

Omnia Health Live Americas

02 – 06 de noviembre 2020

Presentado por:



Omnia Health Live Americas

02 – 06 de noviembre 2020

Generando conexiones virtuales para la comunidad de salud y atención médica en América

Una exposición virtual de 5 días que une a las mentes más innovadoras y conocedoras de la comunidad de atención médica de Estados Unidos y América Latina, con herramientas y apps digitales para que tengas una conexión fácil y sencilla con proveedores globales.

Presentado por:



¿Qué es Omnia Health Live Americas?

Omnia Health Live Americas conceptualiza una oportunidad única y necesaria frente a los desafíos planteados por la pandemia del COVID-19, debido a que los eventos físicos están siendo afectados y existen restricciones de viaje, esta plataforma virtual ofrece una oportunidad única para que la industria de la salud se conecte y comparta conocimientos.

Con Omnia Health Live Americas, podemos ayudarte a generar leads y tu marca podrá entrar a la esfera digital, específicamente en los mercados de Estados Unidos y América Latina.

Buscamos romper barreras físicas, para fomentar comunidades virtuales.



¿Cómo un evento virtual te puede proporcionar los beneficios de uno físico?

¿Estás tratando de entender cómo los eventos virtuales te pueden ayudar con tus objetivos?
Conoce solo algunas ventajas desde la perspectiva de un expositor.

Características	Beneficios
Presenta productos o servicios con compradores	Los expositores tienen la oportunidad de mostrar especificaciones de sus productos por medio de fotos, manuales, videos e imágenes en 3D, a los asistentes antes y durante el evento virtual.
Patrocinio de evento y presencia de marca	Los eventos virtuales ofrecen grandes oportunidades de patrocinio y presencia de marca por medio de una plataforma digital. Patrocina con tu marca un seminario web, ten presencia en pantallas, registro y eventos de networking.
Networking	Existen herramientas y aplicaciones de vanguardia para eventos virtuales, que proporcionan citas rápidas y programación de reuniones personalizadas entre expositores y compradores. Las acciones que se llevan a cabo durante los eventos físicos también se pueden lograr con éxito usando chats de video, mensajería y herramientas de inteligencia artificial.
Matchmaking/generación de leads	Los expositores tienen a su disposición herramientas innovadoras de matchmaking con inteligencia artificial, con perfiles y datos de asistentes, para ayudarles a hacer solicitudes de reuniones más adecuadas con los compradores antes del evento virtual. Un expositor puede reunirse, chatear y compartir información de contacto con compradores que buscan sus productos en sus mercado objetivo.
Duración del evento	Los eventos virtuales pueden permanecer en vivo durante 30 días o más, lo que permite a los expositores la oportunidad de programar reuniones durante un período de semanas.

Productos / Paquetes

PRODUCTOS / PAQUETES		BÁSICO	PRO	PREMIUM
Espacio en el Directorio Digital				
	Logo de la compañía	✓	✓	✓
	Breve descripción de la empresa	✓	✓	✓
	Enlace al sitio web de la empresa	✓	✓	✓
	Enlaces de redes sociales	✓	✓	✓
	Contenido incrustado	IMÁGENES & VIDEO	IMÁGENES & VIDEO	IMÁGENES & VIDEO
	Descarga de PDF (por ejemplo, catálogo)	✓	✓	✓
	Paquetes de Networking	HASTA 100	HASTA 250	ILIMITADO
	Máximo de reuniones pendientes	10	25	50
Upgrades				
	Charlas de innovación (15 minutos)		1	2
	Logotipo en la promoción de correos electrónicos de Expo Med	BRONCE	SILVER	GOLD
	Mención especial en redes sociales del Evento			✓
	Banner publicitario (página web de Expo Med)	✓	✓	✓
	Logotipo en la página web OHLA (enlace a la empresa)	BRONCE	SILVER	GOLD
	Precio Completo:	\$3,600	\$8,200	\$12,200
Precio Especial:	\$2,880	\$6,150	\$8,540	

Planes de Networking

Maximiza el potencial de networking de tu empresa con uno de nuestros planes, los cuales están especialmente diseñados para que logres un mayor alcance.

