



THE FUTURE OF HEALTH

BOGI ELIASSEN



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

CAMELS *Costlier Tobaccos*



Your "T-Zone" Will Tell You...

**T for Taste ...
T for Throat ...**
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."



COCAINE TOOTHACHE DROPS

Instantaneous Cure!
PRICE 15 CENTS.
Prepared by the
LLOYD MANUFACTURING CO.



Am. J. Ph.]

7

[December, 1901]

BAYER Pharmaceutical Products **HEROIN—HYDROCHLORIDE**

is pre-eminently adapted for the manufacture of cough elixirs, cough balsams, cough drops, cough lozenges, and cough medicines of any kind. Price in 1 oz. packages, \$4.85 per ounce; less in larger quantities. The efficient dose being very small (1-48 to 1-24 gr.), it is

The Cheapest Specific for the Relief of Coughs
(In bronchitis, phthisis, whooping cough, etc., etc.)

WRITE FOR LITERATURE TO
FARBENFABRIKEN OF ELBERFELD COMPANY
SELLING AGENTS
P. O. Box 2160 40 Stone Street, NEW YORK



NORMS & BEHAVIOURS CHANGE OVER TIME

BUILD HEALTH AS THE MOST IMPORTANT SOCIETAL PILLAR



This will benefit the:

Patients
Professionals
Populations
Planet



While building:

Dignity
Equity
Security
Wealth

BUILD HEALTH AS THE MOST IMPORTANT SOCIETAL PILLAR



Understanding **PAST PERSPECTIVES...** Building:

will help us build a far better, fairer future

Professionals

Planet

Wealth

Security

Human progress is, in its essence, a series of AHA-moments:
Points in time when humans grew to **THINK DIFFERENTLY**



—
The challenges we face today, are simply echoes of
yesterday's mindsets...

We never had more funding... personnel... knowledge...
hospitals...data... computing power...

SO WHY THE PROJECTED **DISASTERS**?

WE ARE FACED WITH A CRISIS OF **MINDSET**



FOCUSED ON A **REACTIVE** HEALTH SYSTEM

THE REAL STORY:

In 2019, over **91%** of deaths and **87%** of DALYs in the EU, were attributed to non-communicable diseases (NCDs).

AN ESTIMATED 30% OF NCD BURDEN IS AVOIDABLE

WE MUST LOWER THE NCD BURDEN NOW, to lower the strain on our populations, health systems, and our societies.

We are facing a disease burden crisis, and an ecological disaster.

Combine that with accelerating forces, and a political climate teetering on the edge...

...It is enough to make a grown man cry

Tears don't change
the world



Mindsets do.

Where do we go from here?

If history has taught us anything...

... It is that great changes are born out of
GREAT CHANGES OF MINDS

TOWARD THE 5TH INDUSTRIAL REVOLUTION

3rd

4th

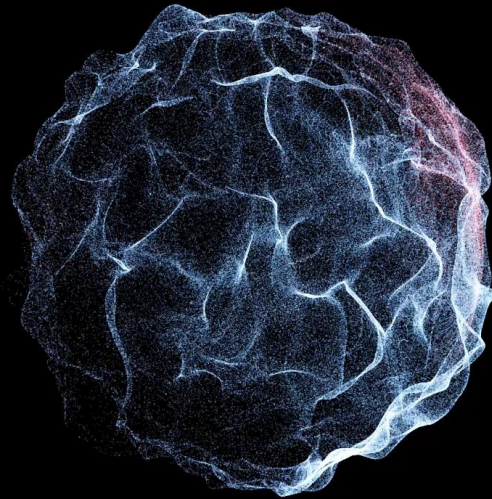
5th

We need to:

ADOPT A 5TH INDUSTRIAL REVOLUTION **MINDSET**

We need to ask ourselves:

Are we doing
THINGS RIGHT?

