



PRESS RELEASE

EU-ASEAN BUSINESS COUNCIL BRINGS TOGETHER INDUSTRY EXPERTS IN PARTNERSHIP WITH HALEON TO CREATE DIALOGUE ON BUILDING A HEALTH INCLUSIVE THAILAND

Bangkok – 28 November: The EU-ASEAN Business Council, the primary business body for European businesses in ASEAN, partnered with Haleon, a global leader in consumer health, and held a workshop with medical and healthcare industry experts focused on the issue of health inclusivity. The event – ***‘Building a Health Inclusive Thailand’*** underscored the importance of increasing healthcare opportunities for individuals to experience better everyday health, especially those who are marginalised within the society.

In the first global [Health Inclusivity Index](#) (HII) commissioned by Haleon and published by *Economist Impact* in October 2022, Thailand proved to be one of the best-performing middle-income countries in ensuring that its citizens have access to accessible, and affordable healthcare services. In fact, given its efforts in safeguarding health in society for its citizens, the Land of Smiles had an [overall country score of 83.06](#), making it the top-scoring country for the key metric of ***Health in Society***, according to the world’s first study which benchmarks 40 countries on inclusive healthcare systems, policies and practices.

Despite notable commitments in providing healthcare coverage and increasing health literacy for its citizens, further opportunities remain to advance health inclusivity in Thailand. The Index illuminates the importance of implementing outreach programmes for the needs of the most vulnerable groups within the Thai communities. Public-private partnerships can be one such avenue to bridge the existing healthcare gap – as shown by the recent successful launch of Haleon’s ***“Smiles Can’t Wait”*** campaign which aims to not only make dentures more accessible but also raise awareness around both the emotional and physical impact of missing teeth. Through the partnerships with Mahidol University Dental Hospital, The Dental Department of Phramongkutklao Hospital, The Dental Hospital at Chulalongkorn University, and the Thai Industrial Pharmacist Association, Haleon in Thailand is driving a concerted effort to raise the issue of health access as well as provide access to dentures free of charge to 1,000 Thai older adults.

Jean-Francois Couve, General Manager, Thailand, Haleon said: “At Haleon, we believe that raising awareness of the key barriers and creating a global benchmark are vital first steps in addressing health inequity. Key findings from the inaugural Health Inclusivity Index point at the clear need for a holistic approach to health inclusivity beyond a nation’s formal healthcare system. We are encouraged by the Index’ findings of health being both a societal and policy priority in Thailand, and with the breadth of insights provided by the Index, we hope to convene key opinion leaders, policymakers and healthcare professionals to create a dialogue and inspire action on health inclusivity. This work is part of Haleon’s commitment to empower millions of people a year to be more included in opportunities for better everyday health, empowering 50 million a year by 2025.”

Speaking further about the need for health inclusivity, **Chris Humphrey, Executive Director of the EU-ABC said:** “Health inclusivity is key to delivering affordable and accessible healthcare services, and in raising the quality of life for Thai citizens from all walks of life. As the Thailand case study has shown, “hard to reach” communities do not mean “impossible to reach”. Through a collaborative approach between public and private stakeholders, it is possible to identify and include vulnerable populations in healthcare policies, ensuring that they can gain affordable and quality access to health services that care for their true needs. With only three years left to achieve the ASEAN Socio-Cultural Community vision of building a society “which is inclusive and harmonious where the well-



being, livelihood, and welfare of the peoples are enhanced”, health inclusivity is a tool that can steer ASEAN closer towards achieving this goal by 2025.”

In addition to the learnings gathered from the many successes Thailand has had in health since the healthcare reform in 2002, panellists shared their thoughts on the opportunities for public and private partnerships to leverage existing outreach programmes and initiatives to continue caring for the needs of its populace as well as build the foundation for a patient-centric care.

The 2022 Health Inclusivity Index can be accessed [here](#).

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About the EU-ASEAN Business Council

The EU-ASEAN Business Council (EU-ABC) is the primary and sole voice for European business covering all of the ASEAN region.

