



# THE FUTURE OF HEALTH

BOGI ELIASSEN

MOVEMENT HEALTH FOUNDATION







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—113,997 in all—were queried in this nationwide study of cigarette preferences. 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 choice 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** *Castler 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

FARBEFABRIKEN OF ELBERFELD COMPANY

SELLING AGENTS

P. O. Box 2100

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



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 **DISASTER**



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**



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 MIND**



# TOWARD THE 5<sup>TH</sup> INDUSTRIAL REVOLUTION

3<sup>rd</sup>

4<sup>th</sup>

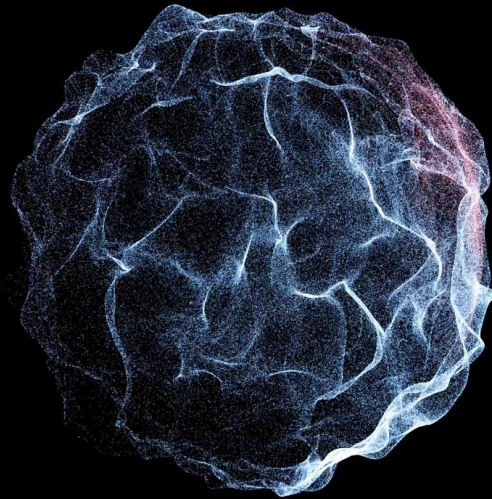


We need to:

# ADOPT A 5<sup>TH</sup> INDUSTRIAL REVOLUTION **MINDSET**

We need to ask ourselves:

Are we doing  
**THINGS RIGHT?**



Are we even doing the  
**RIGHT THINGS?**

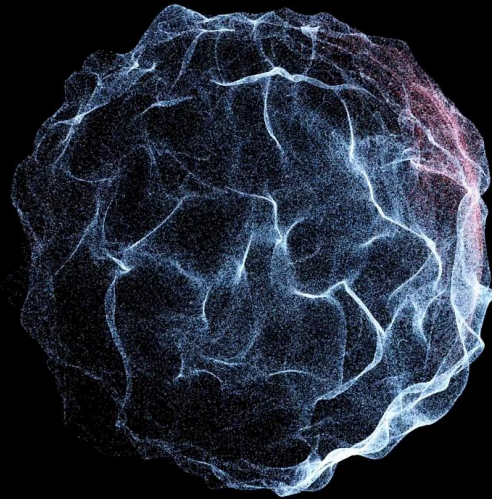




# ADOPT A 5<sup>TH</sup> INDUSTRIAL REVOLUTION **MINDSET**

We need to rethink and rebuild our Health systems:

From  
**LATE TREATMENT**  
(unsustainable)



To  
**BEST HEALTHSPAN**  
(starting with  
secondary prevention)

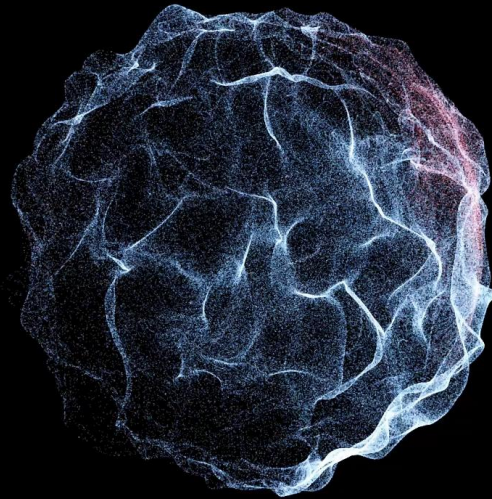


# ADOPT A 5<sup>TH</sup> INDUSTRIAL REVOLUTION **MINDSET**

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:

