




Investing in healthcare – the entrepreneur’s view

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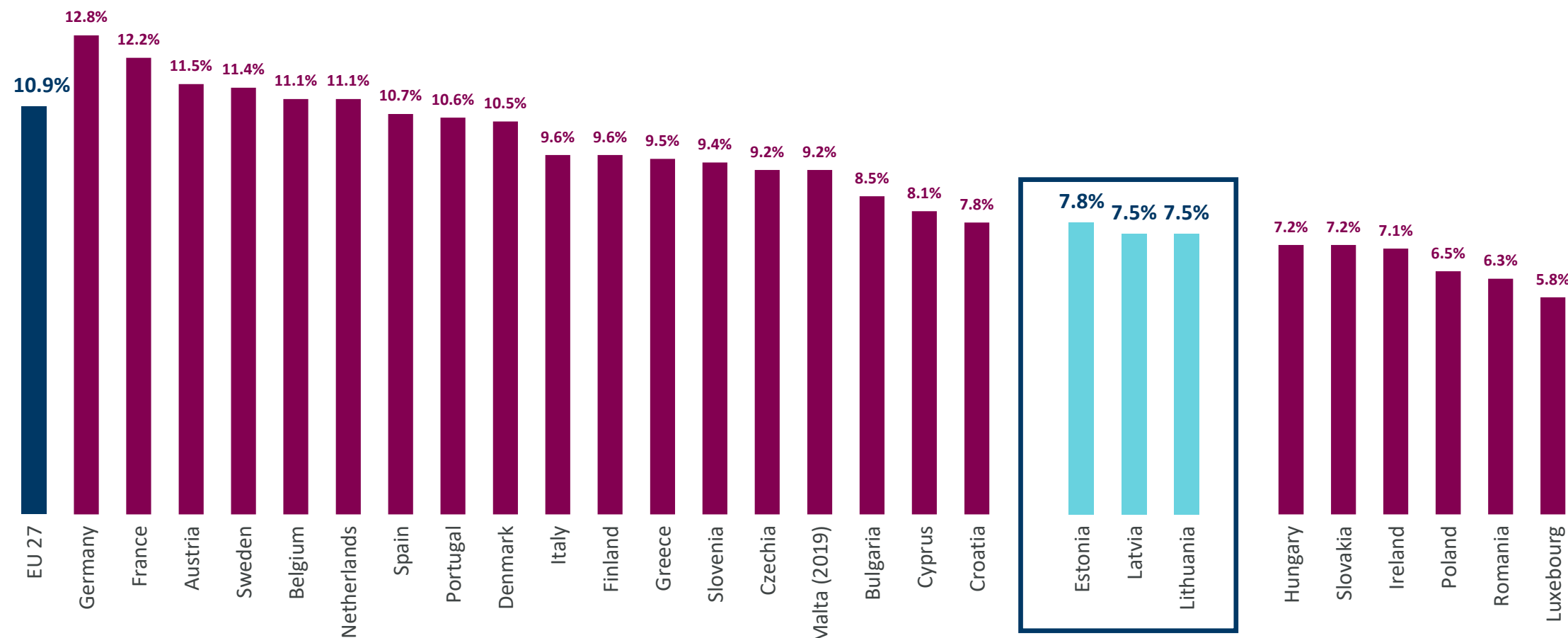
A robust economy is built on scientific innovation.

A stylized globe is shown in the background, rendered in shades of blue and purple. Overlaid on the globe is a complex network of glowing cyan lines and dots, representing a digital or data network. The network is most dense in the center and right side of the image, with lines connecting various points across the globe's surface.

**How keeping health a priority
might be a prescription
for prosperity**

Changing attitudes towards healthcare is needed to make it priority, reflected in investments

