

**REFORM**

*Prevention and the  
future of health*

Monday 21 January 2019

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**#reformhealth**

## 2.

### Agenda

<b>09.00 – 09.30</b>	Registration and breakfast
<b>09.30 – 09.35</b>	Welcome and introduction by Andrew Haldenby, Director, <i>Reform</i>
<b>09.35 – 09.45</b>	Professor Dame Sally Davies, Chief Medical Officer, Department for Health and Social Care will speak for ten minutes
<b>09.45 – 09.50</b>	Dr Rupy Aujla, GP and Founder, The Doctor's Kitchen will speak for five minutes
<b>09.50 – 09.55</b>	Simon Gillespie, Chief Executive, British Heart Foundation will speak for five minutes
<b>09.55 – 10.00</b>	Hugo Fry, Managing Director, Sanofi UK will speak for five minutes
<b>10.00 – 10.55</b>	Q&A discussion chaired by Andrew Haldenby
<b>10.55 – 11.00</b>	Closing remarks by Andrew Haldenby and end of event

This event has been organised, funded and supported by Sanofi





**Claudia Martinez**  
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## Reform comment: Setting the agenda

"Prevention is a bigger health topic than many people realise – and it's about to get bigger". These were the words of Secretary of State for Health and Social Care, Rt Hon Matt Hancock MP, last November as he launched his 'Prevention is better than cure' vision. Calling for greater investment in primary and community care, and the need to empower people to manage their own health needs, this vision marks a renewed commitment to prevention and public health. This ambition is not new. Back in 2015 the *NHS Five Year Forward View* highlighted the importance of "getting serious" about prevention, warning that the NHS would need "a radical upgrade in prevention if it is to be sustainable".

The challenges facing the public health system are myriad and complex. It is estimated that 24 per cent of all deaths in England and Wales could be avoided through good quality healthcare or wider public health interventions. The population is growing older and the prevalence of chronic disease and co-morbidities is on the increase. Smoking remains the nation's single greatest cause of preventable illness and avoidable death, with 100,000 people dying each year from respiratory diseases and infections. Childhood obesity is a growing concern, with nearly a third of children aged 2-15 overweight or obese and a record number of under-25s diagnosed with Type 2 diabetes in recent years. Meanwhile, the gap in healthy life expectancies between the richest and poorest in society remains stubbornly high.

A focus on prevention is not only timely, but important. An overwhelming emphasis on urgent care and NHS system pressures in recent years has undermined the transformation agenda, crowding out consideration of the role of prevention in public health. NHS England's forthcoming 10-year plan presents an opportunity to introduce a whole-system approach to prevention, health promotion and resilience. Tackling the wider determinants of inequalities in health must be at the heart of this plan and delivered through a coordinated effort across social care, health and local government. Technology has a definitive role in the long-term future of the healthcare system. If harnessed effectively, advances in genomics, precision medicine and predictive algorithms will transform all aspects of health, allowing for the early detection of diseases and the delivery of personalised treatments.

This is the time to start thinking differently about health and care. Whether the long-term plan will be able to deliver on the ambitions previously outlined in the *NHS Five Year Forward View* remains to be seen. However, a strategic approach to prevention which builds on the capabilities of the system, is appropriately funded, and places genuine focus on the social determinants of health will help realise the vision of a health system that is joined-up, effective and sustainable for future generations.

*"NHS England's forthcoming 10-year plan presents an opportunity to introduce a whole-system approach to prevention, health promotion and resilience"*



## Speakers

**Professor Dame Sally Davies**  
Chief Medical Officer, Department  
for Health and Social Care  
[@cmo\\_england](#)



Dame Sally was appointed Chief Medical Officer for England and Chief Medical Advisor to the UK Government in March 2011. Dame Sally is an independent advisor to the UK Government on medical matters, with particular responsibilities regarding Public Health.

From 2004-2016, Dame Sally was the Chief Scientific Adviser for the Department of Health, where she was actively involved in NHS R&D from its establishment and founded the National Institute for Health Research. In 2013, Dame Sally became a Non-Executive Director of Genomics England with the aim to sequence 100,000 whole genomes from NHS patients by 2017. Dame Sally was a member of the World Health Organisation (WHO) Executive Board 2014-2016. She advises many governments and organisations on health and policy, holding positions on a number of Boards.