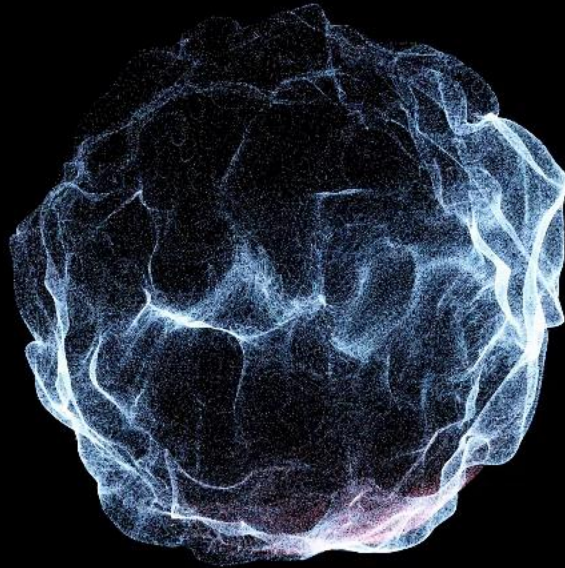
- Advanced technology
- Data utilisation
- P5 medicine
- Sustainability
- Equity, Ethics & ...



# 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



# HEALTH WAS AT THE CENTRE OF ALL SUSTAINABILITY

What if health was at the centre of all sustainability efforts driving:

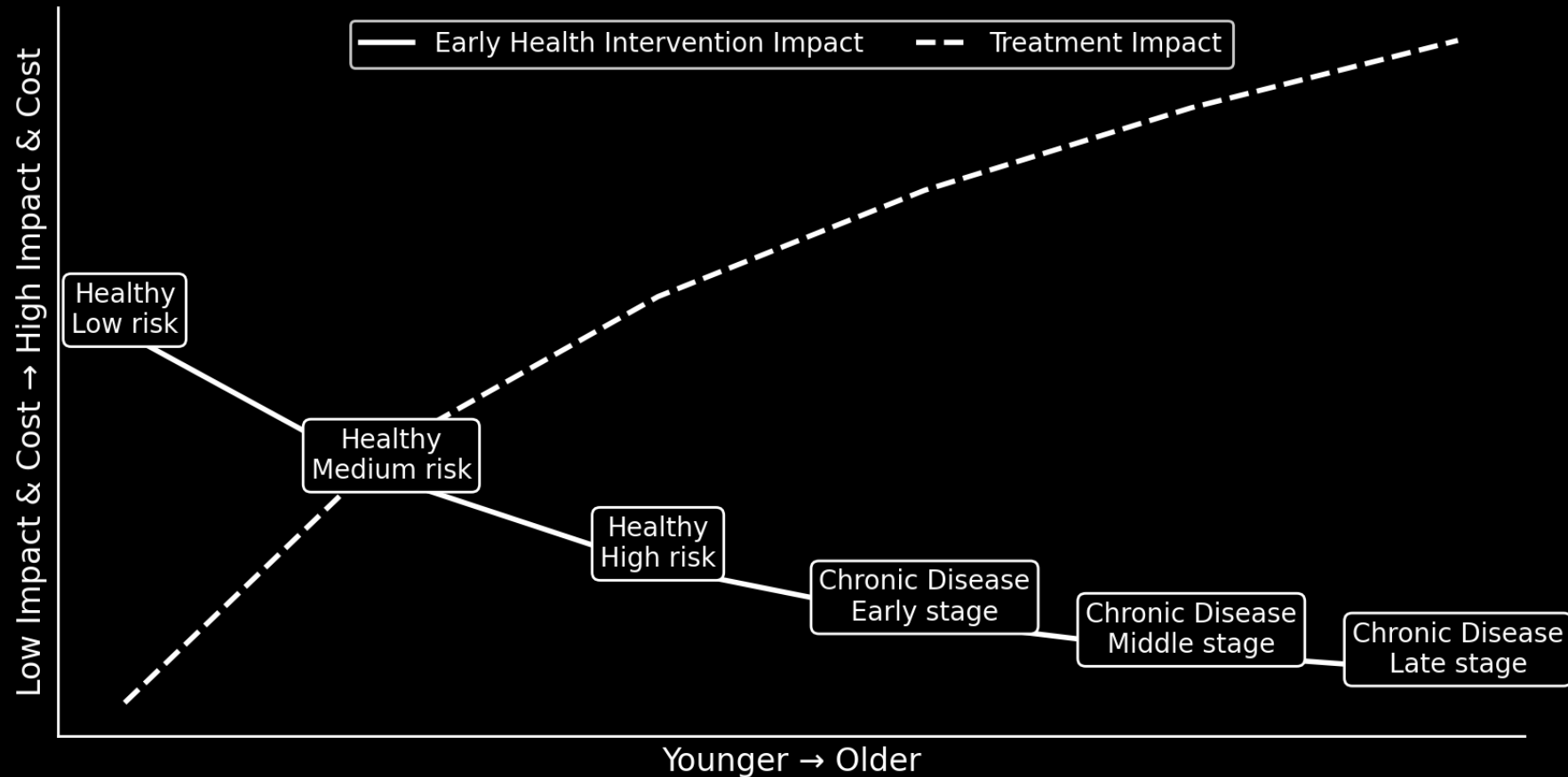
- Lower Carbon footprint
- Less waste
- Better use of resources
- A decrease in disease burden
- Health as an investment





