

Turning the Tides: Investing in Health Transcript

Non-communicable diseases are the world's largest killer. Globally, 70% of deaths are caused by non-communicable diseases. They are cancer, heart disease, diabetes, lung disease, and mental illnesses. NCDs kill about 41 million people every year, that's the size of California being wiped out each year. These deaths occur in the working age group so it's mothers, it is fathers that can no longer provide for their families. In many countries non-communicable diseases depressed economies by 5 to 10% of the GDP. We basically with this Global recession every single year because of chronic diseases. 70% of non-communicable diseases can be prevented from policies, lifestyle interventions, early detection, and primary care and treatment, but only 2% of the assistance for help

goes towards and NCDs. We really have a slow-motion economic disaster with non-communicable diseases and this is where the Health Finance Institute comes in.

The Health Finance Institute is a female-led organization with the global vision to tackle the underfinancing of non-communicable diseases. We see NCDs as nobody chooses disease. We aspire to be the first-ever global blended finance partnership to close the investment gap for NCDs. So NCDs don't receive the attention they deserve because there are a lot of myths around them: it's your fault that you have an NCD, why don't you eat healthier, why don't you stop drinking, why don't you stop smoking. But in fact our policies, our environments, and our social context impact these chronic diseases way more. Another myth is that NCDs are

really only a disease of the rich, but that is not the case. We at HFI are trying to close this knowledge gap around NCDs and explain why NCDs should be invested in.

NCDs have kind of fallen into the cracks. We need to shift the needle and focus on the new elements of health. Having been in the field for about 10 years, understanding the economics, understanding the players, and understanding what we can offer differently inspired the foundation of the Health Finance Institute. We really want to offer a solution that has impact and is also financially sustainable.

What we are talking about is bringing together governments with the private sector and international organizations to players like ours to set up a structure that can actually build upon the

business cases and find financial solutions. So what you are talking about is international blended finance structures. Exactly.

Blended Finance is a solution where you combine capital from different players to reduce each player's risk. Public, private, philanthropy comes together and finances solutions that have the greatest health impact and sometimes a financial return.

If we do not do anything about NCDs now, the cost of inaction will be about \$47 trillion. If we were to invest in prevention we could save over 8 million lives, incentives billions of dollars of growth if we just invest in what we know and get more philanthropies and impact investors to care. Health is one of the key ingredients to everyone reaching

their full potential. That is the core of what we are
and what we want to achieve.