Dame Sally advocates globally on AMR (Antimicrobial resistance). She has spoken on AMR at numerous events including: the World Health Assembly side events; the G8 Science Ministers' meeting in 2015; the Global Health Security Initiative in 2015; and the UN General Assembly side event in 2016. She was chair of the 2013 AMR forum at the World Innovation Summit for Health and is chair of the WHO Strategic and Technical Advisory Group on AMR. Most recently, Dame Sally has been appointed a co-convenor of the UN Inter-Agency Co-ordination Group on AMR, set up in response to the AMR declaration made at United Nations General Assembly (UNGA) 2016.

Dame Sally received her DBE in 2009. She was elected Fellow of the Royal Society in 2014 and a member of the National Academy of Medicine, USA in 2015.

**Dr Rupy Aujla**  
GP and Founder,  
The Doctor's Kitchen  
[@doctors\\_kitchen](#)



Dr Rupy Aujla is a NHS GP who started 'The Doctor's Kitchen', a project to inspire patients about the beauty of food and the medicinal effects of eating well.

Not only does he create delicious recipes on his website and social media channels, but Dr Aujla also talks about the amazing clinical research behind the ingredients he uses. He also has a best-selling cookbook *The Doctor's Kitchen*, with his second book *Eat to Beat Illness* due for release in March 2019.

Dr Aujla is also the founder of Culinary Medicine – a non-profit organisation which aims to teach doctors and medical students the foundations of nutrition as well as teaching them how to cook. In his role as clinical adviser to the Royal College of General Practitioners and more recently being accepted as a fellow on the NHS Clinical Entrepreneur Programme – Dr Aujla has big aspirations to bring the concept of Culinary Medicine to the profession globally.

**Simon Gillespie**  
Chief Executive,  
British Heart Foundation



Simon joined the British Heart Foundation (BHF) in March 2013. Before joining the BHF, he was Chief Executive of the Multiple Sclerosis Society for seven years. Like far too many people in the UK, Simon has a personal connection with heart disease – his father died of a heart attack in 1979. As part of the BHF's 'Beat Heartbreak Forever', Simon runs and walks to raise money for the BHF's work. He is also the President of the European Heart Network.

He previously worked as Head of Operations at the Healthcare Commission, where he was responsible for the inspection of NHS and independent healthcare facilities in England. From 2000 to 2004, he was Director of Operations at the Charity Commission, modernising the regulation and support of the 180,000 registered charities. Simon has extensive experience of charity and non-profit governance

His early career was with the Royal Navy, including time as Commanding Officer of HMS Sheffield and as an advisor to government ministers.

**Hugo Fry**

Managing Director, Sanofi UK  
@SanofiUK



Hugo Fry is Managing Director of Sanofi UK and is also UK General Manager of Sanofi Pasteur, Sanofi's vaccines business unit, and a member of the Board of Management of the Association of the British Pharmaceutical Industry. He is currently the Board sponsor for both Vaccines and the Prescription Medicines Code of Practice Authority.

Prior to this role, Hugo has held central strategic positions and commercial operational roles, leading teams from Drug Discovery through Clinical Development, Regulatory Affairs, Market Access, Industrial Affairs, Medical Affairs and Commercialisation. Most recently he was the Chief Marketing Officer for Sanofi Pasteur MSD (SPMSD), leading the commercial effort for the European vaccine Joint Venture. Hugo joined Aventis UK in 2003 as Head of Commercial Excellence. From 2007, he spent four years in Russia leading Sanofi's Diabetes, Oncology, Cardiovascular, Internal Medicine and Consumer Healthcare businesses, where he was also responsible for the acquisition and set up of an insulin manufacturing facility. He was then appointed General Manager of Zentiva Russia, where he was instrumental in maintaining Zentiva as one of the fastest growing companies in Russia while integrating into the Sanofi Group. Hugo then joined the Sanofi Diabetes Leadership Team as Global Project Leader before assuming his role at SPMSD.

Hugo holds a B.Sc. in Chemistry from the University of Salford and studied Finance at London Business School.