# WHAT IF WE CHANGED OUR FOCUS TOWARD PROACTIVE PREVENTION?

What if ?



A close-up, low-angle shot of an hourglass with golden sand falling from the top bulb into the bottom bulb. The hourglass is centered vertically and horizontally, with its narrow neck acting as a focal point. The background is a solid black, which makes the metallic sheen of the glass and the bright gold of the sand stand out. The lighting is dramatic, highlighting the textures of the sand and the curves of the glass.

THE BEST  
HEALTH SYSTEM?

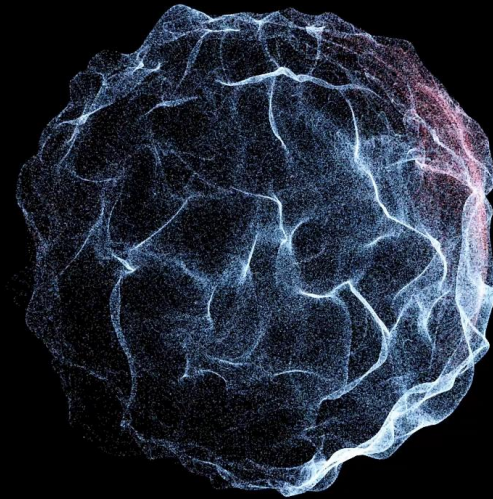
THE HEALTHIEST  
POPULATION?



# HISTORY CALLS UPON US

To make a fundamental shift in our thinking

From  
**REACTIVE SICK-CARE**  
Old thinking  
3<sup>rd</sup> & 4<sup>th</sup> ind. revolution



To  
**PROACTIVE HEALTHSPAN**  
New mindset  
5<sup>th</sup> ind. revolution

This requires brand new thinking...





