



# **Digital health high-level virtual roundtable**

*The road towards sustainability and  
integration*

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**Thursday, 28 January 2021**  
4.30 – 6 pm Paris Time

## *The road towards sustainability and integration*

The Covid-19 pandemic has highlighted the need for governments to prioritize health as a strategic investment. Healthcare systems in both OECD and non-OECD economies are facing increasing funding pressures to address both non-communicable and infectious diseases.

Innovative solutions, including integrated care and better management of chronic diseases, must be part of the answer. As the Business at OECD 5 recommendations to governments show, much can be done to leverage digital health for better sustainability and care integration.

Building a connected ecosystem will require agile policies and new resources, including sophisticated data collection and analytics using Artificial Intelligence to increase our capacity to anticipate, prevent, diagnose, treat and manage population health challenges.

Following up on the second Business at OECD recommendation on health, we are convening together with Sanofi a cross-sector virtual roundtable to discuss how OECD action and stakeholder collaboration can drive greater efficiency and sustainability of health systems, using digital and new technologies in disease prevention and control, including integrated care approaches

# AGENDA

- 4:30—4:33 pm      **Introduction**
- Nicole Denjoy, *Business at OECD* Health Committee Vice Chair and COCIR Secretary General
- 4:33—4:50 pm      **Opening Keynote: the OECD vision for sustainable health care systems**
- Ulrik Knudsen, Deputy Secretary General, OECD
- 4:50—5:40 pm      **High-level roundtable**
- Moderated by Ali Karami-Ruiz, *Business at OECD*, Senior Director, Strategic Engagement and Communications
- **Olivier Charmeil**  
Executive Vice President, General Medicine and Member of the Sanofi Executive Committee
  - **Jan Kimpen**  
Chief Medical Officer, Royal Philips
  - **Ulrik Knudsen**  
Deputy Secretary General, OECD
  - **Ceri Thompson**  
Deputy Head of the eHealth, Wellbeing and Aging unit, European Commission
- 5:40—5:55 pm      **Q&A session**
- 5:55—6 pm      **Conclusion and way forward: how the OECD can make a difference in digital health**
- Thomas Cueni, Chair of the *Business at OECD* Health Committee, and Director General, IFPMA

## KEYNOTE SPEAKER



### **Ulrik Knudsen**

***Deputy Secretary General, OECD***

Mr. Ulrik Vestergaard Knudsen took up his duties as Deputy Secretary-General of the OECD in January 2019. His portfolio includes the strategic direction of OECD policy on Science, Technology and Innovation; Employment, Labour and Social Affairs, Migration, Health; Education; and Centre for Entrepreneurship, Small & Medium Enterprises, Regions & Cities.

Until the end of 2018, Mr. Knudsen was Permanent Secretary of State at the Ministry of Foreign Affairs in Denmark. In this capacity, he has served numerous Danish Ministers for Foreign Affairs, Development Cooperation, Trade and European Affairs since 2013. Prior to this, he served as Sherpa and Chief Diplomatic Advisor to two Danish Prime Ministers on Security Policy, EU and Foreign Affairs in the Prime Minister's Office.

Mr. Knudsen was appointed Ambassador in 2006. He served as Ambassador to the OECD and UNESCO in Paris (2008-2009). Prior to this, he was Press Officer and Principal Private Secretary to a number of Danish Ministers for Foreign Affairs. Besides his diplomatic career, he briefly served as Group Director for International Policy in Vodafone, London (2013).

## SPEAKERS



### **Olivier Charmeil**

***Executive Vice President, General Medicine,  
Member of the Sanofi Executive Committee***

Olivier Charmeil is a graduate of HEC (Ecole des Hautes Etudes Commerciales) and of the Institut d'Etudes Politiques in Paris. From 1989 to 1994, he worked in the Mergers & Acquisitions department of the European Union Bank.

He joined Sanofi Pharma in 1994 as head of Business Development. Subsequently, he held various positions within Sanofi, including Chief Financial Officer (Asia) of Sanofi-Synthélabo in 1999 and Attaché to the Chairman, Jean-François Dehecq, in 2000, before being appointed as Vice President, Development within the Sanofi-Synthélabo International Operations Directorate, where he was responsible for China and support functions. He was appointed Senior Vice President Asia/Pacific, Pharmaceutical Operations in February 2006. On January 1, 2011, Olivier Charmeil was appointed Executive Vice President Vaccines, and joined the Executive Committee.

From June 2016 to December 2018, Olivier Charmeil served as Executive Vice President of our General Medicines and Emerging Markets Global Business Unit. He took up his current position of Executive Vice President, China and Emerging Markets in January 2019.



### **Thomas Cueni**

***Business at OECD Health Committee Chair,  
Director General, IFPMA***

Thomas B. Cueni is Director General of International Federation of Pharmaceutical Manufacturers (IFPMA), the global association of research-based pharmaceutical companies and associations.