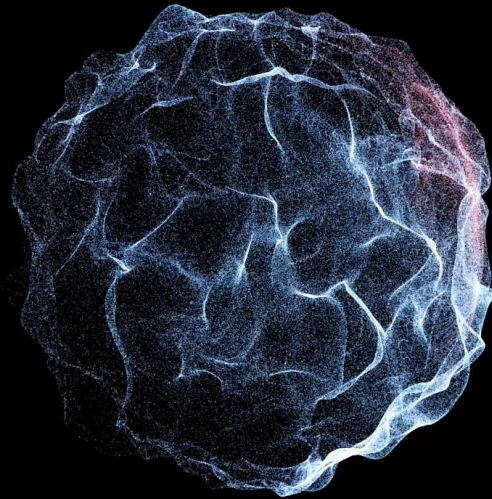


Are we even doing the
RIGHT THINGS?

ADOPT A 5TH INDUSTRIAL REVOLUTION **MINDSET**

We need to rethink and rebuild our Health systems:

From
LATE TREATMENT
(unsustainable)



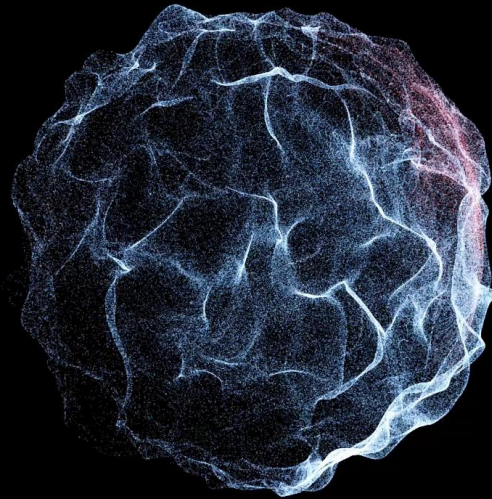
To
BEST HEALTHSPAN
(starting with
secondary prevention)

ADOPT A 5TH INDUSTRIAL REVOLUTION **MINDSET**

Our complex present circumstances demands that we PIVOT:

From **QUANTITATIVE**
Incremental changes
in multiple domains:

- Biology
- Data
- Digital
- Imaging
- Material



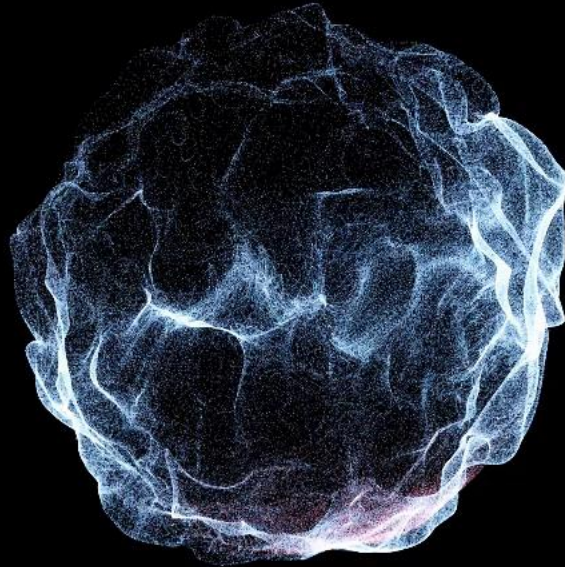
Toward **QUALITATIVE**
Exponential societal
leaps:

- Advanced technology
- Data utilisation
- P5 medicine
- Sustainability
- Equity, Ethics & Dignity

REBUILD WITH A NEW MINDSET AND PURPOSE

Our future demands that we rebuild with PURPOSE

If you do not know
where you are going...



... Any road will take
you there...

The future is exponential and purpose driven

Change our mind



Change our course.