Planes de Perfil:	Plan Básico*	Plan Pro**	Plan Premium
Precio	\$275	\$750	\$1,500
Límite de reuniones pendientes por representante	10	25	50
Máximo de Leads por evento	100	250	Ilimitado

**El Plan Básico sólo está disponible para los expositores contratados en 2020 de Expo Med, FIME y Hospitalar.*

***Pro Plan es el plan de introducción para los nuevos expositores. Los nuevos expositores no son elegibles para el Plan Básico.*

Contacta un ejecutivo

Si estás interesado en alguno de los paquetes que presentamos, comunícate con nosotros:



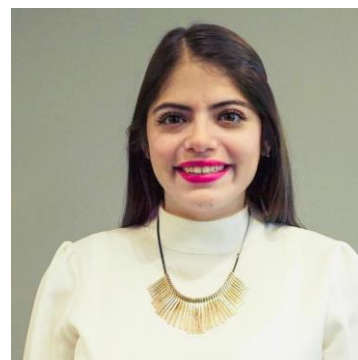
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Health systems Present situation with some Mexico examples

General overview

Prepared by José Alarcón for
Omnia Health Live Americas

October 12, 2020

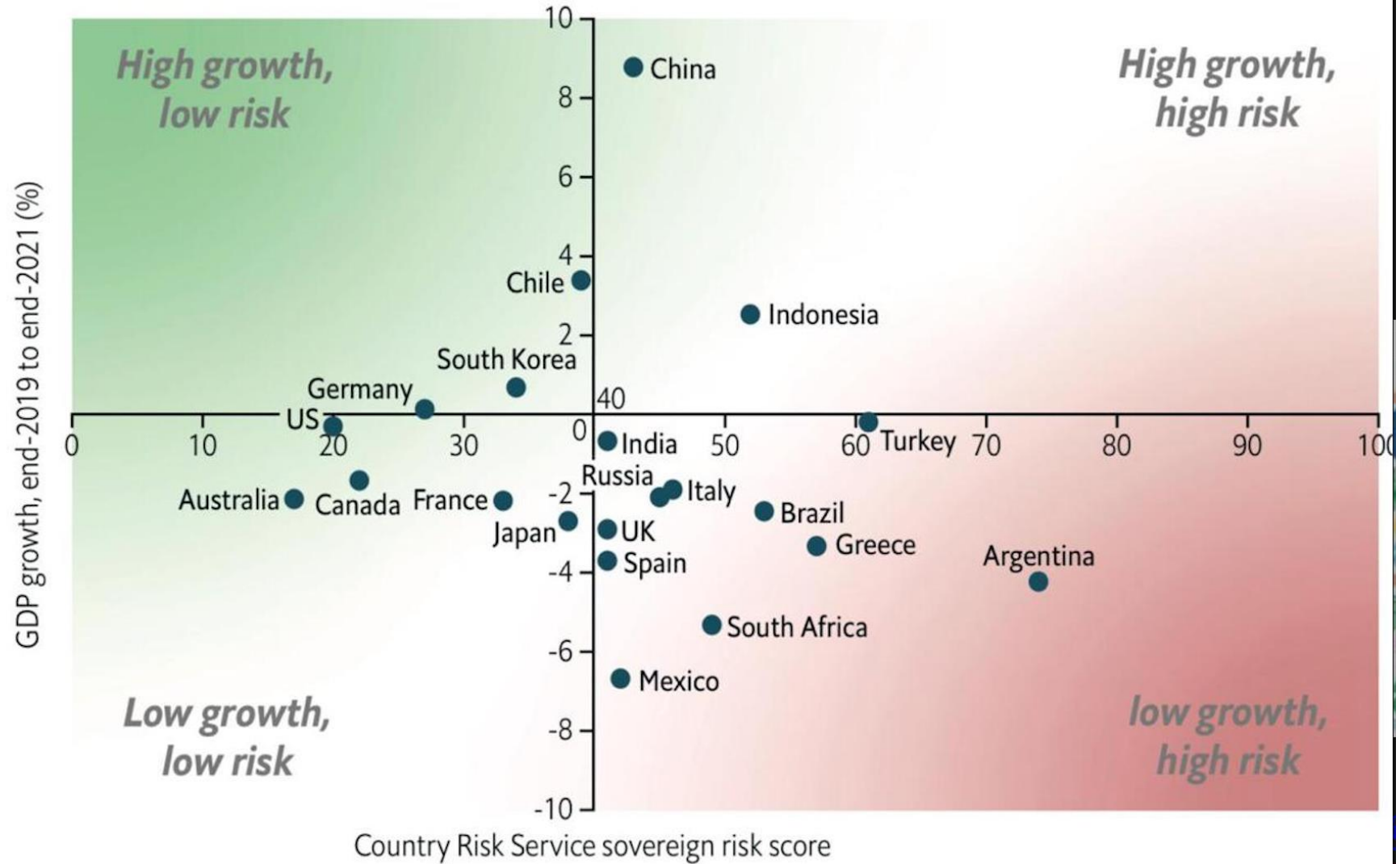
version 1

Top 20 Countries by GDP in current Trillion USD - 2019			
Top	Country	Trillion USD	% vs World
1	United States	21,374,419	24.4%
2	China	14,342,903	16.4%
3	Japan	5,081,770	5.8%
4	Germany	3,845,630	4.4%
5	India	2,875,142	3.3%
6	United Kingdom	2,827,113	3.2%
7	France	2,715,518	3.1%
8	Italy	2,001,244	2.3%
9	Brazil	1,839,758	2.1%
10	Canada	1,736,426	2.0%
11	Russian Federation	1,699,877	1.9%
12	Korea, Rep.	1,642,383	1.9%
13	Spain	1,394,116	1.6%
14	Australia	1,392,681	1.6%
15	Mexico	1,258,287	1.4%
16	Indonesia	1,119,191	1.3%
17	Netherlands	909,070	1.0%
18	Saudi Arabia	792,967	0.9%
19	Turkey	754,412	0.9%
20	Switzerland	703,082	0.8%
	Top 20 total	70,305,989	80%
	World	87,697,519	100%
	USMCA	24,369,131	28%
	Latin America & Caribbean	5,719,253	7%
	European Union	15,592,795	18%
	OECD members	53,581,268.89	61%

