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Chronic diseases account for 63 percent of deaths worldwide

There is consensus among industry leaders that integrated policies, including private companies, and focus on prevention is the key to minimizing the impacts of global non-communicable diseases (NCD).

The high incidences of chronic (NCD) generate substantial financial impact in the world and the trend is that this situation will remain for years to come. This was the finding of the panel on "Prevention and Population Health" during the World Health Care Congress Latin America, Oct. 24-25 in Rio de Janeiro. About 63 percent of global deaths are due to NCDs and 80 percent of developing countries, consuming 75 percent of public spending.

James Hogan, president of Medtronic for Latin America, said one must recognize the issue at a global scale.

"The world seems to have woken up and is discussing joint actions in combating NCDs. The recent UN meeting, which also included the participation of President Rousseff, exemplifies this"

The meeting also showed that private capital is essential in the fight against chronic diseases.

Another meeting was organized by WHO in Rio de Janeiro discussed the issue, emphasizing the importance of campaigns to educate the public to adopt healthy lifestyles. Balanced diet, regular physical activity, not to use alcohol and alcoholic beverages, salt reduction in food are examples of guidelines that must be done globally.

Medtronic, a maker of medical products, works on the issue of NCDs four pillars: leading protection policies, including government and NGO partnerships, strengthen public initiatives regarding the prevention, diagnosis and treatment therapy integrated innovation, and welfare of employees.

Intermediate vision

Through frequent analysis of the profile of the beneficiaries, prevention programs and lectures, Intermédica Group, which has 4 million subscribers, controls the health of chronic patients. With specific actions for these patients niche since 2008, the rate of diabetes fell by 57 percent and 51 percent of hypertensive patients with cancer 65 percent.

"Intermedia is concerned not only treat patients, but how to do a comprehensive health management. Therefore, we sought a vision of public health by integrating health promotion and

prevention within the logic of the public system, "explained Paul Barbtani, president of Intermedia.