# A BALANCED APPROACH

**5% OF GDP**  
PREVENTION

**5% OF GDP**  
TREATMENT



# P5 MEDICINE



**Personalised**



**Preventive**



**Potential**



**Predictive**



**Part**





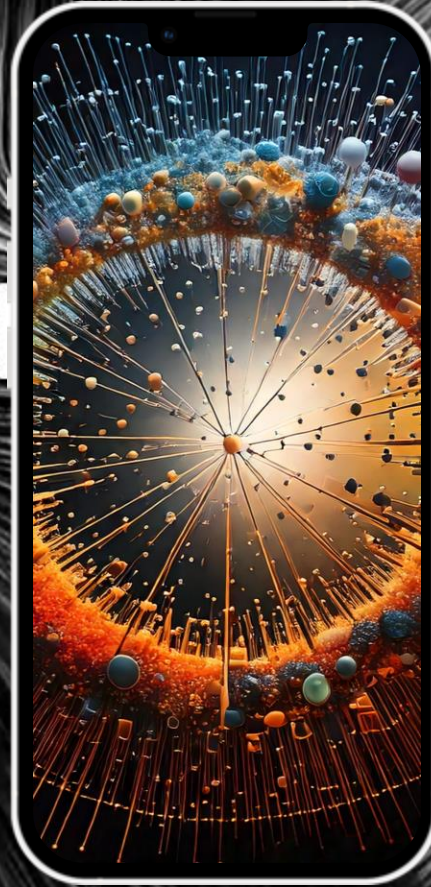
# MODERN MIRACLES OF SCIENCE



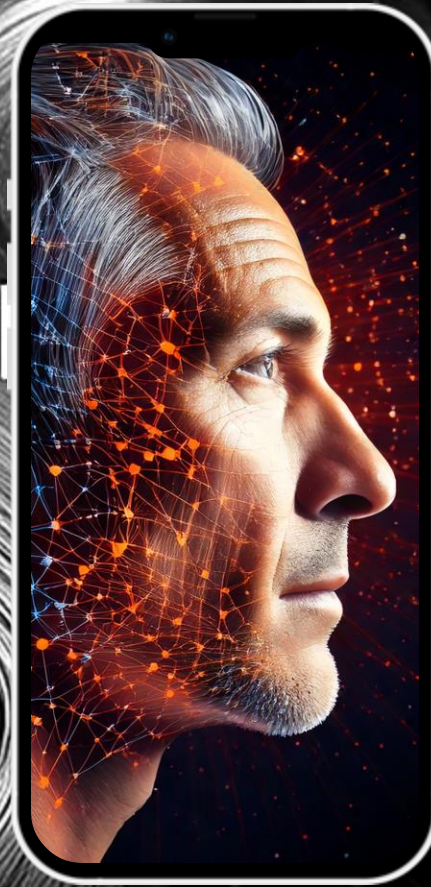
**BIOLOGY**



**DIGITAL**



**DATA**



**MATERIALS**



**IM**



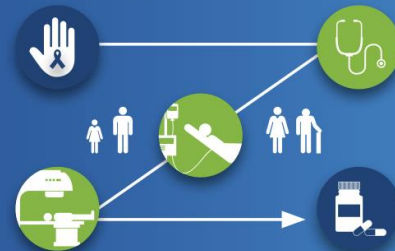


## EU AIMS



## STRATEGY

**1 ADDRESS THE CANCER CONTINUUM** from prevention and early diagnosis to treatment and care



**2 FOCUS ON THE INDIVIDUAL** person-centred research



**3 FOSTER PARTNERSHIPS** in Europe and globally

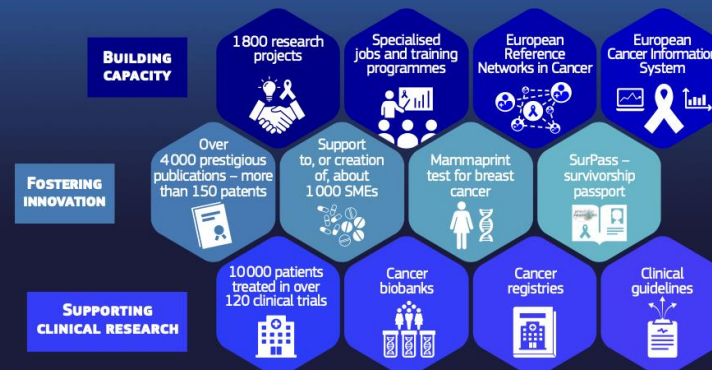


## EU RESEARCH FUNDING



## RESULTS AND IMPACT

EU SUPPORTS CANCER RESEARCH FROM THE LAB TO THE PATIENT





It will be cheaper, cleaner and smarter...