% of GDP, 2020



Source: Eurostat

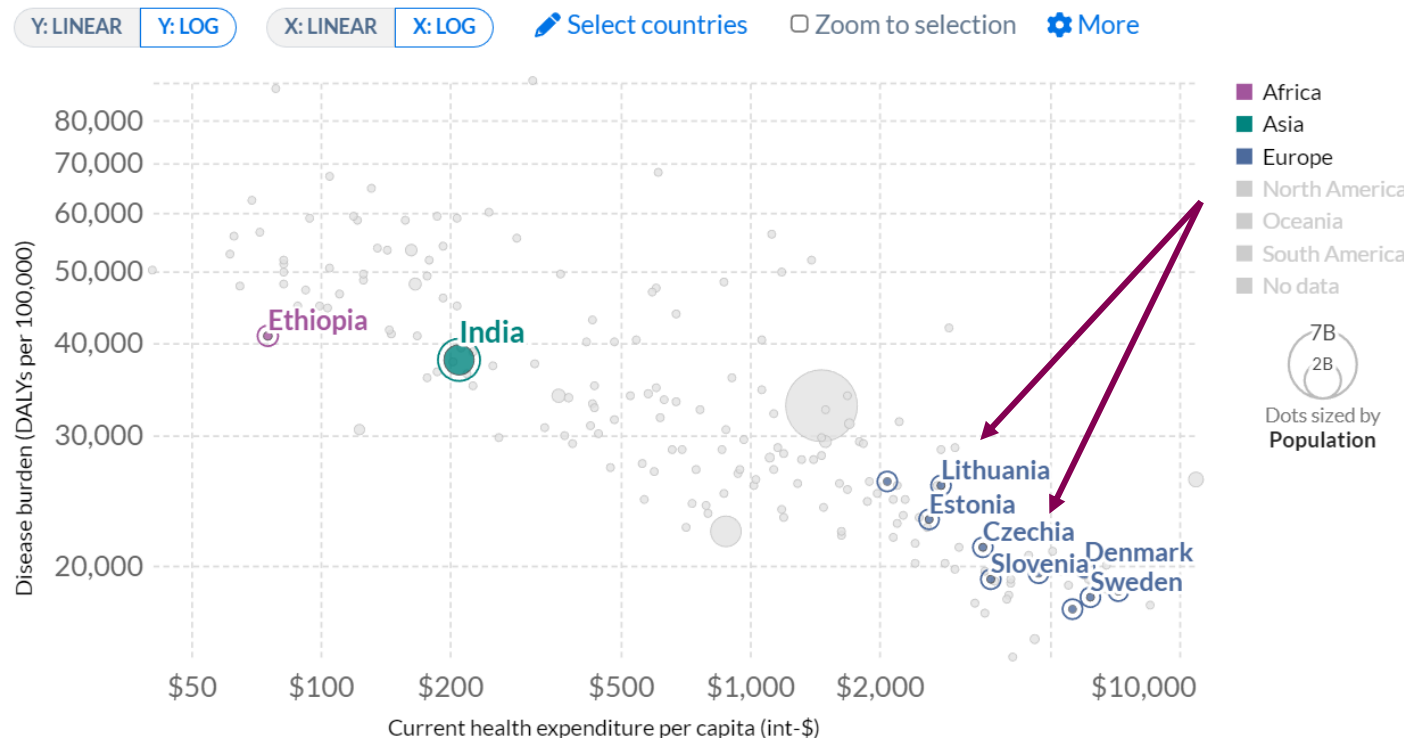


The more we invest in healthcare, the more quality of life and healthy life years improve

Disease burden vs. health expenditure per capita, 2019

Total disease burden from all causes, measured as the number of Disability-Adjusted Life Years (DALYs) per 100,000 individuals, versus health expenditure per capita measured in current international-\$

Our World in Data



- Health expenditure per capita → correlation with people lives
 - Countries with similar GDP invest in Healthcare more per capita
- ⇒ **Higher investments result in lower disease burden**

Source: IHME, Global Burden of Disease (2019); World Health Organization (via World Bank)
OurWorldInData.org/burden-of-disease • CC BY

▶ 2000  2019

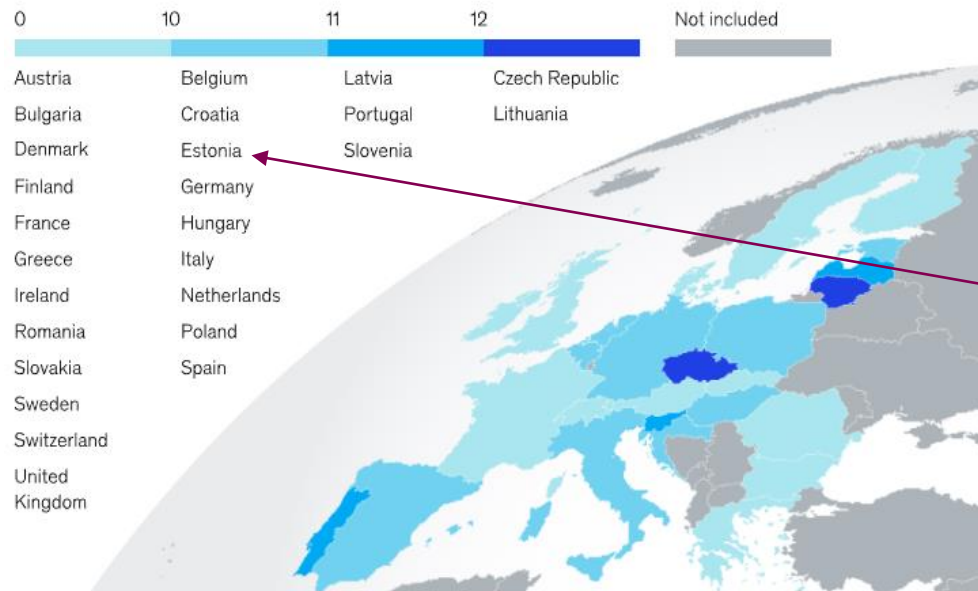


Investing in healthcare: benefits outweigh the cost

- ⇒ Lower disease burden translates into higher labor force participation & productivity
- ⇒ Investment in prevention brings return long-term, whilst investing in screening and treatment benefits already today

The GDP growth opportunity from health improvement varies across the region.