HEALTH WAS THE MOST IMPORTANT SOCIETAL PILLAR



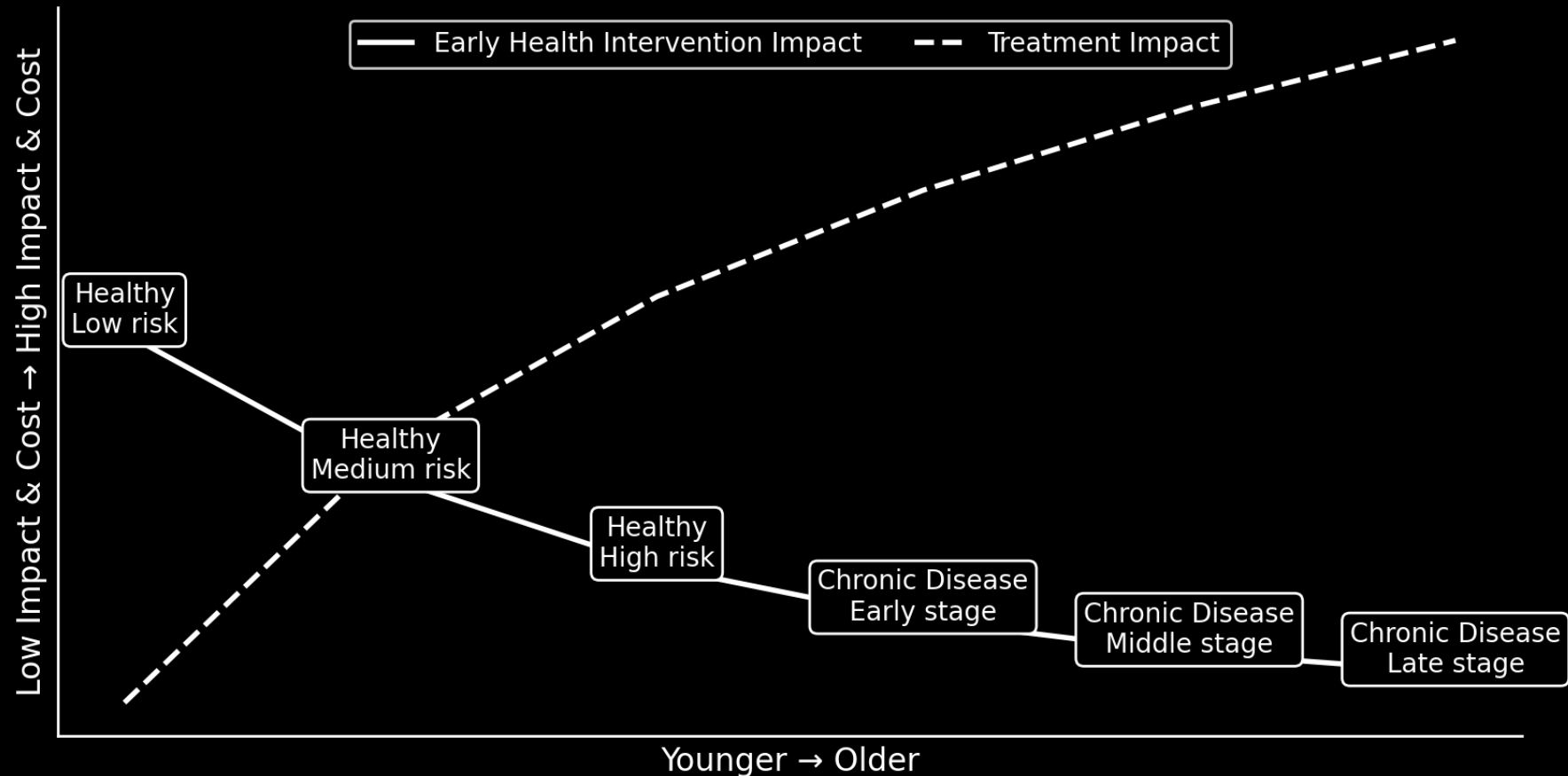
What if ?

What if health was the most important societal pillar driving:

- Social equality, equity & fairness
- Country safety, security & resilience
- Sustainable growth & prosperity
- The Well-Being Economy
- A reduction in avoidable disease
- Dignity

WHAT IF WE CHANGED OUR FOCUS TOWARD PROACTIVE PREVENTION?

