

WHAT STEPS CAN GOVERNMENT TAKE TO REDUCE THE RISK OF INVOLVING THE PRIVATE SECTOR IN THE COVID-19 RESPONSE?

a Debate!

PROPOSITION



MALINI AISOLA
CO-CONVENER
ALL INDIA DRUG
ACTION NETWORK

MODERATOR



CYNTHIA ELDRIDGE
PROJECT DIRECTOR
FRONTIER HEALTH MARKETS
SUPPORTED BY USAID

OPPOSITION



AMRITA AGARWAL
VICE PRESIDENT,
GROUP STRATEGY
MAHINDRA

PROPOSITION



**DR. INDRANIL
MUKHOPADHYAY**
ASSOCIATE PROFESSOR
JINDAL GLOBAL UNIVERSITY

PROPOSITION



**DR. T.
SUNDARARAMAN**
GLOBAL COORDINATOR
PEOPLE'S HEALTH
MOVEMENT

OPPOSITION



TANYA VOGT
EXECUTIVE OFFICER
SOUTH AFRICAN
MEDICAL DEVICE
INDUSTRY ASSOCIATION

GOVERNMENT MEASURES INTENDED TO REDUCE PRIVATE SECTOR ADVERSE BEHAVIOUR ARE TOO SLOW TO USE DURING COVID-19

MAIN ARGUMENT

GOVERNMENTS HAVE MAINTAINED A HIGH THRESHOLD FOR TOLERATING BAD BEHAVIOUR FROM THE PRIVATE SECTOR

THERE IS LIMITED NON-MARKET REGULATION THAT CAN EFFECTIVELY DEAL WITH TYPICAL MARKET FAILURE

GOVERNMENT NOT INTERESTED IN PUTTING PRESSURE ON PRIVATE HOSPITALS IN SPITE OF CLEAR EVIDENCE OF OVER-CHARGING

MARKET IS FLOODED WITH INADEQUATELY TESTED PRODUCTS

CONCERN THAT THIS WOULD DIMINISH THE INTEREST OF PRIVATE HOSPITALS TO PROVIDE CARE

REGULATIONS THROUGH INSURANCE SCHEMES HAVE NOT BEEN EFFECTIVE AS A RESULT OF CULTURE OF PROFIT ORIENTATION

PRICE REGULATION HAPPENED LATE + IN A WATERED-DOWN FASHION

REBUTTAL

IN SOUTH AFRICA, GOVERNMENT ALLOWED ANY PUBLIC PERSON TO REPORT INFLATED PRICES + REPORTS WERE INVESTIGATED

IN THE ABSENCE OF LOCAL STANDARDS FOR COVID RELATED PRODUCTS, STAKEHOLDERS GOT TOGETHER WITH GOVERNMENT TO LOOK AT WHO STANDARDS

BOTH GOVERNMENT + PRIVATE SECTOR PROCURED UNDER THESE STANDARDS

REBUTTAL

PUBLIC PROCUREMENT HAS WORKED

APPS ARE RELIANT ON THE INSTITUTIONS IN WHICH THEY WORK. DIFFICULT TO EXPECT THE APP TO SOLVE THE PROBLEM THAT YOU HAVE

THE MOMENT THAT THE PRIVATE SECTOR WAS ALLOWED TO DO PROCUREMENT THEY FAILED TO DELIVER

MAIN ARGUMENT

THESE ARE GOOD EXAMPLES OF TOOLS DEPLOYED TO MITIGATE PRIVATE SECTOR RISK

PRICE CAPPING (SIGNALS WHAT A REASONABLE PRICE IS)

TRANSPARENCY THROUGH PUBLICATION OF TENDERS IN RELATION TO COVID PRODUCTS

PUBLIC PROCUREMENT SYSTEM FOR VACCINES

DIGITAL INNOVATION WILL BE IMPORTANT IN THE SHORT-LONG TERM

GOVERNMENTS SHOULD

ASK COMPANIES IF THEY SUBSCRIBE TO A CODE OF MARKETING + BUSINESS ETHICS AS THAT ALSO HOLDS THEM ACCOUNTABLE

IT IS DIFFICULT TO CHANGE BEHAVIOUR IN THE MIDDLE OF A CRISIS

ONE KEY THING THAT SHOULDVE HAPPENED IS INTEGRATED CARE, UNDER ONE UMBRELLA OF REGULATION

MEASURES OF COMPLIANCE- IN INDIA THE PRIVATE SECTOR DOES NOT OPERATE IN A CULTURE OF A PUBLICLY GOVERNED SYSTEM

THAT CULTURE IS DIFFICULT TO BUILD

WAS IT THAT GOVERNMENT MEASURES ARE NEVER EFFECTIVE OR JUST TOO SLOW?

WHAT ARE THE ASPECTS OF GOVERNMENT THAT CAME TO THE FOREFRONT OF EFFECTIVE ENGAGEMENT?

WHAT MEASURES DO YOU FEEL WERE MISSING THAT ENCOURAGED THE PRIVATE SECTOR TO RALLY TO THEIR INTERESTS RATHER THAN THE CRISIS?

WHAT IS THE MOST IMPORTANT MEASURE USED TO EFFECTIVELY, RAPIDLY ENGAGE THE PRIVATE SECTOR?

TRANSPARENCY

NOT ENGAGING IN SILOS

REGULATIONS ARE IMPORTANT BUT THEY NEED TO BE AGILE

CREATING A PLATFORM FOR COLLABORATION

THE STRENGTH OF THE PRIVATE SECTOR IS HOW AGILE THEY CAN BE

PUTTING MISTRUST ASIDE- WILLINGNESS OF GOVERNMENT TO ENGAGE, TO LISTEN TO SIT AROUND THE TABLE

IN THE IDEAL SENSE, WHEN WE ARE PRACTICING THESE BEHAVIOURS WE DO HAVE THE ABILITY TO ENGAGE THE PRIVATE SECTOR AND MITIGATE ADVERSE BEHAVIOUR AND REALLY DELIVER MORE SERVICES FOR PATIENTS, CITIZENS AND CLIENTS

BUILD UNDERSTANDING

BY HAVING DATA ON BOTH SIDES TO BE ABLE TO BETTER UNDERSTAND THE POTENTIAL ROLE OF THE PRIVATE SECTOR AS PART OF THE SOLUTION

FOSTER RELATIONS

WEEKLY DIALOGUE CREATED OPENINGS AND OPPORTUNITIES FOR THE PRIVATE SECTOR TO ALIGN AND CONTRIBUTE

ALIGN STRUCTURES

PRODUCE COMMON STANDARDS FOR USE BY PUBLIC AND PRIVATE SECTORS

ENABLE STAKEHOLDERS

LEVERAGE INCENTIVE MECHANISMS SUCH AS INCORPORATION INTO INSURANCE SCHEMES

NURTURE TRUST

ALL OF THESE ELEMENTS COME TOGETHER TO NURTURE TRUST

DELIVER STRATEGY

TAKEN TOGETHER YOU CAN STEER THE HEALTH SYSTEM TO DELIVER AND HAVE A PRIVATE SECTOR THAT IS ALIGNED