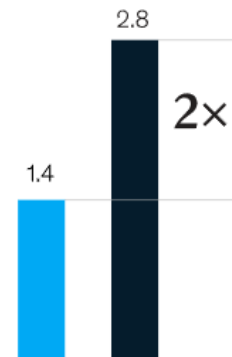
Range of estimated GDP growth potential by country by 2040, %



Note: The boundaries and names shown on this map do not imply official endorsement or acceptance by McKinsey & Company.
Source: McKinsey Global Institute analysis

McKinsey & Company

Upper-middle-income countries



⇒ For each 1\$ invested, an economic return of 2\$ is possible

Health improvement results in 10% GDP growth opportunity

<https://ourworldindata.org/burden-of-disease>
<https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/prioritizing-health-a-prescription-for-prosperity>
<https://ourworldindata.org/burden-of-disease#income-and-disease-burden-from-communicable-diseases>

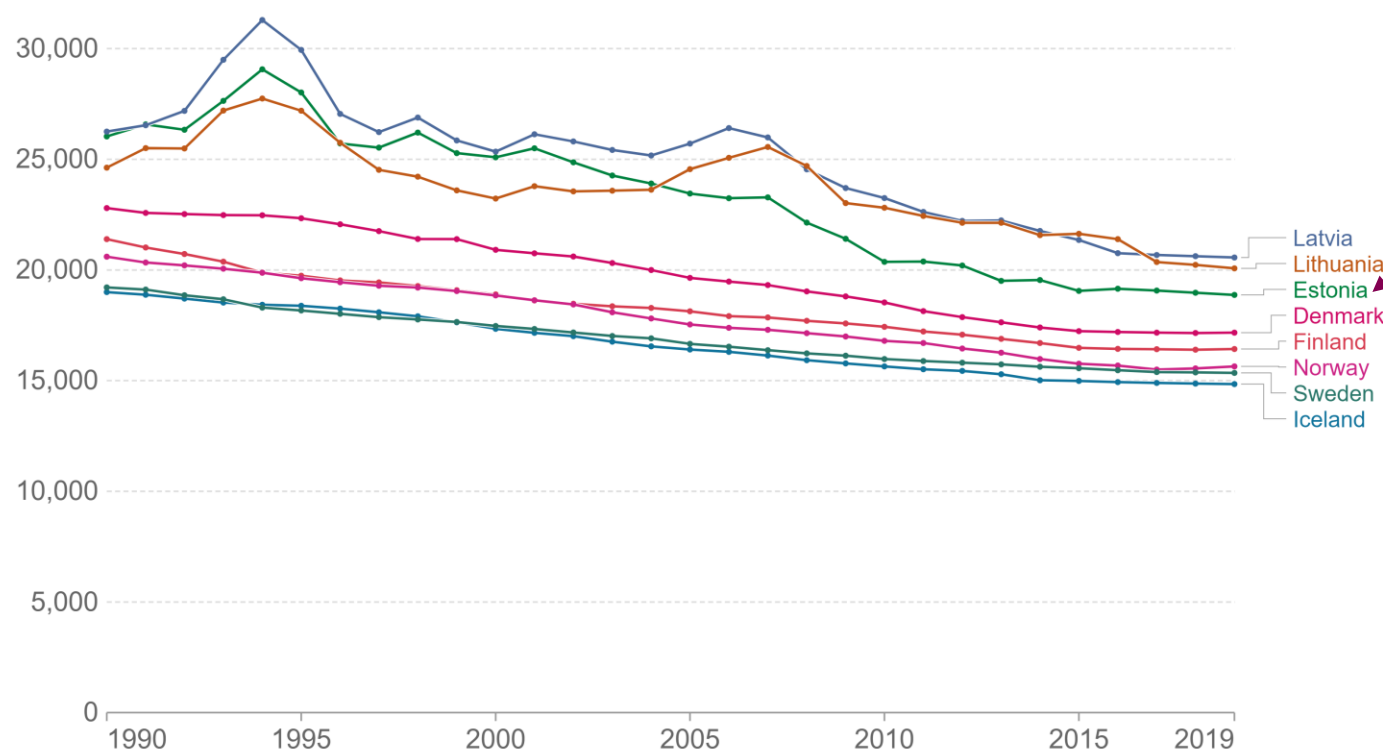


Despite significant improvement over past decades, Estonian working age population still loses 1/3 of their life to diseases

DALY rates from non-communicable diseases (NCDs), 1990 to 2019

Age-standardized DALY (Disability-Adjusted Life Year) rates per 100,000 individuals from non-communicable diseases (NCDs). DALYs are used to measure total burden of disease - both from years of life lost and years lived with a disability. One DALY equals one lost year of healthy life.