Mr. Cueni is Secretary of the Biopharmaceutical CEO Roundtable (BCR), a policy forum of the global CEOs of IFPMA member companies. He is also Chair of the Business at OECD Health Committee, and also serves on the Board of Directors of the City Cancer Challenge (CCan), an initiative aiming to improve cancer care in major cities in low- and middle-income countries. In addition, Mr. Cueni serves as Industry Co-Chair of the APEC Biopharmaceutical Working Group on Ethics and Chair of the Board of the cross-sectoral AMR Industry Alliance, a group comprising more than 100 companies and associations representing Rx pharma, generics, biotech, and diagnostics committed to tackling the threat of antimicrobial resistance.

Prior to joining IFPMA he was Secretary General of Interpharma, the association of pharmaceutical research companies in Switzerland, and for many years was a member of the Board and Chair of a key committee of the European Federation of Pharmaceutical Industries and Associations. Mr. Cueni had a career as a journalist, and he served as a Swiss career diplomat with postings in Paris (OECD) and Vienna (IAEA, UNIDO).



## **Nicole Denjoy**

***Business at OECD Health Committee Vice Chair,  
COCIR Secretary General***

Nicole Denjoy is the COCIR Secretary General since 2005 and is based in Brussels. Nicole has gathered more than 35 years of experience in the medical technology industry, working for companies including L'air Liquide, Ohmeda, Boston Scientific and Baxter. Nicole has a Masters in Organisation and Change Management.

Nicole represents COCIR in a variety of influential fora at European Level as well as at international level. Nicole is also Chair of DITTA, the Global Trade Association representing Medical Imaging, Radiation Therapy and Healthcare IT Industry ([www.globalditta.org](http://www.globalditta.org)) and leads the DITTA Industry voice in official relationships with WHO since DITTA was granted a NGO status in 2015 and leads the partnership between DITTA and the World Bank since 2016.

In addition, Nicole is Vice-Chair of the Business at OECD Health Committee representing the private business sector in front of the OECD Health Committee.



## **Jan Kimpen**

***Chief Medical Officer, Royal Philips***

Jan Kimpen is the Philips Global Chief Medical Officer, a position he has held since January 2016.

As the leader of the global clinical team, Jan works with 40 clinicians and medical PhDs with the responsibility for advocacy, customer partnerships, clinical research and medical consulting, and he is responsible for the annual publication of the Philips Future Health Index. The team collaborates with Philips businesses, markets and enabling functions to advance clinical capabilities and customer growth opportunities. He is a strategic advisor for commercial and clinical strategy, market reimbursement, Research & Development roadmaps and partnerships and Mergers & Acquisitions.

Jan chairs the Chief Medical and Scientific Office Leadership Team consisting of the clinical leaders of each Philips Cluster (Image-guided therapy, Precision Diagnosis, Connected Care, Personal Health) and in which the markets are represented. Together with the Medical Community of Practice across the company, this team will provide thought leadership for Philips on relevant clinical and medical topics such as the Quadruple Aim, Value-Based Care, healthcare governance and organization, hospital economics, payment and reimbursement and market access.



## **Ceri Thompson**

### ***Deputy Head of the eHealth, Wellbeing and Aging unit, European Commission***

Ceri Thompson is Deputy Head of the eHealth, Well-Being and Ageing Unit in DG CNECT and working on the digital transformation of health and care, and the development of a European Health Data Space.

Prior to working on digital health policy within the Commission, Ceri worked for Eurostat, and for DG SANTE. Before joining the EU institutions in 2002, Ceri worked on global health policy at the UK's Department for International Development, for KPMG's international healthcare practice, and on epidemiological research projects in the UK and Brazil.

She has a degree in Mathematics from Durham University, UK and a Doctor of Public Health (DrPH) from the London School of Hygiene and Tropical Medicine.

## MODERATOR



### Ali Karami Ruiz

**Senior Director, Strategic Engagement and Communications,  
Business at OECD**

Ali Karami-Ruiz oversees relations with the *Business at OECD* global network of 59 national business organizations, coordinates outreach to OECD Ambassadors and Paris-based delegations, and leads the strategic engagement and communications efforts. In this role, he is also the organization's spokesperson to OECD and external stakeholders. He acts as Sherpa to the rotating G20 and B20 presidencies, and is responsible for health and employment policy.

He previously worked in public affairs and global health policy at IFPMA—the global trade association representing the research-based pharmaceutical industry—and worked closely with U.N. specialized agencies and governments in multilateral environments. Prior experiences include work on crisis communications and international affairs for a wide array of sectors including luxury, e-commerce, hospitality, and commodity trading.

He holds a Master's Degree from the Graduate Institute of Geneva and a B.A. in French (High Honors) and International Studies from Davidson College in North Carolina, USA. He joined *Business at OECD* in 2013 and is fully fluent in English, French, and Spanish. He has also lent his voice for radio broadcasting purposes.



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