What if ?





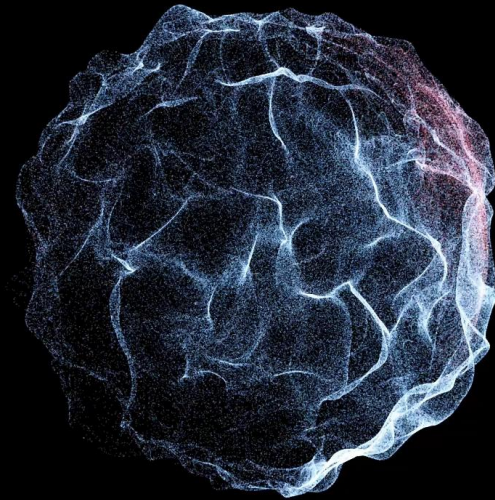
THE BEST
HEALTH SYSTEM?

THE HEALTHIEST
POPULATION?

HISTORY CALLS UPON US

To make a fundamental shift in our thinking

From
REACTIVE SICK-CARE
Old thinking
3rd & 4th gen. technology



To
PROACTIVE HEALTHSPAN
New mindset
5th gen. technology

This requires brand new thinking...

A BALANCED APPROACH

5% OF GDP
PREVENTION

5% OF GDP
TREATMENT

P5 MEDICINE



Personalised



Preventive



Potential



Predictive



Participatory

It will be cheaper, cleaner and smarter...

But requires a **NEW DATA MODEL**

Data Controls

Transparency
Traceability
Accountability

Personal
Behaviour

Interoperability
Security
Safety

Environmental
Factors



Biology

Secondary use
Anti-lock in
Logging

Societal
Factors

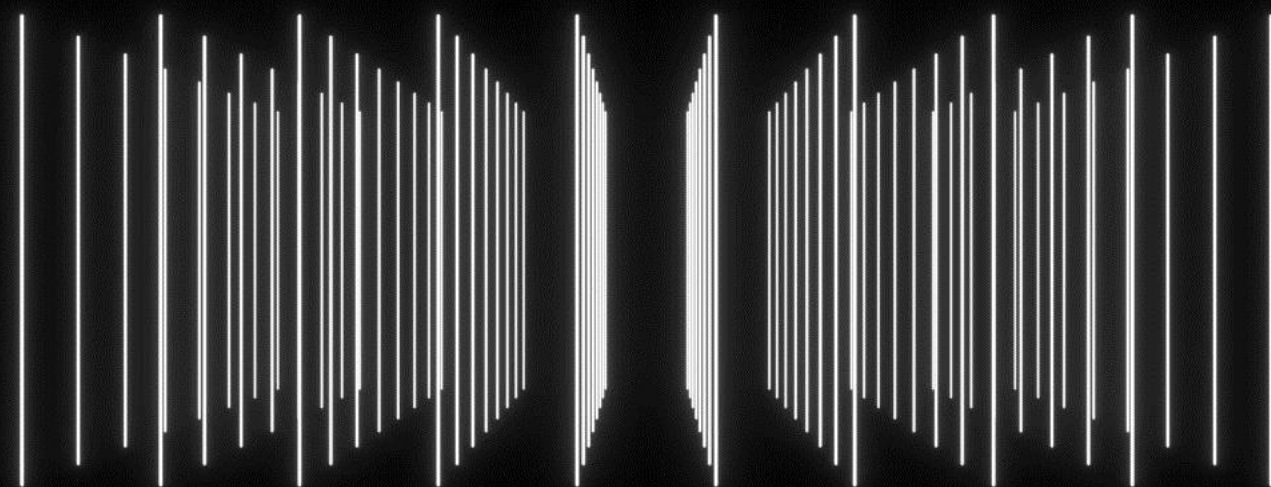
Consent
Donation
Sharing

Data Contracts

AI INTEGRATION

AI RECOMMENDATION ENGINES

AI can process a million papers a day.
How many can your doctor read?



