INSIGHT 1: CONVENE DIVERSE VOICES AND FOSTER TRUST

Trust stands as a bedrock principle in the healthcare domain. To foster genuine trust, it’s imperative to encapsulate a spectrum of perspectives. Incorporating inputs from grassroots activists, leading public health experts, and industry pioneers ensures a rounded understanding of the multifaceted challenges posed by health disparities. This mosaic of perspectives is invaluable. By deeply engaging with these diverse voices, healthcare stakeholders can design interventions that truly resonate with the target communities. Furthermore, partnerships with global organisations – such as Gavi, WHO and UNICEF – further crystallise the effectiveness and universal applicability of this trust-centric approach. These collaborations serve as testament, illuminating the path forward for other organisations in the healthcare spectrum.

INSIGHT 2: DESIGN TARGETED LOCAL SOLUTIONS

Health inequities are complex, deeply intertwined with socio-economic, cultural and environmental factors. This intricate web necessitates solutions that are both potent and tailored to specific contexts. Adopting a broad-brush strategy would be counterproductive. It is vital to delve deep, understand the unique challenges of each...
All of these solutions need to be at the local level, at the regional level and at the global level. And sometimes even within local jurisdictions, very micro-targeted towards specific populations of people that may have increased barriers to accessing medicines and vaccines.

Drew Otoo, President, Vaccines, MSD

**INSIGHT 3: BRIDGE THE PUBLIC-PRIVATE DIVIDE**

In the quest to craft a holistic healthcare future, the synthesis of public and private sector dynamism emerges as a critical piece of the puzzle. Such collaborations have the potential to transcend traditional boundaries, making high-quality health interventions both widely accessible and economically feasible. Moreover, the burgeoning role of technology offers a tantalising glimpse into the future. Platforms focused on micro-financing alongside cutting-edge blockchain capabilities, present avenues to supercharge public health initiatives. Many across the private sector have capabilities to help address this issue. Encouragingly, governments worldwide are not mere spectators. Many are actively exploring these innovations, keen on forging symbiotic partnerships with the private sector to fully harness their potential.

**IN SUMMARY**

The private sector should consider how they could contribute to addressing this global issue in collaboration with public partners. Trust-building, meticulous crafting of localised solutions, and an unwavering commitment to robust public-private partnerships are the cornerstones of this transformative journey. Together, these pillars not only paint a vision of hope; they also offer a tangible, actionable roadmap to surmount health inequities and galvanise disease prevention on a global scale.