But requires a **NEW DATA MODEL**

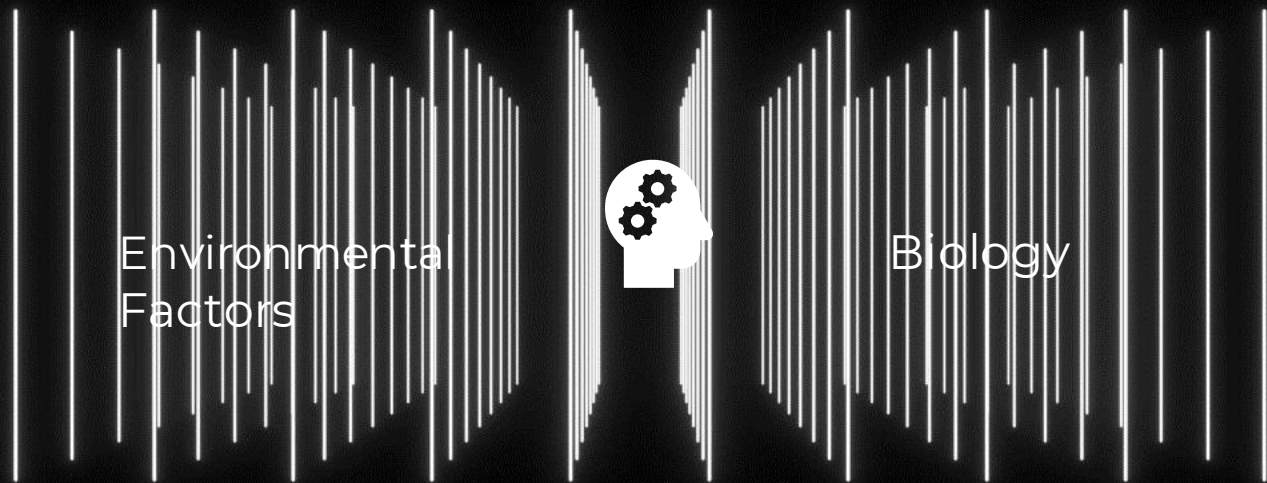


**Data Controls**

**Transparency**  
**Traceability**  
**Accountability**

Personal  
Behaviour

**Interoperability**  
**Security**  
**Safety**



**Secondary use**  
**Anti-lock in**  
**Logging**

Societal  
Factors

**Consent**  
**Donation**  
**Sharing**

**Data Contracts**

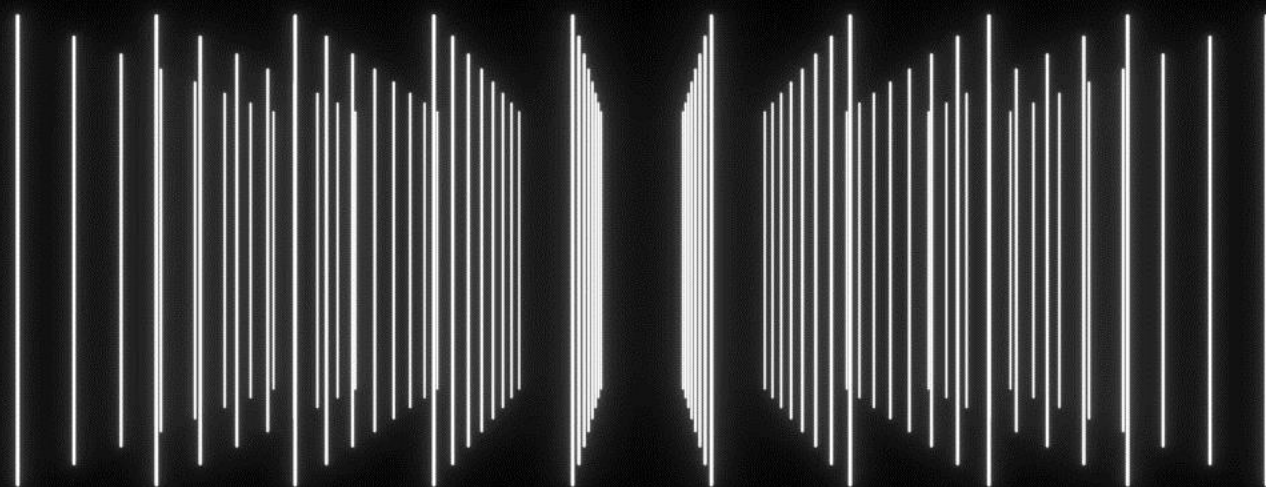


# AI INTEGRATION

## 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

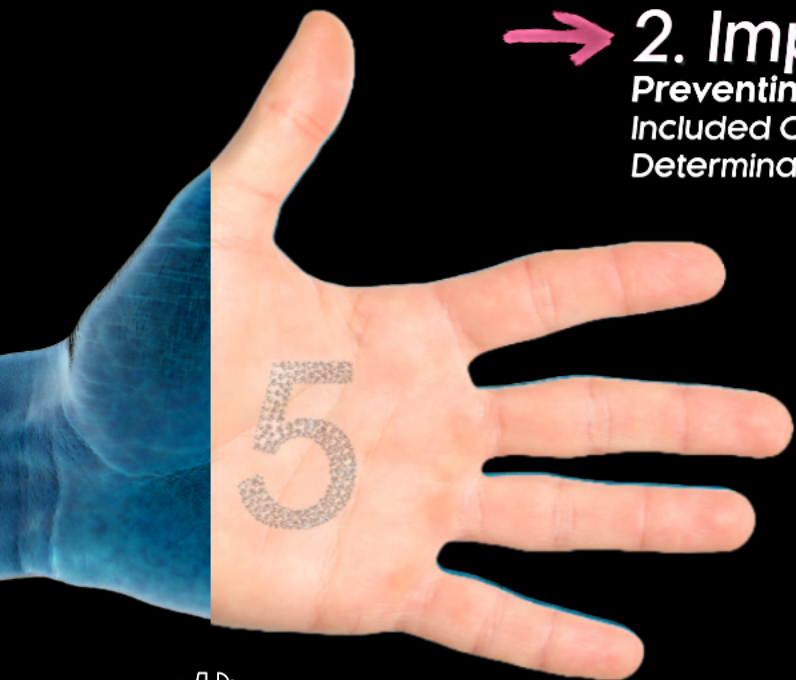
Equitable access to healthcare services, addressing disparities directly.

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

## → 5. Improved Sustainable

Institutional, Economic & Environmental su

into all projects. Included Concepts: Sustainable  
Balanced Spending Model, Economy of Well Bein




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 with golden sand falling from the top bulb into the bottom bulb. The hourglass is centered vertically and horizontally, with the narrow neck pointing towards the center. The background is dark, making the golden sand and the metallic frame of the hourglass stand out.

MASSIVELY REDUCE  
THE AVOIDABLE  
DISEASE BURDEN

By 25%? By 50%?








# Phase Ⅴ



SEVERE ASTHMA INDEX

A global study of Severe Asthma care

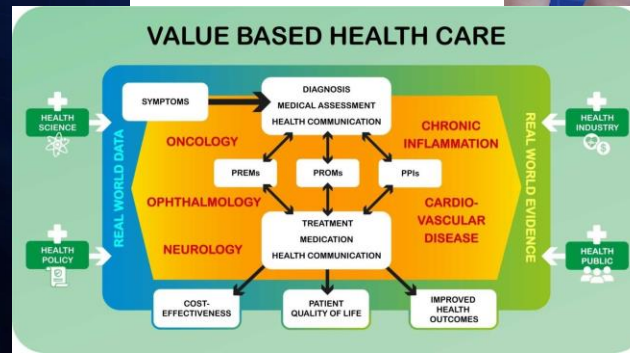

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COPD INDEX

A global study of Chronic Obstructive Pulmonary Disease

