



CoRE Scientific Conference 2024 Regulating the Future of Health

Converging Health Products & Services Regulation for Access, Innovation & Sustainability

14 - 15 October 2024

INTRODUCTION

The 10th Anniversary CoRE Scientific Conference marks a milestone in our journey as we celebrate a decade of achievements while looking ahead at emerging issues in the evolving field of health regulation. This year's Conference carries the theme: "Regulating the Future of Health: Converging Products & Services Regulation for Access, Innovation & Sustainability".

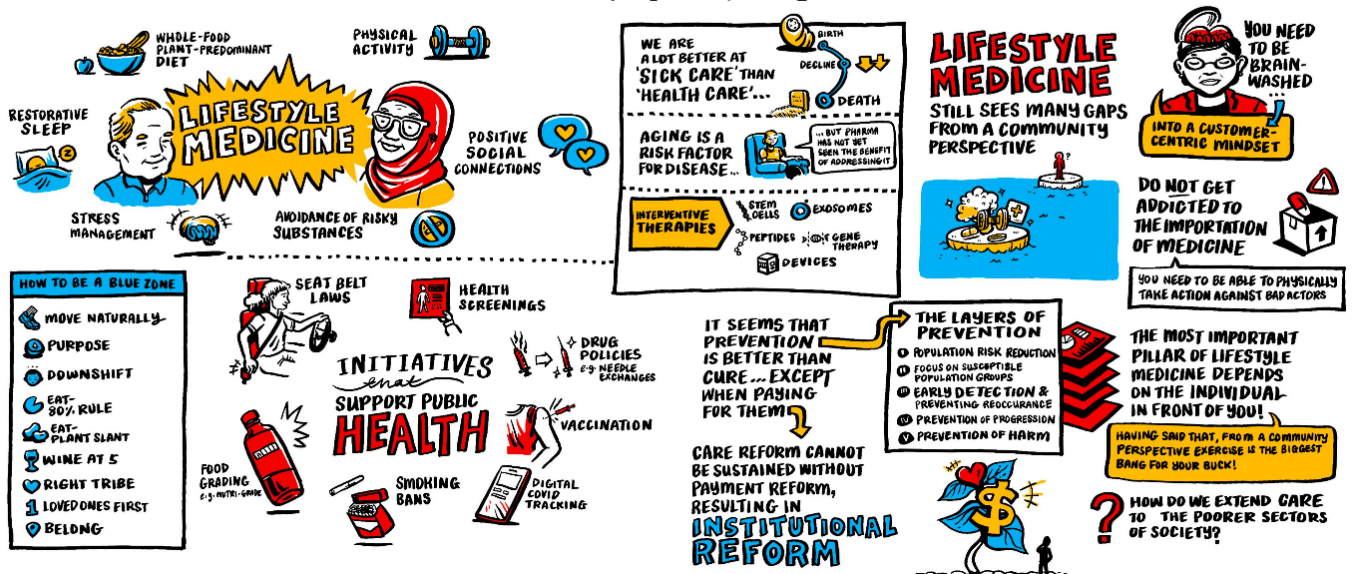
Focusing on four pivotal and pertinent themes – Regulating Artificial Intelligence & Digital Health, Regulating Precision Medicine, Regulating for Disease Prevention, and Partnerships for Effective Regulation, the Conference is envisioned to be a platform for key decision makers and stakeholders in the regulatory ecosystem to connect, engage, network, and be furthered empowered.

Session 3: Regulating for Disease Prevention and Healthy Ageing

Prevention is at the core of public health. Regulatory measures can play a pivotal role in promoting health and mitigating disease risks. This session will discuss the integration of preventive care into regulatory frameworks, the role of emerging technologies and the importance of creating policies that foster longevity and improve quality of life for ageing populations.

This session underscores the significance of proactive regulatory measures in promoting and safeguarding public health and helps us to explore "Evolving challenges in regulating different areas for disease prevention and healthy ageing."

CORE SCIENTIFIC CONFERENCE 2024 | SESSION 3 : REGULATING FOR DISEASE PREVENTION AND HEALTHY AGEING



Snapshot of Session 3

As societies around the world grapple with ageing populations and the growing prevalence of chronic diseases, the healthcare sector is shifting focus from reactive treatments to proactive prevention. The third thematic session of the conference, chaired by **Prof. James Kingsland**, explored the regulatory and systemic challenges of shifting from disease treatment to prevention. Experts across public health, longevity research and lifestyle medicine shared insights into how policy, regulation and institutional changes can facilitate healthier, longer lives. The discussion revolved around the role of lifestyle medicine, public health interventions, ageing as a modifiable factor, and the need for a transition towards community-based preventive care.

While significant advancements have been made in disease detection, pharmacology, and medical interventions, one fundamental question remains: Are we investing enough in keeping people healthy rather than just treating them when they fall sick? The discussion made it clear that the future of healthcare lies in rethinking regulation to prioritize prevention over cure.