Our World in Data



15-69 population	EE	SE	FI	DK	NO	LT	LV
DALY in years	0,267	1,4	0,76	0,935	0,774	0,658	0,451
DALY %	32%	22%	22%	25%	22%	37%	38%

⇒ Up to 10% more than Nordic countries

⇒ 32% DALY loss translates into more than 1 billion EUR in yearly tax income

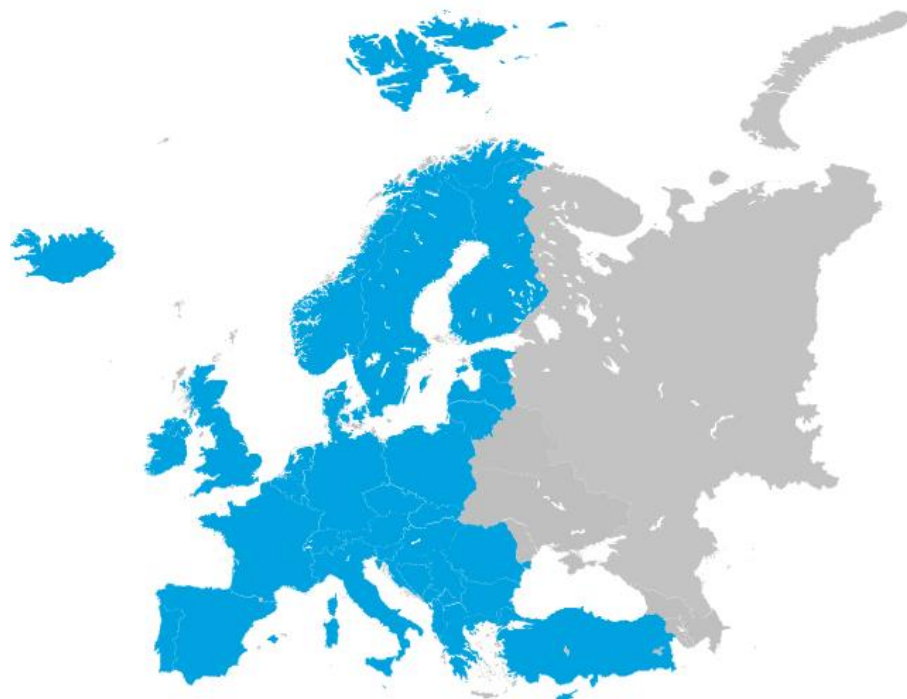
Source: IHME, Global Burden of Disease (2019) OurWorldInData.org/burden-of-disease • CC BY



A stylized map of Europe is shown in a light blue color, set against a dark purple and blue gradient background. Overlaid on the map is a complex network of glowing cyan lines and dots, representing a digital or data network. The network is most dense in the central and eastern parts of Europe. The overall aesthetic is futuristic and technological.

**Baltics lag behind in accessing
effective and innovative treatments**

WAIT report: measures access to innovative medicines in Europe



 **37**
European countries

 **168**
innovative medicines

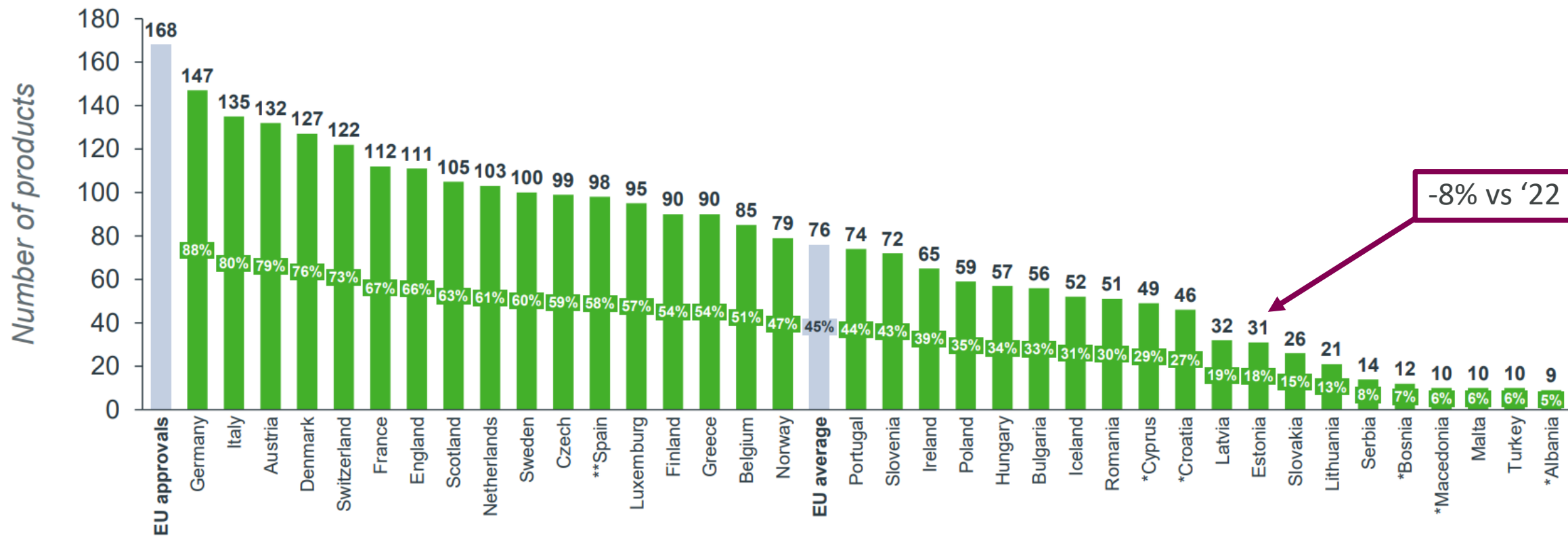
 **4**
year cohort ('18-'21)