[View index →](#)







Ongoing Projects

Scaling Projects

Planned Projects



**Mexico:** CDMX Health data dashboards transformation process -> scale to other institutions and cities.

**Peru:** Earlier detection of breast and cervical cancer -> scale nationally.

**Chile:** Regulation to increase reach to health data. Faster cancer care patient flow -> scale to new institutions.

**TRAIN-LATAM:** Expand health access with safe AI with leading hospitals and public sector.

**Colombia:** Cardiovascular management digital solution -> scale to new regions.

**LATAM:** 2 new projects.

**Europe:** 3 new projects.

**Bulgaria:** Digitizing the patient journeys of the National Health Information System -> expand to breast cancer and cardiovascular care.

**Algeria:** Improving 360° digital transformation of the cardiovascular patient journey to reach hospitals at national level.

**Ghana:** E-Pharmacy referral pathway for hypertension and early screening -> implement nationwide.

**Africa:** 3 new projects.

**South Africa:** Cervical and breast cancer sub urban early detection -> implement nationwide.

**Asia Pacific:** 2 new projects in 2026.





# NORDIC HEALTH 2030

COPENHAGEN  
INSTITUTE  
FOR FUTURES  
STUDIES

## FROM WHAT TO HOW

# WORKSTREAMS







**Nordic  
Health 2030**



**SCIANA**



**Phase V**



## MODERN MIRACLES OF SCIENCE



BIOLOGY



DIGITAL



DATA



MATERIAL



IMAGING

