

## 1. PRESCRIPTION FOR GREECE'S FUTURE HEALTH

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# Prescription for Greece's future health

COMMENTARY | BY ANDREAS YANNOPOULOS\*

Greece's healthcare system needs attention. From personnel shortages, to restructuring primary care, to upgrading public hospitals, the next Greek government will have to address the problems facing the national health service. But the real challenge is to articulate a vision of Greece's future as a center for medical innovation and services. That means bringing together the many advantages it has in the health sector into an ecosystem to be a growth driver.

The last few years have demonstrated the potential of the Greek life sciences sector, from pharmaceuticals to the country's top-notch private hospitals and diagnostic centers. Just as importantly, the pandemic fueled international

awareness about the need for healthy lifestyles.

Greece has enormous potential in each of these areas. The country's pharmaceutical manufacturing base and excellent logistics positioned it as one of six European hubs for distributing medical materiel and supplies. Its life sciences talent attracted Pfizer to establish an R&D hub here and, currently, significant investment is turning Greece into a pharma hub for the region and beyond.

The startup ecosystem is also on board – about a third of Greek startups are involved in health-related applications. This opens possibilities for state-of-the-art, digital management of every aspect of patient care and expanding healthcare ser-

vices in rural districts. So the next government should approach the country's health sector as a complete ecosystem, encompassing the life sciences, healthcare services, medical tourism and services catering to Europe's growing 'Silver Economy.' A coordinated strategy involving all stakeholders can build on the great strides already made.

What that strategy might look like will be one of the topics covered at the upcoming 6th InvestGR Forum. The potential is great, both for better individual healthcare and for the health of the economy.

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