- WAIT – **W**aiting to **A**ccess **I**nnovative **T**herapies
- IQVIA in partnership with EFPIA
- Latest update published in April '23

„IQVIA is a world leader in using data, technology, advanced analytics, and expertise to help customers drive healthcare forward. Together with the companies we serve, we are enabling a more modern and effective healthcare system and creating breakthrough solutions that transform business and patient outcomes.“



Estonian patients would benefit from wider access to innovation



-8% vs '22

➤ Only less than a fifth of innovative medicines are available in Estonia as of 1st Jan '23



A glowing blue network of nodes and lines is overlaid on a faint world map. The network consists of numerous small blue dots connected by thin blue lines, forming a complex web that covers the entire globe. The background is a dark, deep blue gradient, and the world map is rendered in a lighter, semi-transparent blue. The overall aesthetic is futuristic and digital.

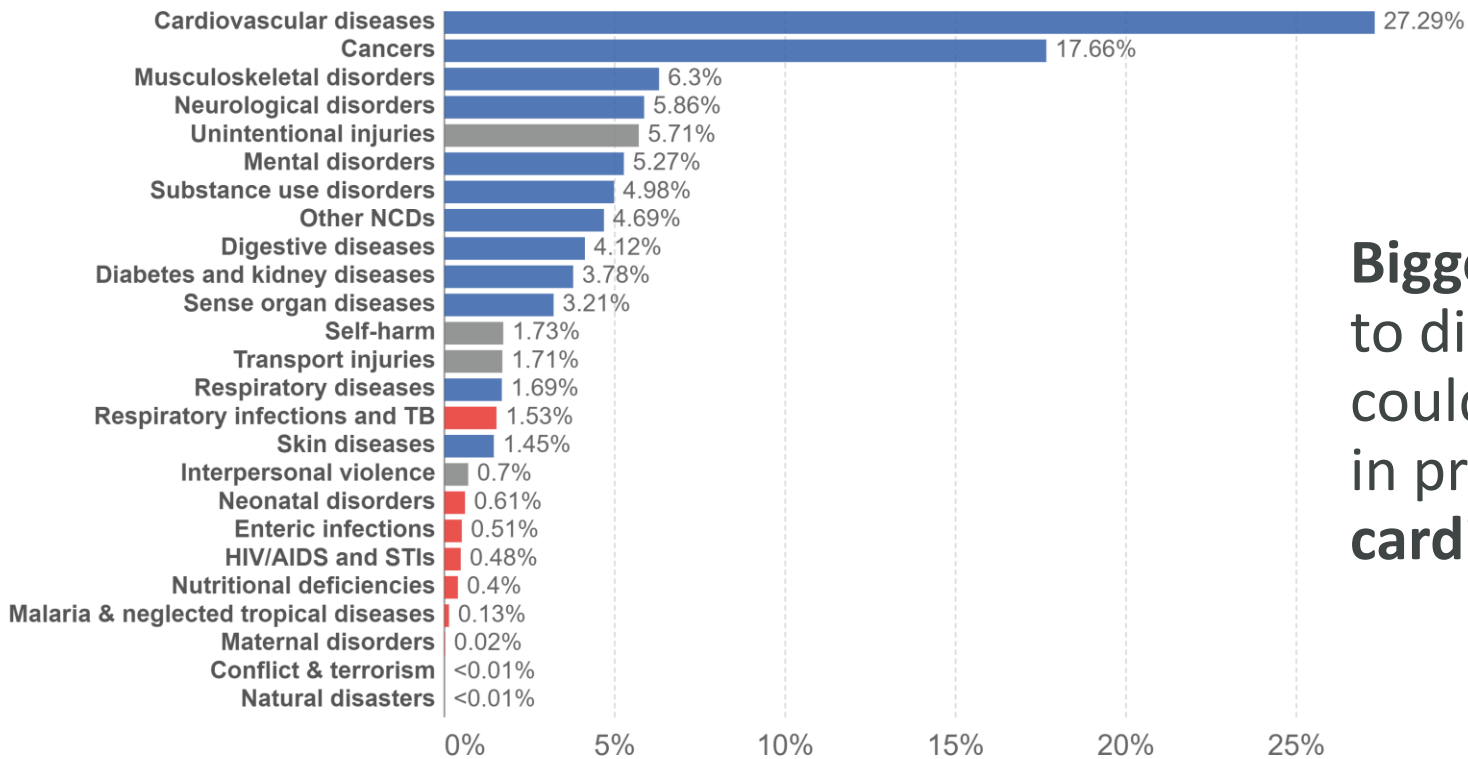
Where do we lose most of our lives...

Nearly half of all lives lost derive from cardiovascular & oncological diseases

Share of total disease burden by cause, Estonia, 2019

Our World in Data

Total disease burden, measured in Disability-Adjusted Life Years (DALYs) by sub-category of disease or injury. DALYs measure the total burden of disease – both from years of life lost due to premature death and years lived with a disability. One DALY equals one lost year of healthy life.



