

VBH Closing by Yasushi Okada

Thank you, our presenters and moderator, Mr. Kapur, Dr. Sriratanaban, Dr. Banzon, Dr. Suzuki and Dr. Takeda for the discussion on VBH. In order to maximize VBH, there are two keys, enhancing the outcome and optimizing costs. There were many important insights in this regard thanks to the great speakers.

COVID-19 taught us an important lesson that sustainability of medical system matters. While insurance funding situation worsens due to COVID-19 and aging society, Dr. Sriratanaban introduced strategic purchasing and remodeling of the payment program. Dr. Banzon pointed out the importance of investing effectively on primary care which has clear economic benefit. In panel discussion part 1, we learned that both access to primary care and cost effectiveness should be realized for a sustainable healthcare system.

Digital technology plays a critical role in maximizing VBH. Regarding digital technology, Mr. Kapur and Dr. Suzuki pointed out that new approaches to medical care, including medical consultations and flexible disease management based on treatment outcome will lead to reductions in healthcare costs. In panel discussion part 2, we confirmed that investment in digital tools will lead to better primary care and better UHC. We also confirmed the importance of system design and policy backup for realizing data-driven medical care.

The pharmaceutical industry has a mission to contribute to extending healthy life expectancy and economic growth by creating innovation. We would like to create a good cycle for the development of science. To achieve VBH, our industry will continue to strive to create innovative new drugs and healthcare solutions that can enhance healthcare outcomes. We will also promote cross-border collaboration and cooperate with the governments and academia. Under the unity of 13 APAC organizations, we will work together to realize a sustainable healthcare system.