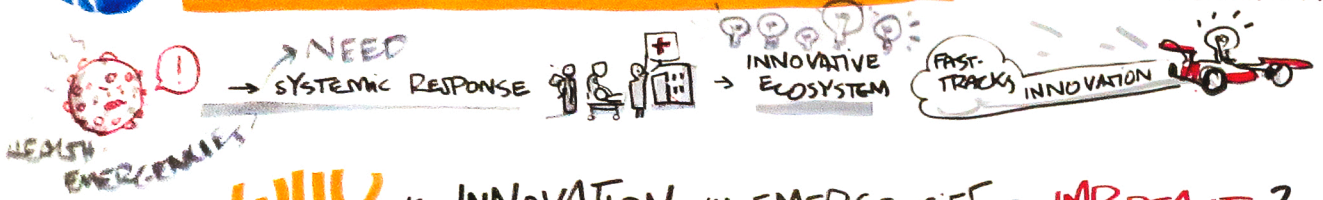




# IFPMA: ZIKA & EBOLA

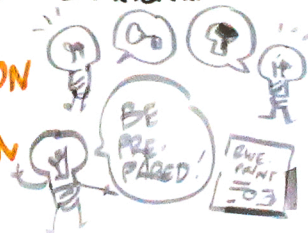
- HOW GLOBAL HEALTH THREATS PROMPT INNOVATION



## WHY IS INNOVATION IN EMERGENCIES SO IMPORTANT?

BEFORE WE CAN INNOVATE, WE MUST HAVE A BASE, A START, OBSERVATION...

- 2 WAYS OF INNOVATION
  1. SCIENCE
  2. FINDING NEW WAYS OF COLLABORATION
- R&D BLUEPRINT: ACCELERATING INNOVATION & COORDINATION



## WHAT ACTION IS BEING TAKEN?

MULTI-STAKEHOLDER PARTNERSHIPS

WE DON'T KNOW WHAT THE NEXT BIG VIRUS IS BUT WE KNOW WHO TRANSMITS VIRUSES

SPAIN'S MUST NOT RISE AS EBOLA IS TACKLED

DON'T MAKE THIS A WIN-LOSE SITUATION!

ZIKA: 80% OF INFECTED PPL DON'T SHOW SYMPTOMS

WE NEED TO DO STH TO PREVENT!

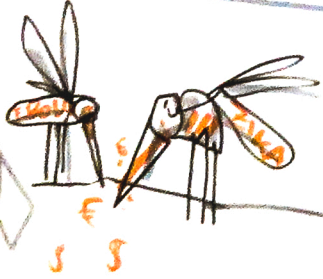
ZIKA HAS SHOWN US THE BIG, GADING HOLE: WHILE WE THINK ABOUT VACCINE -

WHAT ABOUT CARE?

ARE WE ALWAYS GOING TO BE A FEW STEPS BEHIND?

IT'S CHALLENGING BUT THE TIME HAS COME - ZIKA HAS SHOWN US "THE GOVERNMENT CAN SOLVE THIS ALONE"

MONEY IS BEING SUCKED FROM EBOLA INTO ZIKA ETC



HOW MUCH TO INVEST IN THE FUTURE?