Biggest impact
to disease burden reduction
could be achieved via investing
in prevention and treatment of
cardiovascular and oncological diseases

Source: IHME, Global Burden of Disease (2019)

OurWorldInData.org/burden-of-disease • CC BY

Note: Non-communicable diseases are shown in blue; communicable, maternal, neonatal and nutritional diseases in red; injuries in grey.



The growing chronic disease burden across Europe



21% of Europeans aged >65 years



50 million living with >1 chronic disease



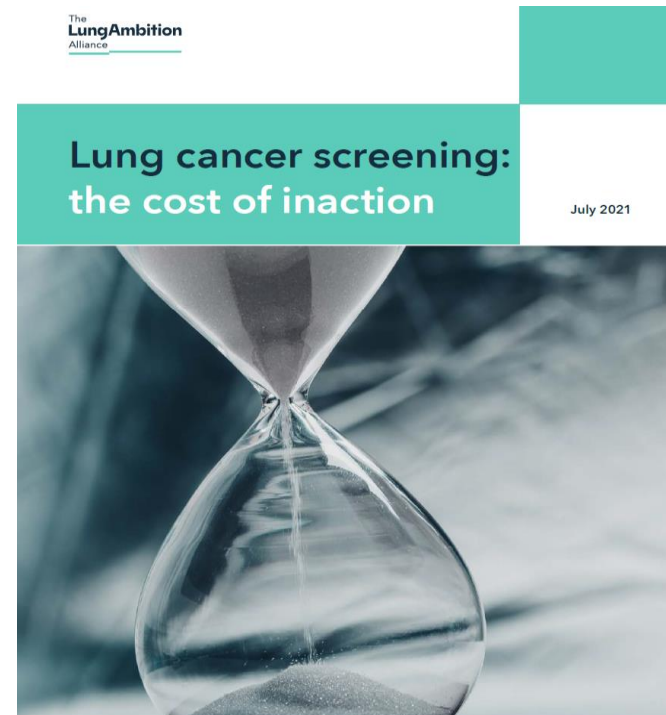
>4 million deaths annually



Cancer is becoming the major health concern globally and in Estonia



Lung cancer - leading cause of cancer death globally, accounts for 15% among all cancers costs



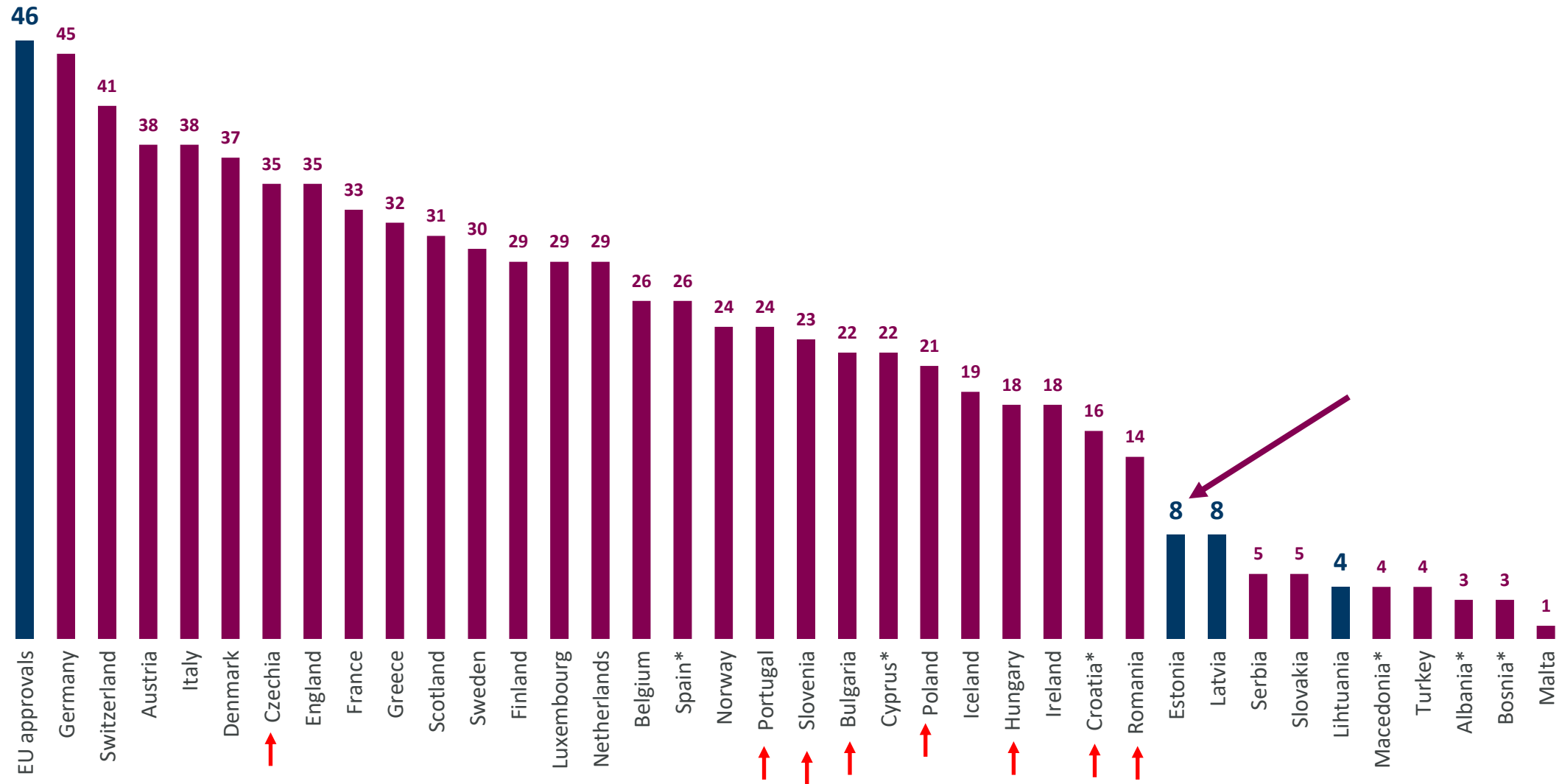
⇒ Estonia leading the way in lung cancer screening

