



BETTER HEALTH STRONGER WHO



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1995 - Founder (later Director)

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CHALLENGES FOR GLOBAL HEALTH

The consequences of climate change such as water crisis, emerging & novel diseases, pandemics, the impact of irresponsible individual and social behaviour present formidable challenges for humanity. We should step up action to solve pandemics and health problems generated by human behaviour or social interactions like unhealthy consumer habits, lifestyle, health-damaging marketing or the imprudent use of antibiotics. We have to be ready to resolve the concerns and overcome the problems caused by policy decisions or business models that deliver short term gains at the expense of long term sustainability, or monopoly pricing that prejudices accessibility and equity in health. The high level commitment to the Sustainable Development Goals (SDGs) provides unprecedented opportunities and momentum to work on solutions across a comprehensive range of determinants of health.

BETTER HEALTH, STRONGER WHO

**With responsibility for global health,
as the director general of WHO I will work towards:**



- helping people on this planet to be healthier and more respectful and involved in their own health;
- properly trained, committed, motivated, innovative health workforce to provide health promotion, prevention, cure and care;
- promoting universal health coverage to protect the healthy and those who are sick and fostering health systems which are resilient, equitable and ever increasing in quality;
- a strong WHO as the indisputable, impartial and independent leader in global health.



BETTER HEALTH

Two front struggle for health improvement - those in urgent need should come first

Fighting pandemics with speed, agility and culturally tailored interventions. Supporting local developments and actions with global rapid response teams, complementing weak or missing skills and capacities. Special attention should be given to countries emerging from conflicts without adequate public administration systems. Public health structures should be an integral part of the reconstruction, whilst respecting national leadership. Fighting NCDs globally with social mobilisation and awareness of behaviour change.

Promoting innovation and technology to improve accessibility and equity

Leading edge technological developments make new forms of prevention and care possible and offer exciting new opportunities for humanity. mHealth, eHealth solutions, wearable devices and point of care technologies can take cost effective diagnostics and therapy to locations and environments where they never existed before and can provide access to health care for all including those caught in the flow of migration. In dialogue with a broad range of stakeholders we have to work for new innovative business models for high priced medicines and technologies, and new antibiotics.

Sharing the risk in universal health coverage and pandemics

Despite the unprecedented efforts of global donors we have to understand that neither the implementation of SDGs nor sharing the risks could be managed without sustainable funding. It is time to start the long term shift towards institutional resource generation to foster universal coverage and promote pandemic risk sharing. Innovative economic models for generating resources can only happen in dialogue with governmental, civil and non-governmental actors. Investments in health should promote efficiency and prioritise prevention, promotion, primary care and integrated patient pathways.

Health human resources developments and balancing migration globally in coordinated partnership

Building universal health coverage starts with the strong foundation of community and primary care professionals. The Global Code of Practice on the International Recruitment of Health Personnel should be complemented with global, regional and national strategic actions in human resources development recognizing the link between health employment and economic growth.



STRONGER WHO

Impartial leader and change agent for better global health

I envisage a strong WHO as the indisputable, impartial and independent leader and international change agent in global health. Through breaking clear of the introspection of our internal professional wish lists, the health community should aim to influence the agendas of political leaders and fiscal decision makers and encourage and enable them to act towards positive health solutions. WHO should take the role of independent knowledge centre and translate knowledge to action to assist member states in their healthcare developments and health reforms.

Evidence based health policy together with change methodology

In many cases we have sufficient evidence and proper solutions in theory for WHAT should be done. We also have the salutary experience that the best theoretical solutions can often fail in implementation when faced with initiating behavioural change. Let us transform our success rate through a stronger evidence based approach balanced with better behavioural insights. No technical solution is valid without an implementation and consultative change methodology. No external solution is valid without local ownership. Working on the WHAT should go together with the HOW. This approach will be the key methodological element of my work.

Resilient, action and performance oriented WHO

Promoting the idea of resilient health systems for member states, should go hand in hand with working for a resilient WHO. The global portfolio of projects should be managed in a structured framework focusing on teamwork, effective collaborative problem solving and beneficial outcomes through my personal commitment and solid accountability for member states. We should improve change management capacities and capabilities for local interventions that respect local culture together with the development of rapid response teams and task forces to support and complement within-country initiatives and actions. We should rebuild trust and avoid unmerited blame by strengthening risk communication and dialogue. Performance and trust is vital to stabilize funding of WHO and its priority programmes.

Renewed global partnership

Health problems are far more urging and challenging than what a single organisation could ever face. I will work to achieve effective collaboration partnerships and coordinated actions within UN and with member states, donors, international stakeholders and civil society. WHO should renew partnerships acting as a leader umbrella organization in its changing institutional environment.

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