

A decorative graphic on the left side of the slide consists of three colored lines: a yellow-green line starting from the top left, an orange line starting from the middle left, and a blue line starting from the bottom left. Each line has a circular dot at its end, and they all curve towards the right side of the slide.

# ROADMAP FOR SUSTAINABLE HEALTHCARE

SESSION 2 – “CHALLENGE ACCEPTED”:  
INSPIRATIONAL TRANSFORMATIONS OF  
HEALTHCARE SYSTEMS IN EUROPE

OPENING REMARKS

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EUROPEAN BRAIN COUNCIL

## SESSION 2: 'CHALLENGE ACCEPTED' – INSPIRATIONAL TRANSFORMATIONS OF HEALTHCARE SYSTEMS IN EUROPE



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Executive Chairman,  
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**Prof. Michael  
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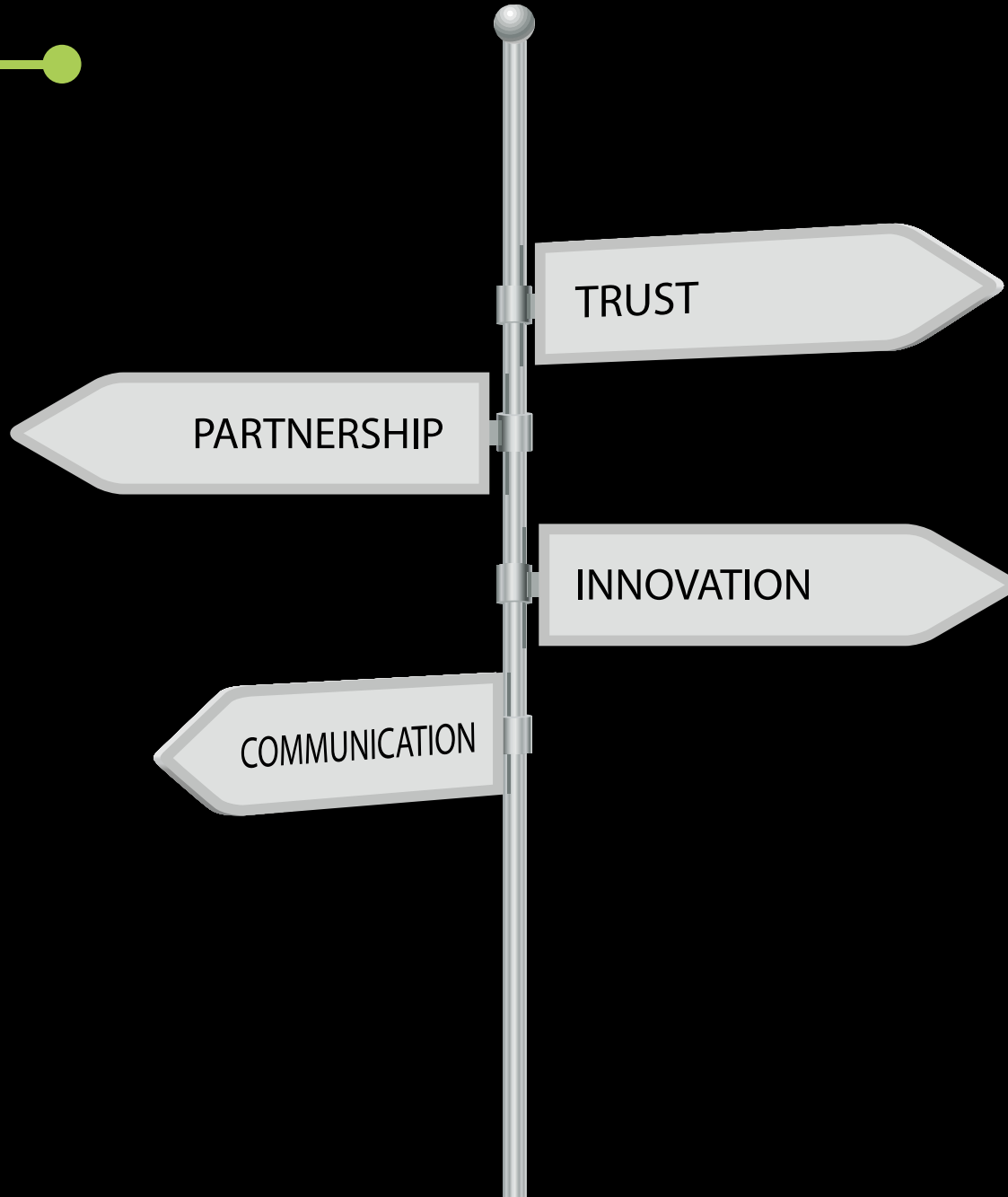
Chairman of the  
College of  
Medicine, Chair  
of the NHS  
Alliance, UK



**Dr. Rafael Bengoa**

Director DEUSTO  
Business School  
Spain, former  
Health Minister,  
Basque Country,  
Spain

# WAY FORWARD



# A QUICK FIX



PREVENTION **NOT** PRESCRIPTION

# LIFESTYLE CHOICES

60% OF NHS BUDGET IS SPENT ON LIFESTYLE ISSUES:

AGEING

SEXUAL HEALTH

ALCOHOL

INFERTILITY

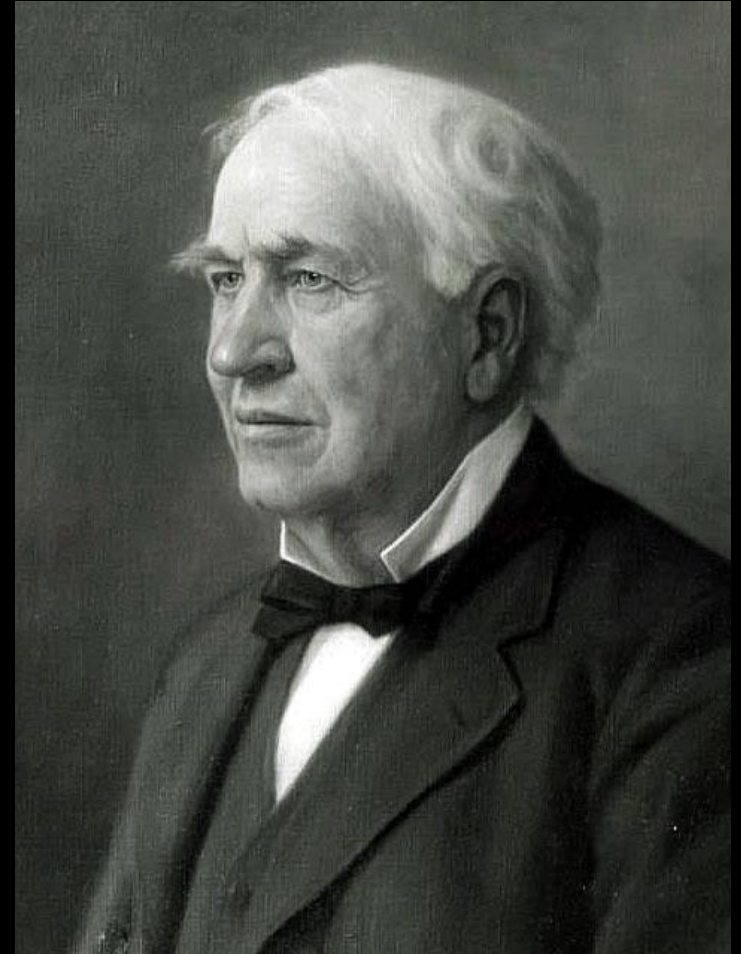
SMOKING

OBESITY

DRUG ADDICTION



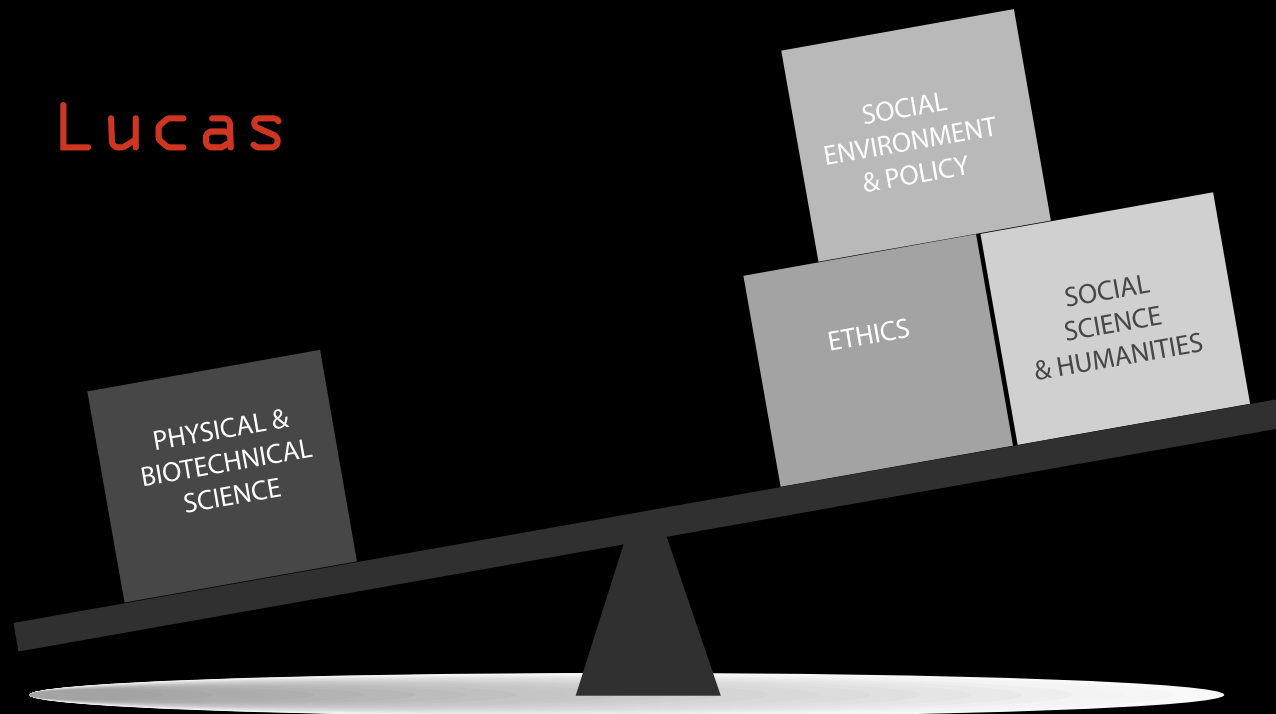
“The doctor of the future will give no medicine, but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease”



Thomas Edison

“Sciences are the ‘how’. Humanities are the ‘why’. I don’t think you can have the ‘how’ without the ‘why’”

George Lucas



## WHAT MATTERS MOST

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“It is not the strongest of the species that survives nor the most intelligent that survives. It is the one that is most adaptable to change.”

A quotation often attributed to Charles Darwin