→ 1. Improved Technologies

New technologies such as biologics, AI and data utilisation is leveraged to advance positive outcomes in all areas

Included Concepts: Governing AI for humanity (UN), Data for Better Lives, FAIR Principles, CIFS' Megatrends, Technological Societal & Human Readiness, Data Solidarity, Data Intent, responsible AI, New Biology, Smart Materials, The Convergence of Technology and Biology in the 4th Industrial Revolution, P4 Medicine

→ 2. Improved Prevention

Preventing or delaying the onset of disease throughout the lifespan

Included Concepts: Avoidable Disease Burden, One Health, Social Determinants of Health, Determinants of Health, The 80/20 Model, Nordic Health 2030

→ 3. Improved Treatment

Improving health outcomes through earlier diagnosis and more effective treatment

Included Concepts: New (Systems) Biology, Imaging, Smart Materials, Timely and Precise Diagnostics, Precise Treatment, Life Long Approach for Chronic Diseases (Secondary Prevention), Best Possible Quality of Life During the Life Span

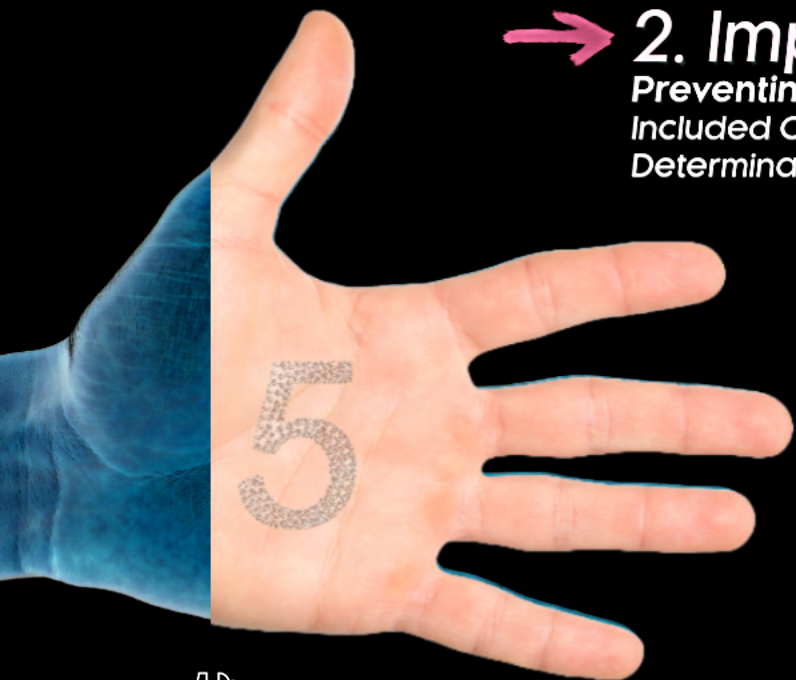
→ 4. Improved Dignity & Equity

Equitable access to healthcare services, addressing disparities directly.

Included Concepts: Health for all Policies, Universal Health Coverage (UHC), Leaving No One Behind, 10/90 Model, Social Determinants of Health & All Social Determinants

→ 5. Improved Sustainability

Institutional, Economic & Environmental sustainability is designed into all projects. Included Concepts: Sustainability, One Health, 5/5 Balanced Spending Model, Economy of Well Being, SDG3, ESG



The question will not be if we **CAN** do something...

...but **WHY** we want to do something?



What is the purpose?

A close-up, low-angle shot of an hourglass. The top bulb is filled with golden-brown sand, and a steady stream of sand is falling through the narrow neck into the bottom bulb. The background is dark, making the sand and the glass stand out. The hourglass is centered vertically and horizontally.

MASSIVELY REDUCE
THE DISEASE BURDEN

By 25%? By 50%?



**Nordic
Health 2030**



SCIANA



OECD

Phase Ⓥ



www.Movement-Health.com