It is recognised by the European Commission and the ASEAN Secretariat and is an accredited entity under Annex 2 of the ASEAN Charter. Independent of both bodies, the Council has been established to help promote the interests of European businesses operating within ASEAN and to advocate for changes in policies and regulations which would help promote trade and investment between Europe and the ASEAN region. The Council works on a sectorial and cross-industry basis to help improve the investment and trading conditions for European Businesses in the ASEAN region through influencing policy and decision makers throughout the region and in the EU, as well as acting as a platform for the exchange of information and ideas amongst its members and regional players within the ASEAN region.

The EU-ABC’s membership consists of large European Multi-National Corporations and the nine European Chambers of Commerce from around Southeast Asia. The EU-ABC represents a diverse range of European industries cutting across almost every commercial sphere from car manufacturing through to financial services and including Fast Moving Consumer Goods and high-end electronics and communications. Our members all have a common interest in enhancing trade, commerce and investment between Europe and ASEAN.

The Executive Director of the EU-ASEAN Business Council is Mr Chris Humphrey, and its Chairman is Mr Martin Hayes. The Council is led by an elected Board consisting of corporate leaders representing a range of important industry sectors and representatives of the European Chambers of Commerce.

About Haleon

Haleon (LSE / NYSE: HLN) is a global leader in consumer health, with brands trusted by millions of consumers globally. The group employs over 22,000 people across 170 markets, who are united by Haleon’s purpose - to deliver better everyday health with humanity. Haleon’s product portfolio spans five major categories - Oral Health, Pain Relief, Respiratory Health, Digestive Health and Other, and Vitamins, Minerals and Supplements (VMS). Its long-standing brands - such as Advil, Sensodyne, Panadol, Voltaren, Theraflu, Otrivin, Polident, parodontax and Centrum - are built on trusted science, innovation and deep human understanding.

For more information, please visit www.haleon.com

About the Health Inclusivity Index:

The inaugural Health Inclusivity Index (HII) sets a new global standard for measuring health inclusivity - defined by Economist Impact as “the process of removing the personal, social, cultural and political barriers which prevent people and communities from achieving better physical and mental health and a life fully realised.”

Starting with 40 countries in its inaugural year, the global benchmark will evolve and expand to include 80 countries over the next two years.

Health Inclusivity Index Scores:

Health Inclusivity Index scores					
1	UK	90.8	=21	China	70.3
2	Australia	90.0	=21	Colombia	70.3
3	France	87.1	23	Philippines	67.9
4	Germany	86.5	24	Kenya	67.3
5	Sweden	85.9	25	Mexico	67.2
6	South Korea	85.3	26	Indonesia	66.2
7	Canada	84.9	27	Cuba	62.3
8	Israel	84.2	28	Ukraine	62.1
9	Thailand	83.4	29	Rwanda	60.7
10	Switzerland	82.8	30	UAE	60.6
11	USA	81.8	31	Vietnam	58.6
12	Slovenia	79.9	32	Nigeria	58.2
13	Japan	78.9	33	Jordan	57.9
14	Italy	77.5	34	Russia	57.0
15	South Africa	75.7	35	Uganda	52.8
16	Kazakhstan	73.7	36	India	52.5
17	Turkey	72.7	37	Honduras	50.9
18	Poland	72.5	38	Egypt	41.0
19	Brazil	72.0	39	Algeria	39.0
20	Costa Rica	71.1	40	Bangladesh	31.3

More details on the findings:

The Index concludes that health inclusion is more complex than countries’ wealth (based on GDP per capita) or the GDP spend on healthcare. For example, Thailand ranked 9th in the Index, despite having a comparatively lower GDP spend on healthcare. Other countries, such as UAE, scored lower than expected given their GDP per capita.

Thailand’s high ranking highlights that community, culture and education can have a greater impact on driving health inclusivity than extensive financial resources. Indeed, a key finding of the report was the need for a holistic approach to health inclusivity beyond a nation’s formal healthcare system. This is demonstrated by Thailand’s efforts to actively include vulnerable groups in community outreach programmes and emphasis on health literacy and health education, which drove its strong performance for the metric of ‘People and Community’ empowerment.

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