

Planning today, for tomorrow

The future of healthcare in the balance

Insights from our latest 'Perspectives by Bupa Global' event | June 2023

We're living through a decisive moment for human health.

Technology and advances in treatment are expanding what's possible. People are prioritising their wellbeing more than ever; preventative health is gaining momentum.

Yet, the future of healthcare is in the balance. Customer demands are changing, their expectations are evolving, and healthcare systems are having to adapt to complex transformational challenges.

We began the latest chapter of our Perspectives series, focusing on what's next for global healthcare. Our expert panel explored the exciting developments to come, but also looked at the current reality of the world's health.

The healthy are getting healthier, but chronic disease, obesity and ill-health in old age are increasing. Without careful planning, we may transition from a generational opportunity to a global healthcare crisis.



We've never seen anything like the transformation of the last 3 years, almost every walk of life, and healthcare has been at the forefront of those changes. But our industry, governments, regulators and business have fallen behind the pace of change, and it's our responsibility to transform that story.

Dr Petra Simić
Medical Director, Bupa Health Clinics and 'Perspectives' host



Innovation means we can improve health outcomes for everyone, but the future won't just take care of itself.

There's never been a more important moment for a new conversation about the future of healthcare.

Watch our short video to find out why...



What's next for global healthcare?

It's vital we have an open and honest conversation now about how our industry plans for the future, not just for the challenges but also the opportunities to make a meaningful difference to the health of generations to come.

Global healthcare is facing disruption regardless, so we need to take control of the three pillars shaping our industry's future:



Technology

There's a technological revolution happening in healthcare.

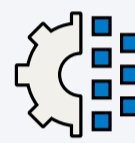
- Virtual medicine
- AI and machine learning
- Surgical innovation
- Blockchain



Treatment

Advances in treatment are pushing the boundaries of what's possible.

- Precision medicine
- Genetic testing
- Gene-therapy
- Our understanding of aging



Transformation

Healthcare systems have an opportunity to transform to meet changing demands.

- Digital innovation
- Focus on preventative care
- Attract and retain the best talent
- Regulation fit for purpose



Google's DeepMind has been working with Moorfields Eye Hospital in London to develop an AI algorithm that can detect as many as 50 different diseases through retinal imagery.

João Medeiros
Curator, WIRED Health



But the future is uncertain...



We know there are significant challenges in global public health, but it's easy to be complacent and believe that advances in technology and treatment will take care of the future.

But we know that's not the case.

The pandemic has widened existing inequalities in healthcare. Progress on treating chronic disease has slowed, obesity rates are rising.

For all the brilliant digital innovation, adoption of digital tools over the last decade has been slow, and existing healthcare systems have struggled to integrate the new technology¹.

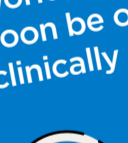
Regulators and policymakers are also struggling to keep up with the policy-makers we're seeing, with policy and regulations potentially being outdated before even being introduced.



You can't talk about global public health today without talking about the pandemic. Covid 19 affected every country across the world, and every health system. We're now only just seeing that recovery process, but our positive progress on global health has stalled.

Devi Sridhar
Professor of Global Public Health, University of Edinburgh

More than half of the world's population will soon be overweight or clinically obese²

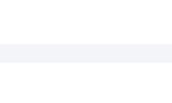


Many countries are falling behind on global targets to cut premature deaths from chronic diseases like cancer, diabetes and heart disease³

Life expectancy growth is stalling in many advanced economies⁴



Continuing the conversation



- This is just the start of a new direction for our 'Perspectives' series.
- There's no more important conversation to have as an industry than how we plan for the future. It's our collective responsibility to get it right.
- The future of healthcare is in the balance.
- It can mean a healthier, happier future for more people. A future where people live longer lives with less ill-health.
- But get it wrong and the promise of true transformation remains unfulfilled as chronic disease and ageing populations take global healthcare systems beyond breaking point.

That's the stark choice we have.



Advances in technology have the potential to level-up healthcare and make it more accessible to all, but it can go two ways. It's great to have access to a surgeon on the other side of the world but a lot of these advances are prohibitively expensive. We need to think how we create real equity in global healthcare.

Dr Robin Clark
Medical Director Bupa Global and UK Insurance

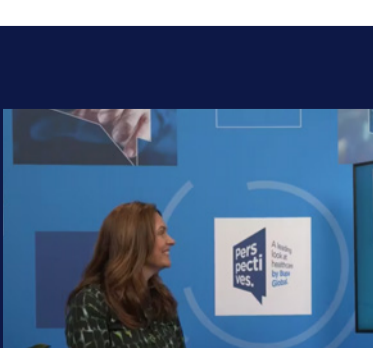
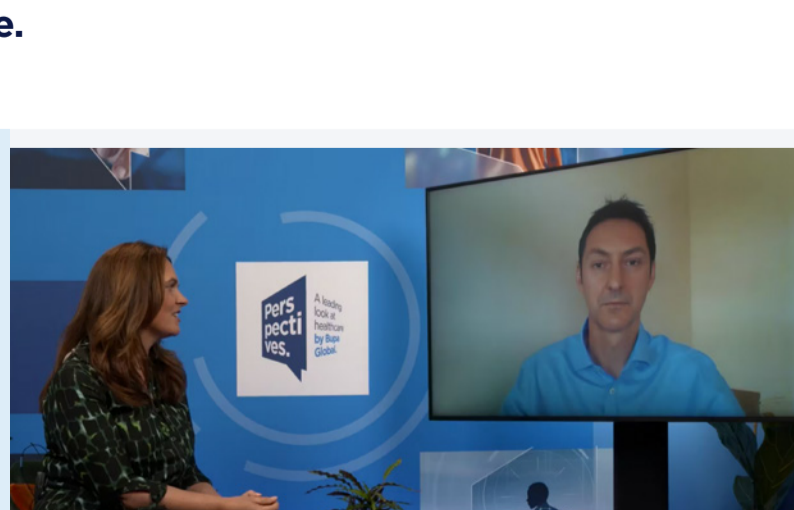
The good news is that it's still our choice to make as an industry.

- If we collaborate and think strategically about how we can harness our 3 pillars of healthcare disruption.
- If we help address some of the underlying systemic issues driving health inequalities.
- If we work with policymakers and regulators to ensure frameworks are fit for purpose.
- Then we can really enable the global healthcare transformation we all hope to see.

And build an IPMI industry that's resilient and sustainable for generations to come.



Watch Bupa's senior medical experts, **Dr Robin Clark** and **Dr Petra Simić**, reflect on the topics we explored in our latest 'Perspectives by Bupa Global' event.



Interested in hearing more?

You can view the full event recording [HERE](#) and sign-up below to be the first to know about future 'Perspectives by Bupa Global' events.



¹<https://www.mckinsey.com/industries/healthcare/our-insights/promoting-an-overdue-digital-transformation-in-healthcare>

²<https://www.theguardian.com/society/2023/mar/02/more-than-half-of-humans-on-track-to-be-overweight-or-obese-%20by-2035-report#:~:text=About%202.6%20billion%20people%20globally,by%20the%20World%20Obesity%20Federation.>

³<https://www.imperial.ac.uk/news/203373/many-nations-falling-behind-global-efforts/>

⁴<https://www.health.harvard.edu/blog/why-life-expectancy-in-the-us-is-falling-202210202835>