Professor Toivo Maimets: „In several countries, cancer deaths already outweigh the cardiovascular disease related deaths“

In Estonian Cancer Society 30th anniversary Conference - 16th Sept 2022



Only ~17% of oncology medicines available in Estonia



➤ Estonia is behind several countries who are on the same level or below from economic perspective



A glowing blue network of nodes and lines forming a globe-like shape against a dark background. The network is composed of numerous small blue dots connected by thin, light blue lines, creating a complex, interconnected web that resembles a globe or a molecular structure. The background is a gradient of dark blue and purple, with some faint, larger-scale network patterns visible in the distance.

**A call-out for positive change,
achieved via partnership and
collaboration**

Health as national wealth: couple of aspects might contribute and address sustainability and resilience of HealthCare systems



System changes

- Linking reimbursement thresholds to GDP
- Renewing HTA methodology
- Updating list of healthcare services more frequently



Innovative value strategies 2.0

- Outcome-based agreements
- Treatment line based pricing



Private-Public Partnership

- Aligned strategic priorities
- Transparency
- Predictability

A woman with glasses, wearing a blue uniform, is looking down at her smartphone. She is holding a white and blue shopping bag. The background is slightly blurred, showing an outdoor setting. A large white circular graphic is overlaid on the right side of the image, containing the text.

When health
systems are resilient,
communities can thrive.

Partnership for Health System Sustainability and Resilience (PHSSR)

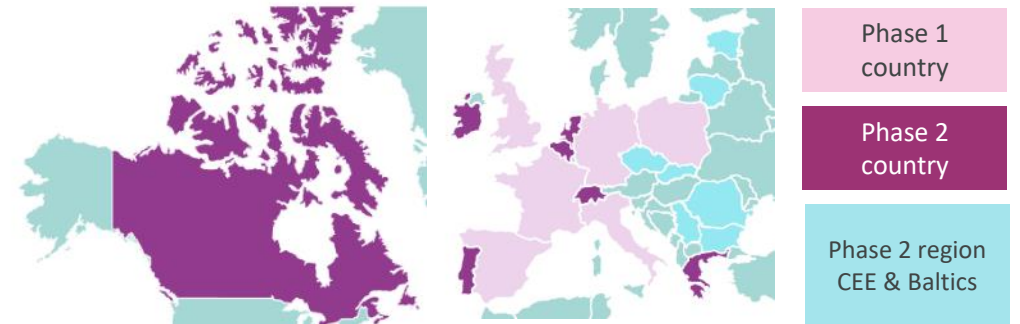
PHSSR is a global collaboration working with governments and healthcare systems to shape the future of and build health system resilience to withstand future crises and to sustainability improve population health in the long term

Robust research focused on high-impact areas, delivered at pace

Research framework developed by the LSE looking at:

1. Governance
2. Financing
3. Workforce
4. Medicines and Technology
5. Service delivery
6. Population health
7. Environmental sustainability

Reach of PHSSR in EU & Canada



Action-orientated, evidence-informed policy recommendations

Implementation across 13 countries (Phase 1 & 2)

