



SDC Health Network

The Private Sector as a partner in Health

Engagement modalities, limits and perspectives

Switzerland's International Cooperation Strategy 2021–24 aims to expand cooperation with the private sector and exploit its potential to promote sustainable development in low and middle-income countries, including in fragile and conflict-affected settings. To this effect, private sector engagement (PSE) is not a goal in itself, but a means to fulfill the Sustainable Development Goals (SDGs). In February 2021, the SDC published a [Handbook on Private Sector Engagement](#), which provides operational guidance on the specific modality of Private Sector Engagement.

The SDC Health Network organizes a series of webinars on the **Private Sector Engagement (PSE) in health**, every second Wednesday of the month (10.00-12.00 CET), between March and September 2021. This first webinar of one and a half hour will set the scene and look at basic features and questions around the engagement of the private sector in health cooperation.

MODULE 1

Engaging with the private sector in health cooperation: an introduction

March 10, 2021; 10.00-11.30 (Swiss time CET)

[Join meeting](#)

More way to join:

<https://eda-ch2.webex.com/eda-ch2/j.php?MTID=mc59e7eb1a0dad94cbe346a6a10116f24>

Objectives of the webinar

During this session, participants will get a chance to hear the views and interact with global experts on PSE in health and reflect upon the following issues:

1. Opportunities for private sector engagement across the spectrum of the health system's value chain, with a focus on LMICs. Diversity of actors and mechanisms.
2. Global PSE framework and the role of multilateral instruments in promoting/facilitating PSE in health.
3. PSE in humanitarian settings.
4. Lessons that can be learned from existing/documented public-private partnerships (including evidence from Covid-19 response).

Key questions we will focus on for this webinar session



- a) How does the private sector engages in health?
- b) Who are private sector actors in health? How can the private sector's potential be effectively harnessed in support of health systems
- c) What is a successful public-private partnership?
- d) What kind of instruments are needed to facilitate private-public collaboration in health?
- e) How is a global PSE framework going to support concrete countries/health systems?
- f) What does the evidence tell us about the (multiple) ways private sector engages in health?
- g) What are the features of a successful public-private partnership in health?
- h) How does the humanitarian industry understands the role of the private sector in health emergencies?
- i) What are the main features of PSE in humanitarian settings?

Guest speakers (in order of appearance)

David Clarke, Lead technical specialist on health law and governance, WHO

David will be providing insights on the role of WHO in promoting private sector engagement for UHC and on the work of the advisory group for the elaboration of a PSE global framework

Priya Balasubramaniam, Senior Public Health Scientist, Public Health Foundation of India and Executive Director, Centre for Sustainable Health Innovations, Singapore.

Priya will provide an overview of the role of the private sector across the health sector's value chain, and highlight opportunities and challenges of mutual engagement (including new types of partnerships).

Emanuele Capobianco, Director of Health and Care at the International Federation of the Red Cross and Red Crescent Societies (IFRC).

Emanuele will be looking at the experience gathered in the field of private sector engagement in health in humanitarian settings, and identifying possible specificities and comparative advantage of the role of business in crises.

Moderation: Barbara Profeta, Health Advisor, SDC.

Experts' bios

Priya Balasubramaniam (Public Health Foundation of India)

Senior Public Health Scientist, Public Health Foundation of India and Executive Director, Centre for Sustainable Health Innovations, Singapore. Driven by connecting new types of evidence to interventions. Dr Priya Balasubramaniam is a public health professional and clinician with over 18 years of experience in academia, large-scale implementation research, as well as in non-profit and government settings. Her interests are in health technology innovation, urban health, universal health coverage, health market disruption and role of the Private Sector in 'mixed' health systems. She is co-founder of the tripartite-Innovation for Universal Health Collaborative to initiate south-south dialogues around leveraging low-cost technological innovations and new models of healthcare in Asia and Africa and co-founder of the Mutual Learning Platform for Mixed Health Systems that convenes the private sector and public health stakeholders for evidence sharing and building interventional capacity for stronger health systems.

David Clarke (WHO)

David currently works at WHO HQ in Geneva as a lead technical specialist on health law and governance. Before joining WHO he worked as a senior official in the New Zealand Ministry of Health, and as an advisor to global health and international development agencies and an advisor to Ministries of Health in over fifty different countries across four continents.

At WHO HQ, David is the global lead for the institutions and law theme at WHO HQ. In this capacity, he leads on private sector engagement for UHC, anticorruption accountability and transparency in health, UHC law and working with parliamentarians to achieve UHC.

David is heavily involved in the COVID 19 response. He is currently working on anti-corruption and public health emergencies, how countries are reforming their laws to strengthen their COVID 19 response and mobilising the private sector for the COVID 19 response.

Emanuele Capobianco (IFRC)

Emanuele Capobianco is the Director of Health and Care at the International Federation of the Red Cross and Red Crescent Societies (IFRC). He leads the IFRC global Health and Care Team that provides strategic and operational support to 192 National Red Cross and Red Crescent Societies around the world in the areas of community health, emergency health and water/sanitation. He currently leads the IFRC global response to COVID19. Before joining IFRC, Emanuele was the Deputy Executive Director of the Partnership for Maternal, Newborn & Child Health. He also worked with the Global Fund, the World Bank, UNICEF and WHO at country, regional and headquarters levels. Emanuele holds a Medical Degree from Italy, a Master in Public Health from Johns Hopkins University and an Erasmus Mundus' Master in International Humanitarian Action.