worldwide Government Affairs & Policy, Johnson & Johnson

Carla leads global digital, R&D, and regulatory policy for Johnson & Johnson's Government Affairs & Policy (GA&P) policy team across the pharmaceutical and medical device sectors. She drives work on a variety of policy issues including AI and data ethics, cybersecurity, health equity, and regulatory modernization and represents GA&P in several internal and external fora including the Johnson & Johnson (J&J) Artificial Intelligence and Data Management Councils. Her team leads the development of key assets including the J&J social and economic footprints and policy work on civil justice reform.

Prior to joining J&J, Carla was an attorney and team leader in FDA's Office of the Chief Counsel where she advised the Center for Drug Evaluation and Research on legal and policy issues.

Living in Kensington MD with her spouse and seventeen-year-old son, Carla enjoys traveling, baking, trying to keep her many plants alive, and book clubs. She serves on the board of the Educational Foundation for her son's school. Carla is a graduate of Washington University in St. Louis and has a JD from Yale Law School and an LLM from Georgetown University Law Center.

Jesús Rueda Rodríguez is Director-General of Strategies and Special Projects and has extensive experience in the regulatory, international and market access policies for devices and IVDs around the world.

As European industry liaison during the COVID-19 pandemic he remains involved in key questions around pandemic preparedness and supply chain resilience in the medical technology sector.

With over 20 years of experience working for medical technology associations and a background in R&D as a biochemist, he is also an expert on in vitro diagnostics and currently chairs ISO/TC 212.



Jesús Rueda Rodríguez

Director-General of Strategies and Special Projects, Medtech Europe



Lilian Lustre

Global Head Ethics for Society, Ethics and Business Integrity, Sanofi

Lilian Lustre is currently the Global Head of Ethics for Society at Sanofi. She has over 20 years of experience in Ethics and Compliance, having worked with companies like PWC, Schering-Plough, MSD and Sanofi. Throughout her career, she has held various positions, including Country Compliance Officer and Latam Ethics & Business Integrity Regional Head, before taking on her current global role.

Lilian Lustre holds a degree in Economics from Pontifícia Universidade Católica de São Paulo and an MBA from Insper-SP, with an extension at Darden Business School, University of Virginia, USA. She also has a certificate in Healthcare Compliance from INSEAD, France, and in Sustainable Leadership from MIT, USA.

Eric Sutherland is a Senior Health Economist leading the OECD's work in Digital Health, bringing together policy guidance for digital tools, integrated data, and responsible analytics including artificial intelligence. In that role, he is accountable for measuring and evolving the OECD's Recommendation on Health Data Governance (2016) and supporting digital health policy that provides data protection (e.g. security and privacy) and timely access to quality data to optimize the use of data for information, insights, and impact among individuals, health workers, policy makers, researchers, and innovators.

Eric's work has led to publications on the use of Artificial Intelligence in Health, the state of Digital Security in Health across the OECD, and a thematic chapter on digital health in the OECD's flagship Health-at-a-Glance 2023 report.



Eric Sutherland

Senior Health Economist, OECD



Viknesh Sounderajah

Clinician Scientist, Google Health &
Clinical Lead, YouTube Health EMEA

Viknesh is a clinician scientist at Google Health, where he works closely with the Health AI research team and serves as the product lead at YouTube Health. Prior to joining Google in 2022, he worked as a vascular surgeon in the UK NHS and a researcher at Imperial College London, where he focussed upon developing evidence standards and reporting guidelines for AI technologies in healthcare as well as investigating the theme of health information quality.

Panel 4

Investing in Health for Fiscal Efficiency and Economic growth

This panel will explore the critical relationship between investment in public health and fiscal efficiency. It will examine how strategic investments in health can lead to greater socio-economic impact and short and long-term savings for governments, for example by reducing the burden of infectious and chronic diseases, addressing synergies in investments within and between NCDs and Infectious diseases, minimizing healthcare costs, improving workforce participation and productivity, and ultimately supporting public fiscal sustainability. Panelists will discuss the economic rationale behind health investments, with a focus on preventative healthcare, especially immunization, mental health, and the role of health systems in driving sustainable economic growth.



Prof. Lotte Steuten

Deputy Chief Executive, OHE,
Honorary Visiting Professor at
City, University of London

Prof. Lotte Steuten, PhD, is Deputy Chief Executive of the not-for-profit Office of Health Economics (OHE) and the scientific and business lead for its international research-led work program. Alongside her position at OHE, Lotte is a Visiting Honorary Professor at City University of London, an associate editor for Value in Health, Co-Chair of the ISPOR Special Taskforce on Value-Based Healthcare and served as a member of the ISPOR Board of Directors. She has published >100 peer-reviewed papers.

