

Health experts unveil 2030 global priorities for turning the tide on health inequalities alongside new data on expectations of pharma

- *Porter Novelli convenes health equity experts and system influencers, including world renowned academic Prof Michael Marmot, at European Health Forum Gastein to debate roadmap to reducing avoidable health inequalities in light of the mounting pandemic of health inequity*
- *New global survey data shows over three quarters of healthcare professionals and Payers expect pharmaceutical companies to help overcome health equity challenges*

28 September 2022 – London, UK – Top international health equity experts and influencers will come together today at European Health Forum Gastein (EHFG), to set a roadmap for tackling growing global health inequalities, as new global data highlights the need for public and private sectors to work more closely together.

Convened by global communications and social impact company Porter Novelli, the panel will include speakers from the European Federation of Pharmaceutical Industries and Associations (EFPIA), EuroHealthNet, the European Patient’s Forum and Prof Michael Marmot from University College London. They will debate on urgent steps needed towards innovative policies, to tackle unjust and avoidable differences in health across key populations by 2030.

Prof Marmot, whose landmark reviews of health inequalities have helped to shape public health policy, comments, “The cost of living crisis and COVID-19 have had a devastating impact on the most vulnerable people in society, creating a deeper divide between rich and poor.

“The global challenge of equity of health and wellbeing is a potentially preventable tragedy – it is clearer than ever that world leaders, central and local governments, health systems, and industry must work together to mitigate the impact of health inequalities of the pandemic and the cost of living crisis. The pharmaceutical industry has a key role to play in this.”

To support the debate, new data from a global survey conducted by Hall & Partners of more than 500 healthcare professionals (HCPs) and payers in the US, UK and Germany reveals that the pharmaceutical industry is expected to play a central role in working towards this ambition:

- Over three quarters (76%) of HCPs agree and 38% strongly agree that pharmaceutical companies have a responsibility to help overcome health equity challenges among critical patient populations (relevant to unmet community needs at a disease level)
- System payers are even more convinced, with 89% agreeing (and 63% strongly agreeing) that pharma companies have a responsibility to tackle health equity challenges

- HCPs and payers say patients from low socio-economic backgrounds, the homeless and those in deprived areas are impacted by avoidable health inequalities the most (68%, 64% and 44% respectively)
- The top three critical barriers respondents felt must be solved to address health inequalities are:
 - Improving patient financial support (70%)
 - Understanding and meeting the needs of marginalised communities specifically (61%)
 - Addressing travel barriers (52%)

“We simply cannot sleepwalk from crisis to crisis. Lurching from one economic catastrophe to another has meant those who are most vulnerable continue to draw the short straw when it comes to health and life expectancy,” said Lisa O’Sullivan, Global Growth Lead at Porter Novelli.

“Delivering a united vision for addressing health inequalities is a vital part of trying to deliver greater equity of care. We urgently need a concerted policy strategy with an integrated system stakeholder approach, where the private sector has a critical seat at the table. Health agencies have converged critical sector audiences behind common goals for decades. We are the perfect partner to help industry solve and impact.”

Chris Foster, CEO of Omnicom Public Relations Group (OPRG), parent company to Porter Novelli stated, "Achieving systemic equity requires each of us to do our part, working together with urgency and intention to make progress.

“This data and the Gastein event underpin a wide-reaching program of action that OPRG is proud to be spearheading, in collaboration with clients, communities and critical system players, to put a necessary spotlight on key issues affecting the most marginalised in society, recognise our industry's change agents and propel our field forward to help to address some of the most significant challenges.”

Announcing this new global data is the tip of the iceberg. OPRG will host a global virtual panel in the U.S. on November 1, which will set action, prioritize, define communicators’ roles and raise never-before-discussed dialogue. OPRG is actively listening to communities, believes earning trust must be a priority, and will launch a global study of communities to uncover any gaps, to debut in early 2023, allowing us to juxtapose it with our HCP data.

ENDS.

Note to editors:

* Outside of inclusion of critically marginalised populations in drug development protocol

More information about Porter Novelli’s debate at Gastein on 28 September here: [Delivering EU health equity: a 2030 ambition \(ehfg.org\)](https://ehfg.org)

Research methodology

Hall and Partners conducted a survey tracking purpose and health equity beliefs of healthcare professionals and payers in the US, UK and Germany using a robust sample of

approximately 460 HCPs and 75 payers. The former were spread out across 3 specialties: oncology, neurology & infectious diseases/immunology. Fieldwork took place between July – August 2022.

Terms:

- o Payers are formulary decision makers at organisations responsible for processing patient eligibility, enrolment claims and payment.

About EHFG

The EHFG is an independent, non-partisan organisation, founded in 1998 as a European health policy platform, which has since grown far beyond traditional health policy spaces. Their aim is to provide a neutral and inclusive platform for the discussion and advancement of health, solidarity and equity in the EU and beyond, and their founding principle is the equal representation of all stakeholders.

About Porter Novelli Health

Porter Novelli is a global specialist health communications partner who fearlessly leads clients through shifting landscapes and culture. In a world of rapidly changing expectations, Porter Novelli Health understands the healthcare sector is at the forefront of delivering system impact. And has been for decades. Now, faced with even greater global challenges, healthcare companies are expected to lead more and solve more.

As a specialist health consultancy with purpose at our core, we find new ways for clients to unlock resilient, precision impact to benefit both society, company and brand. For additional information, please visit www.porternovelli.com. Porter Novelli is a part of the Omnicom Public Relations Group.

About Hall & Partners

Hall & Partners is a global strategic brand consultancy, supporting leading businesses and brands through award-winning market research to create commercially and emotional rewarding brand relationships. Hall & Partners challenges traditional thinking and pioneers innovative technology and research solutions.

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About Omnicom Public Relations Group

Omnicom Public Relations Group is a global collective of three of the top global public relations agencies worldwide and specialist agencies in areas including public affairs, language strategy, global health strategy and change management. As the largest group of communications professionals in the world, our employees provide expertise to companies, government agencies, NGOs and nonprofits across a wide range of industries. Omnicom Public Relations Group delivers for clients through a relentless focus on talent, continuous pursuit of innovation and a culture steeped in collaboration. Omnicom Public Relations Group is part of the Communications Consultancy Network, a division of Omnicom Group Inc. (NYSE: OMC).

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