



**PMAC** | PRINCE MAHIDOL  
AWARD CONFERENCE **2024**

## **PS2.3**

**HOW GEOPOLITICS OF CDOH CAN INFLUENCE THE IMPACTS OF THE 'NEW'  
TECHNOLOGIES ON HEALTH**

## | BACKGROUND

**Commercial Determinants of Health** (CDoH) is characterised as “expressions of economic and political power wielded by large corporate entities, described as powerful economic operators” (Lacy-Nichols & Robert Marten, 2020). In terms of health technology, their influences can be in **advocacy** to promote policies that support certain health technologies, **research** by conducting research and may use this research to inform policy decisions related to healthcare and technology, **standards development** to ensure an interoperability and then promote the widespread adoption of those health technologies, **networking and collaboration** to build consensus and promote policy decisions that are supported by a broad range of stakeholders.

There are several influential clubs and organizations in the global health technology space that wield significant power and influence. For examples, (1) **The Digital Health Technology Alliance** (DHTA), a group of leading technology and healthcare companies that work together to promote the development and adoption of digital health technologies. Members include Apple, Google, and Microsoft. (2) **The Global Digital Health Network** (GDHN), a membership-based organization that brings together professionals from the digital health and development communities to share knowledge, collaborate, and advance the field of global digital health. Members include representatives from international organizations, governments, non-profits, and the private sector. (3) **The Health Information Management Systems Society** (HIMSS), a global non-profit organization that promotes the use of information and technology in healthcare for healthcare professionals and organizations. HIMSS also hosts an annual conference, which is one of the largest healthcare technology events in the world to showcase the latest technologies and innovations in the field. (4) **The mHealth Alliance**, a global non-profit organization that works to advance the use of mobile technology in healthcare to improve quality and reduce healthcare costs via mobile technologies. It partnered with the United Nations Foundation to develop a report on the potential of mobile health technologies to improve healthcare in low- and middle-income countries. (5) **The Personal Connected Health Alliance** (PCHA), a non-profit organization that promotes the use of personal health technologies to empower individuals to better manage their health and wellness.

## | OBJECTIVES

After attending this session attendees will:

- Learn how the commercial determinants of health and geopolitical factors can influence the development, adoption, and distribution of new health technologies.
- Understand the challenges and opportunities presented by the nexus of health technologies and geopolitics, and explore strategies to address them.
- Hear about real-world case studies that demonstrate how commercial determinants of health and geopolitical factors can impact health outcomes and how innovative approaches have been used to overcome these challenges.
- Be able to develop actionable strategies to promote innovation, access, and equity in healthcare systems worldwide, based on the insights and knowledge gained from the session, and connect with other delegates and speakers to share ideas and experiences.



Panelist / Moderator

## Gabriel Leung

*Executive Director, Charities and Community*

The Hong Kong Jockey Club  
China

One of Asia's most respected higher education, health and philanthropic leaders, Gabriel Leung is known for his commitment to improving human capabilities, nurturing impactful innovation and building strong institutions. He is Executive Director (Charities and Community) of The Hong Kong Jockey Club overseeing its Charities Trust, while serving as a governor of The Wellcome Trust – both of which rank among the top 10 philanthropies globally.

Gabriel's career has straddled academe, public service and philanthropy. From 2013 to 2022, he was the longest-serving Dean of Medicine and inaugural Helen and Francis Zimmern Professor in Population Health at the University of Hong Kong (HKU). Formerly, he was Hong Kong's first Under Secretary for Food and Health and fifth Director of the Chief Executive's Office in government.

Gabriel's research defined the epidemiology of three novel viral epidemics, namely SARS in 2003, H7N9 influenza in 2013 and most recently COVID-19. In government, he led Hong Kong's response against the 2009 influenza pandemic. He was founding co-director of HKU's World Health Organization (WHO) Collaborating Centre for Infectious Disease Epidemiology and Control and established the Laboratory of Data Discovery for Health (D24H) at the Hong Kong Science and Technology Park.