Innovative Public-Private Partnerships to Scale-Up Medical Technologies

Barbara Bulc
Global Development Impact, President

Barbara Bulc is President and Founder of Global Development – Advising the Leaders based in Geneva, Switzerland. She has been a driving force in catalyzing and developing transformational global public-private partnerships to improve people’s lives in developing and emerging economies. She has over 20 years of leadership and advisory experience in healthcare business and international development. Mrs. Bulc advises leaders in governments, Fortune 500 companies, the United Nations, foundations, NGOs and academic institutions. Areas of work encompass scaling up solutions in global health, education, technology, food security, environment and economic development. She has been a Special Advisor to the World Health Organization, a founding member of Friends Africa and a member of the UN Secretary General’s Innovation Working Group. Prior, Mrs. Bulc was Senior Advisor and a founding management team member at the President Bill Clinton Foundation. She established Ambassador Richard Holbrooke’s European office of Global Business Coalition in Geneva, mobilizing the power of Fortune 500 corporations for sustainable economic development. Mrs. Bulc was the CEO of KRKA Pharmaceuticals U.S. in New York and has worked in various positions with Novartis, Knoll, and BASF. Mrs. Bulc holds graduate degrees in chemistry and management from Ljubljana University in Slovenia and Columbia University Business School in New York, and has studied leadership of professional services at the University of Cambridge, Judge Business School.

Abstract
Over the last two decades, partnerships between the public and private sectors have become an increasingly important strategy to address global public health challenges. While many examples of different public-private partnerships (PPP) have been documented, there is limited understanding about WHY and HOW successful PPPs in global health reach the scale necessary to achieve lasting health and economic impact in support of sustainable development.

The launch of the Sustainable Development Goals (SDGs), including SDG 3 – Ensure healthy lives and promote well-being for all at all ages, calls for new sustainable approaches and collaborations. Furthermore, increasingly complex and rapidly changing health systems in low- and middle-income countries (LMICs) require new strategies and cross-sector partnerships to provide solutions at scale.

This session’s key objective is to provide an new thinking and an interactive forum to explore how have public-private partnerships in global health delivered medical technologies at scale based on sustainable business models. These innovative public-private collaborations have effectively improved quality of life and access to prevention, care and treatment in developing and emerging economies.
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Abstract (Cont.)

The session will share knowledge to address the following three questions:

1) Why and how successful PPPs reach scale?
2) Where are needs and opportunities for affordable medical technologies?
3) What are emerging trends in PPPs to scale up medical technologies?

Description

Proposed discussion focus

This interactive session will share knowledge and insights to address the following three topics:

1) Why and how successful PPPs reach scale?
   Presenters will share transformational examples of PPPs that have accelerated both, development of medical technologies, as well as their access to markets at scale, in low- and middle-income countries.

2) Where are needs and opportunities for affordable medical technologies?
   We will highlight opportunities for innovators and entrepreneurs, as well as other private and public partners to get involved and create lasting social and economic impact in support of SDGs and in particular SDG 3. For example, global initiatives like Innovation Countdown to 2030, Grand Challenges and others will be discussed.

3) What are emerging trends in PPPs?
   What kind of cross-sector collaborations across the product innovation cycle are emerging in today rapidly changing global health and development landscape, including new blended financing approaches to accelerate development and markets access to innovative medical technologies in developing countries.

Objectives

Justification and expected impact during and after the conference

This session will increase understanding and shed new light on successful public-private partnerships that have effectively improved access to medical technologies and improved prevention, care and treatment in low- and middle-income countries in an effort to attain healthy lives.

It will bring in cutting-edge speakers from private and public sectors that are leaders in innovative public-private partnerships and have successfully advanced innovative affordable technologies through development, market launch and/or scale up nationally and internationally.

In this context, the session will act as a catalyst to share knowledge and raise awareness about opportunities for collaborations.

In addition to that this session will establish new collaborations and networking opportunities with participants during and after the conference.

Target Audience

Target audience will include diverse stakeholders from private and public sectors, including: innovators, entrepreneurs, academia, both faculty and students, international organizations, multinationals and SMEs from diverse business sectors (in particular medical devices and diagnostics, pharmaceutical, health delivery, financing), industry associations, governments, private foundations, NGOs and social impact investors.

Proposed Program

To be finalized in January 2016.