* Macario Schetino: well known Mexican economist

Some LATAM Countries by GDP in current Trillion USD - 2019				
#	Country	Trillion USD	% vs LATAM	% Acum
1	Brazil	1,839,758	32.2%	
2	Mexico	1,258,287	22.0%	54.2%
3	Argentina	592,164	10.4%	64.5%
4	Colombia	303,175	5.3%	69.8%
5	Chile	302,571	5.3%	75.1%
6	Peru	209,853	3.7%	78.8%
7	Ecuador	96,108	1.7%	80.5%
8	Panama	71,105	1.2%	81.7%
9	Costa Rica	66,801	1.2%	82.9%
10	Uruguay	56,046	1.0%	83.9%
11	Bolivia	38,574	0.7%	84.5%
12	Paraguay	31,387	0.5%	85.1%
	Total 12	4,865,829	85.1%	
	TOTAL LATAM	5,719,253	100%	

Economic recovery prospects and sovereign risk










Notes. Sovereign risk score ranges from 0 (minimum risk) to 100 (maximum risk). A score of 40 corresponds to the boundary between a BBB and BB rating.

Source: The Economist Intelligence Unit.

Scenarios are continuously re-evaluated according to market views – substantial GDP contraction in all scenarios

Scenario parametrization (GDP focus) - our synthesis of market views

		Actual				Base (no COVID-19)			V-scenario (mild)			U-scenario (severe)			L-scenario (drastic)		
		2019	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022			
	GDP Growth (%)	1.6	1.8	1.9	2.0	-5.9	5.9	2.3	-8.4	4.2	1.7	-10.1	1.6	1.7			
	GDP Growth (%)	1.2	1.0	1.3	1.3	-7.1	6.6	1.7	-8.9	5.2	1.1	-11.7	1.4	1.4			
	GDP Growth (%)	1.3	1.2	1.3	1.4	-7.9	6.1	1.5	-9.3	5.1	1.3	-11.2	1.7	1.7			
	GDP Growth (%)	0.5	0.9	1.6	1.6	-6.4	8.0	2.1	-8.7	6.0	1.3	-10.9	2.0	2.0			
	GDP Growth (%)	0.6	0.5	0.6	0.6	-8.0	6.4	0.9	-10.0	5.6	0.4	-14.2	0.4	0.4			
	GDP Growth (%)	-0.1	1.3	1.8	2.1	-4.8	4.1	3.2	-7.2	3.0	1.8	-11.1	-2.0	-1.8			
	GDP Growth (%)	2.0	2.0	1.9	1.8	-6.5	6.1	2.9	-8.0	5.4	1.2	-11.2	1.6	1.7			