In **collaboration** with academia and public and private sectors



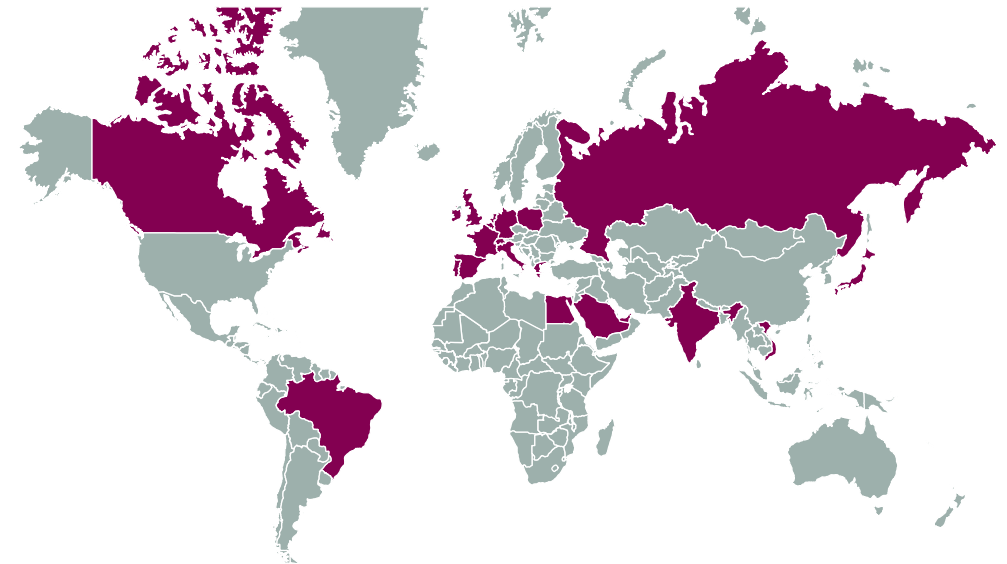
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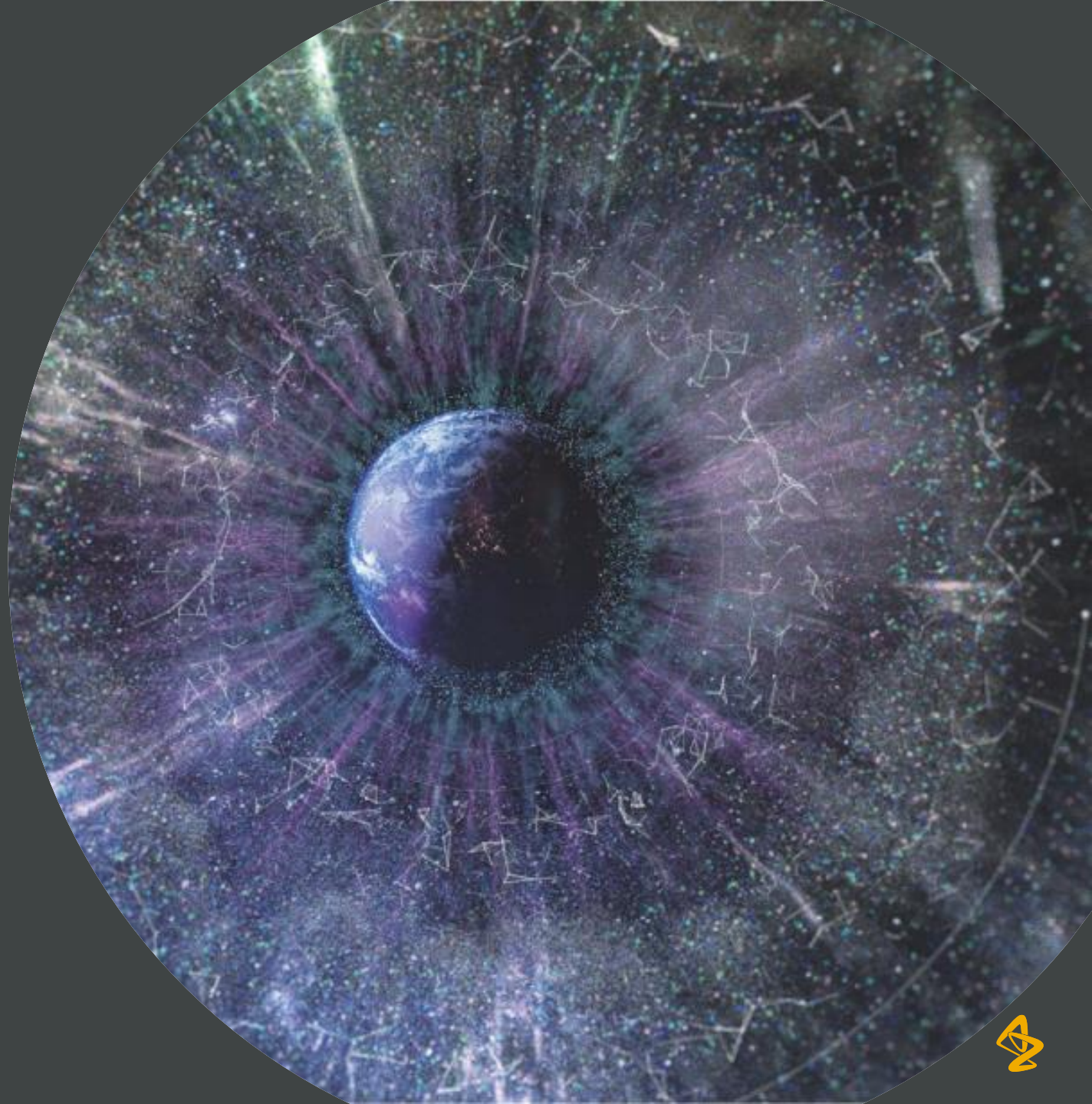
Action-orientated, evidence-informed policy recommendations

Based on collaboration across academia and the public and private sectors to effect positive change together

To date, PHSSR has assessed 30 countries and is active across 13 EU Member States



It Starts with HEALTH



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