**Andrew Haldenby**

Director, Reform  
@andrewhaldenby  
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Andrew Haldenby co-founded *Reform* in 2001 and became Director in May 2005. His previous organisations included the Confederation of British Industry, the Centre for Policy Studies and the Conservative Party (1995-97). There he became head of the political section of the Conservative Research Department, with responsibility for briefing the Shadow Cabinet and Leader for key media interviews and appearances. Andrew studied History at Cambridge (1990-1993) and has an MSc in Economics from Birkbeck College, University of London.



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**Hugo Fry**  
Managing Director, Sanofi UK  
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## The Power of Prevention

As the Secretary of State for Health & Social Care has set out, the long-term sustainability of the NHS is reliant on a cultural shift which acknowledges the value of investing in prevention in both principle and in practice. The NHS has pursued this for many years, yet it remains a challenge to move to a system which truly invests in prevention alongside the necessary resource required to treat disease.

We support the view outlined in the NHS' Long Term Plan, that the scope of prevention should include not only primary prevention, such as the adoption of good lifestyle habits to maintain health and the integral role of vaccination programmes in preventing illness where possible, but also focus on secondary prevention and careful condition management. When people become unwell or have a pre-existing condition, they must be well-equipped to manage their care and condition and in the right setting; whether at home, with the advice of a pharmacist, or in a GP surgery. This approach can ease pressures on the health system by avoiding unnecessary hospital visits or GP appointments in the short term. It can also limit unnecessary costs in the longer term, by reducing incidence of avoidable conditions and complications of pre-existing conditions.

To achieve this cultural shift, we must acknowledge that maintaining good health and preventing avoidable illness is everyone's responsibility, both individually and as a collective.

A recent survey commissioned by Sanofi found that there is an understanding of personal responsibility in the prevention of ill-health to reduce the burden on the NHS. However it also found that even when we are aware of healthy behaviours, we don't necessarily make the changes that could improve our health and well-being. These could be as simple as making sure we eat well and are

more active, get a flu vaccine if we need one, take medicines as directed or make better use of the local pharmacy. These actions may only have a small impact on an individual's daily life, but on a nationwide scale they could help to reduce the burden on the NHS and support an active and healthy population.

At Sanofi, this is more than a policy discussion. As a healthcare company, we work with the health service and proactively support the people, patients and consumers who use our treatments to get the best out of their health. And as an employer, we are taking action to enhance our work environment to better support the physical and mental health and wellbeing of our employees. We are training employees to be mental health first aiders, providing lunchtime yoga classes and running clubs. We are also offering all our employees flu vaccinations, supporting education and awareness with wellness clinics, and piloting the roll out of a health app to track healthy behaviours. We are committed to furthering this agenda by adopting flexible working and moving to activity-based work areas that encourage more movement and will introduce a health and wellbeing room and a contemplation room. Though it is up to individual employees to utilise these opportunities; it is up to us to make a healthier lifestyle at work available and acceptable.

Prevention is now front and centre of the NHS' long-term thinking. A key factor in actually achieving transformational change will be how we collaborate to ensure that individuals are supported, confident and able to improve their health. We all have a part to play in prevention, let's play it.

*"we must acknowledge that maintaining good health and preventing avoidable illness is everyone's responsibility, both individually and as a collective"*



## Join us in 2019

*Reform* is established as the leading Westminster think tank for public service reform. We are dedicated to achieving better and smarter public services. Our mission is to set out ideas that will improve public services for all and deliver value for money.

We work on core sectors such as health and social care, education, home affairs and justice, and work and pensions. Our work also covers issues that cut across these sectors, including public service design and delivery and digital public services.

We are determinedly independent and strictly non-party in our approach.

*Reform* is a charity, funded by philanthropic individuals, corporate organisations and other charitable trusts.

We aim to produce research of outstanding quality on our core sectors. *Reform* costs around £1.2 million a year to run, largely to maintain and develop a strong team that delivers our high-quality research and events programme.

Please join the 90 individuals and companies that support *Reform* financially each year. They do so because they share our passion for quality public services. They also enjoy close contact with *Reform's* team and regular opportunities to contribute their thinking to our work.

Our agenda of radical change to public services is one of the key political questions of our times. If you would like to find out more, please feel free to contact Andrew or Caoife.



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