Lotte specializes in quantitative methods for estimating the expected health and economic benefits of healthcare interventions across their lifecycle. She has applied this to various technologies and disease areas such as cell and gene therapies, vaccines, antibiotics, and diagnostics.

Before joining OHE, Lotte worked in Seattle (US) as an Associate Professor at the University of Washington and at the Fred Hutch Cancer Research Center. She graduated cum laude with her PhD from Maastricht University (NL).

Francesca Colombo M.Sc. is Head of the Health Division at the Organisation for Economic Co-operation and Development. In this capacity, she leads OECD work on health, which aims at providing internationally comparable data on health and health systems and applying economic analysis to health policies, advising policy makers, stakeholders and citizens on how to respond to demands for more and better health care and make health systems more resilient and people centred. Major activities of the OECD Health Division cover the response to the COVID-19 crisis and solutions to make health systems more resilient; trends in health spending; measuring of health care outcomes, activities and inputs; health care quality policies; assessing health system efficiency and value for money; health workforce; long-term care systems and ageing; the economics of public health; pharmaceutical policies, new technologies, big data and Artificial Intelligence in health (<http://www.oecd.org/health>). Ms Colombo is a member of the Lancet Commission on COVID-19, the Advisory Committee of the European Health Forum Gastein, the French government's Commission des comptes de la santé, and served as co-chair of the WEF Global Future Council on Health and Health Care, and other international advisory panels. Mrs Colombo has over 25 years of experience leading international activities on health and health systems. Over her career, she travelled extensively in Europe, South America and Asia, advising governments on health system policies and reforms.



Francesca Colombo

Head of Health Division, OECD



Prof. Dr. Dennis A. Ostwald

CEO and Founder of WifOR Institute

Prof. Dr. Dennis A. Ostwald's mission is to instigate a paradigm shift towards recognizing health as an investment – into societal well-being, prosperity, and ultimately: better health for all.

As an expert in macroeconomic analysis, Prof. Ostwald is a renowned speaker – delivering addresses at institutions including the UN General Assembly, CEO Summit of the Americas, World Health Summit, and EU Parliament. He holds a PhD from the Technical University of Darmstadt and teaches economic research and international management at the Steinbeis School of International Business and Entrepreneurship (SIBE).

Giulia Del Brenna is Head of the Unit “Food, retail, health” in the Directorate General for Internal Market, Industry, Entrepreneurship and SMEs since May 2024.

A graduate of Sciences Po Paris, she holds a Master in European Studies from ICADE Madrid, and is an Official of the European Commission since 1996. Among other functions, she was Head of the Pharmaceutical, Food and Biotechnology industries Unit (2008 to 2011), Advisor responsible for Administration and Public Health issues in the Task Force for Greece (2011 to 2014), and Deputy Head of the Cabinet of Commissioner Carlos Moedas – Research, Science and Innovation (2014 to 2019). During the COVID-19 crisis, she advised the Clearing House for Medical Devices and the Task Force for up scaling of COVID-19 Vaccines Production. From March 2021 to April 2024, she led the “Strategy and regulation: single market and industrial policy” Unit in her present Directorate General.



Giulia Del Brenna

Deputy Director / Head of Unit,
DG GROW, Directorate- General
for Internal Market, Industry,
Entrepreneurship and SMEs,
European Commission



Mark P. Connolly

Managing Director and Founder,
Global Market Access Solutions;
Guest researcher, University of
Groningen Pharmacoeconomics and
Pharmacoepidemiology Unit

Mark Connolly is health economist with over 24 years of experience gained in academia, consulting and industry. He has a wide range of economic modeling and cost-effectiveness experience supporting health technology assessments and policy analyses. His research interests include understanding the broader public economic impact of investments in healthcare and resource allocation decisions applying fiscal modeling frameworks. Dr. Connolly is also the Managing Director and Founder of Global Market Access Solutions with registered offices in Switzerland, UK and the United States. He also holds a guest research position at the University of Groningen Pharmacoeconomics and Pharmacoepidemiology Unit in the Netherlands where he mentors doctoral students and collaborates on international health projects. He has published more than 75 peer-reviewed articles, and his work has appeared in major media outlets including BBC, The Economist, Newsweek and numerous news articles.

Notes

Notes



BUSINESSatOECD

13/15, Chaussée de la Muette, Paris 75016

Tel: +33 (0) 1 42 30 09 60

businessatoecd.org

  @BusinessatOECD