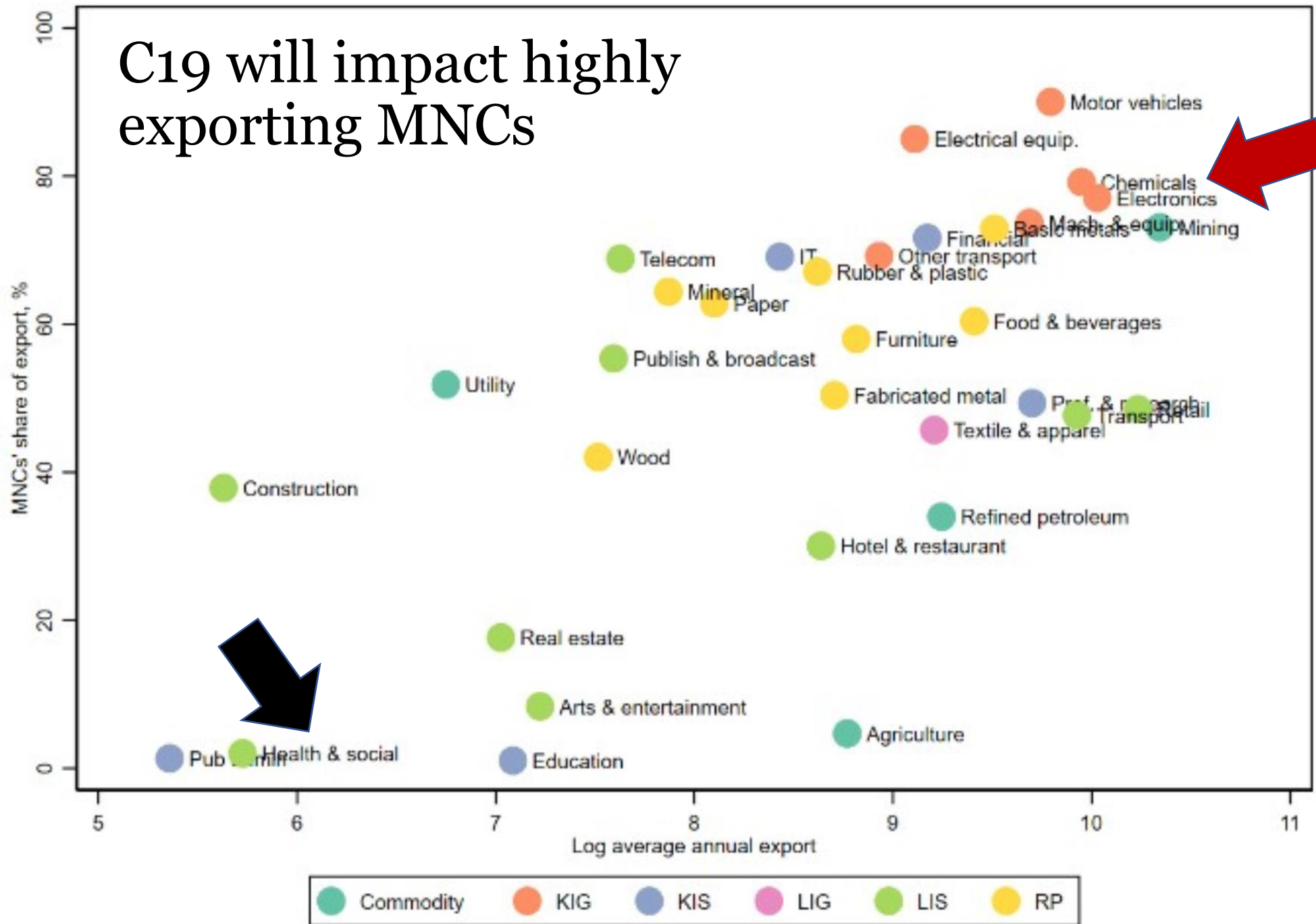
Sources (excerpt)



Further Parameters: Unemployment rate, Consumer Price Index, USD Exchange Rate, Long-Term Bond Yields, National Stock Index, Oil Price, Gold Price