Designing healthier lives: from lifestyle to longevity



Dr Beth Frates on Blue Zone Initiatives as tools to regulate for disease prevention and healthy ageing

The foundation of disease prevention begins with empowering individuals to lead healthier lives. **Dr Beth Frates** illuminated the critical role of lifestyle medicine in addressing chronic diseases. Small, everyday decisions—such as increasing physical activity, eating more fruits and vegetables, and prioritizing good sleep hygiene—can collectively reduce the risk of non-communicable diseases (NCDs) and improve mental well-being.

However, Dr. Frates argued, personal choices don't happen in isolation; they are shaped by our environments. Introducing the concept of "life radius," she demonstrated how factors like neighborhood design, access to green spaces, and social norms influence health outcomes. Initiatives like the Blue Zones Project exemplify how creating supportive environments can help entire communities adopt healthier habits, proving that systemic change begins at the local level.

The ethics of prevention: balancing freedom and responsibility

Public health interventions often require regulators to navigate a fine line between individual autonomy and societal well-being. **Prof Alex Cook** delved into the ethical complexities of preventive measures, contrasting mandatory interventions with voluntary strategies.

Legislation such as seat belt laws and mandatory cancer screenings highlight how regulations can save lives without undermining personal choice. Similarly, public health campaigns like the “healthier choice” logo gently nudge individuals toward better decisions without coercion.

At the same time, Prof Cook addressed thornier issues like tobacco and drug regulations, as well as the ethical implications of COVID-19 vaccine mandates. These cases reveal the tension between personal freedom and the collective good, reinforcing the need for transparent communication and trust-building to ensure public buy-in for preventive measures.

Closing the gap between lifespan and health span

While people are living longer than ever before, those additional years are not always healthy. **Prof Brian Kennedy** highlighted this disparity, pointing to a global average of a ten-year gap between lifespan and health span. This reality places immense strain on healthcare systems and reduces quality of life for millions.

Prof Kennedy proposed a shift in how we approach ageing: by viewing it as a modifiable condition rather than an inevitable decline. Advances in genetic research and biotechnology can help identify the biological mechanisms of ageing, paving the way for interventions that delay its effects. However, this requires a deeper distinction between chronological age and biological age, ensuring that treatments are personalized and outcomes are measurable.

The session sparked a provocative question: Should ageing itself be classified as a disease? While the debate continues, the consensus was clear—targeted investments in ageing research have the potential to transform healthcare systems and close the lifespan-health span divide.



Prof Brian Kennedy on Navigating the complexities of regulatory frameworks in promoting healthy longevity



Session chair, Prof James Kingsland spoke on the transition towards community-based care for disease prevention and healthy ageing

Redesigning care systems for sustainable change

To achieve the vision of disease prevention and healthy ageing, healthcare systems must evolve. **Prof James Kingsland** emphasized the need for reform at both the care delivery and payment levels. Without aligned incentives and sustainable funding models, preventive initiatives are unlikely to succeed in the long term.

Prof Kingsland also cautioned against “corporate memory,” the tendency for organizations to repeat ineffective strategies due to institutional inertia. Instead, he advocated for leadership that embraces change, empowers

teams with the right tools, and fosters collaboration across all levels of care.

Generational shifts further complicate the picture, with younger populations expecting more personalized and technology-driven solutions. Prof Kingsland urged policymakers to design systems that not only address current needs but also anticipate future demands, ensuring that reforms remain relevant over time.



Panel discussion featuring (from left to right): Prof James Kingsland, Dr Leung Pak-Yin, Prof Mojisola Christianah Adeyeye, Dr Charles M Preston, Dr Beth Frates, Dr Brian Kennedy and Prof Alex Cook on evolving challenges in regulating different areas for disease prevention and healthy ageing

Panel Discussion - Evolving challenges in regulating different areas for disease prevention and healthy ageing

The panel was moderated by the Session Chair **Prof Kingsland** with the speakers being the panellists. There were three additional panellists ; **Dr Leung Pak-Yin** from City University of Hong Kong, **Dr Charles M Preston** from The Gates Foundation and **Prof Mojisola Christianah Adeyeye** from National Agency for Food & Drug Administration And Control. This panel looked at a pertinent question, *What are the evolving challenges in regulating different areas for disease prevention and healthy ageing?*

The panel underscored one fundamental truth: the future of healthcare lies in prevention that leads to healthy ageing supported by robust regulations and cost effective delivery of care. By addressing the root causes of chronic diseases and investing in healthy ageing, societies can reduce healthcare costs, improve quality of life, and build more resilient systems.

The journey towards achieving healthy ageing would depend on:

- Empowering individuals and communities through lifestyle medicine and initiatives like the Blue Zones Project.
- Navigating ethical dilemmas with thoughtful, transparent public health interventions.
- Prioritizing ageing research to close the gap between lifespan and health span.
- Redesigning care systems to align with the principles of prevention and sustainability.

The panel agreed that as global demographics shift, the imperative to act has never been greater. By fostering collaboration among regulators, healthcare providers, and communities, we can create a future where healthy ageing is not just a goal, but a shared reality.