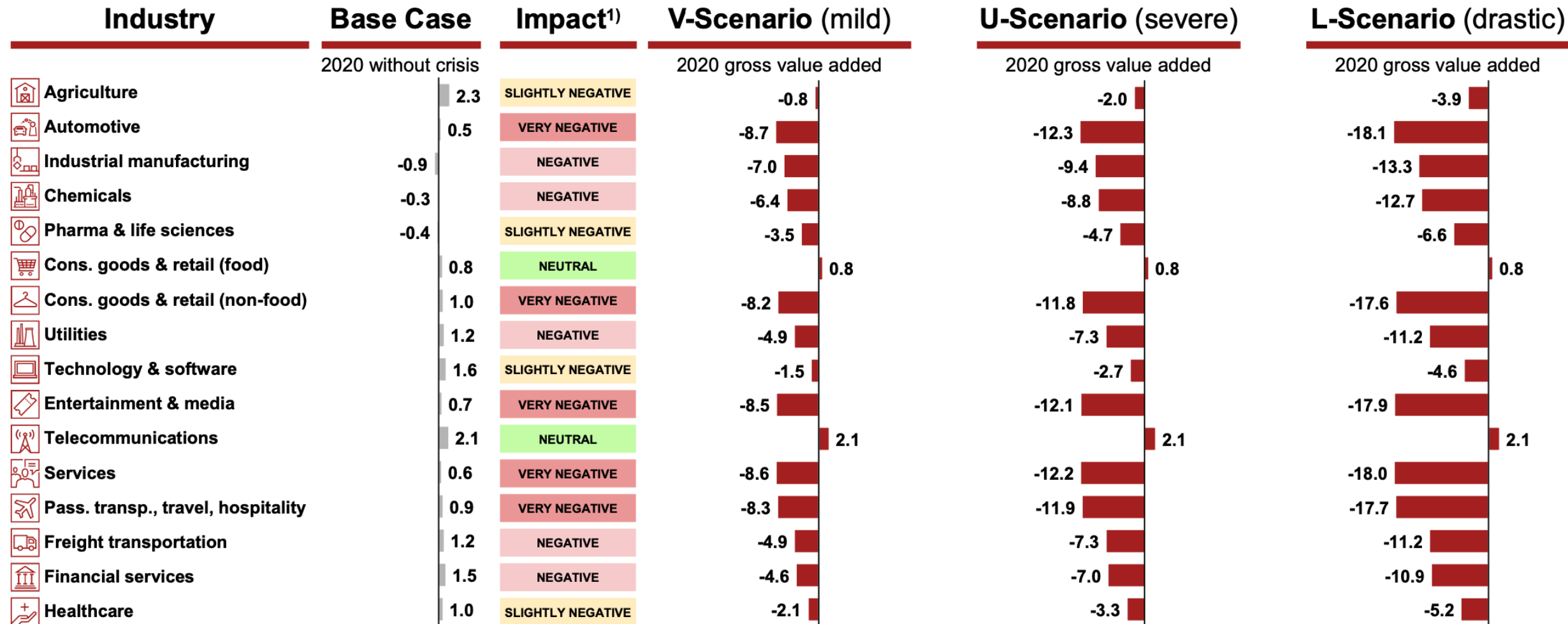
1) AT, DE, FR, IT, NL, PG
Source: Economist Intelligence Unit (Base scenario); Strategy& analysis

C19 will impact highly exporting MNCs



2020 gross value added contracts for most industries – telco as well as food retail with expansion potential

Impact on industries



[red bar] [%] Growth of Gross Value Added (year-on-year, real)

1) Impact Scale: **Positive** = More output/ growth than w/o COVID-19 | **Neutral**: Normal 2020 growth; no COVID-19 impact | **(Slightly/ Very) Negative**: (Much) less output than w/o COVID-19

LATAM Health Systems

General view

Bloomberg 2019 Healthiest Country Index

2019 Rank	2017 Rank	Change	Economy	Health Grade	Health Score	Health Risk Penalties
1	6	+5	Spain	92.75	96.56	-3.81
2	1	-1	Italy	91.59	95.83	-4.24
3	2	-1	Iceland	91.44	96.11	-4.67
4	7	+3	Japan	91.38	95.59	-4.21
5	3	-2	Switzerland	90.93	94.71	-3.78
6	8	+2	Sweden	90.24	94.13	-3.89
7	5	-2	Australia	89.75	93.96	-4.21
8	4	-4	Singapore	89.29	93.19	-3.90
9	11	+2	Norway	89.09	93.25	-4.16
10	9	-1	Israel	88.15	92.01	-3.86
11	10	-1	Luxembourg	87.39	92.03	-4.64
12	14	+2	France	86.94	91.70	-4.76
13	12	-1	Austria	86.30	90.81	-4.51
14	15	+1	Finland	85.89	90.18	-4.29
15	13	-2	Netherlands	85.86	90.07	-4.21
16	17	+1	Canada	85.70	90.31	-4.61
17	24	+7	S. Korea	85.41	89.48	-4.07
18	19	+1	New Zealand	85.06	89.68	-4.62
19	23	+4	U.K.	84.28	88.74	-4.46
20	22	+2	Ireland	84.06	89.57	-5.51

Bloomberg 2019 Healthiest Country Index

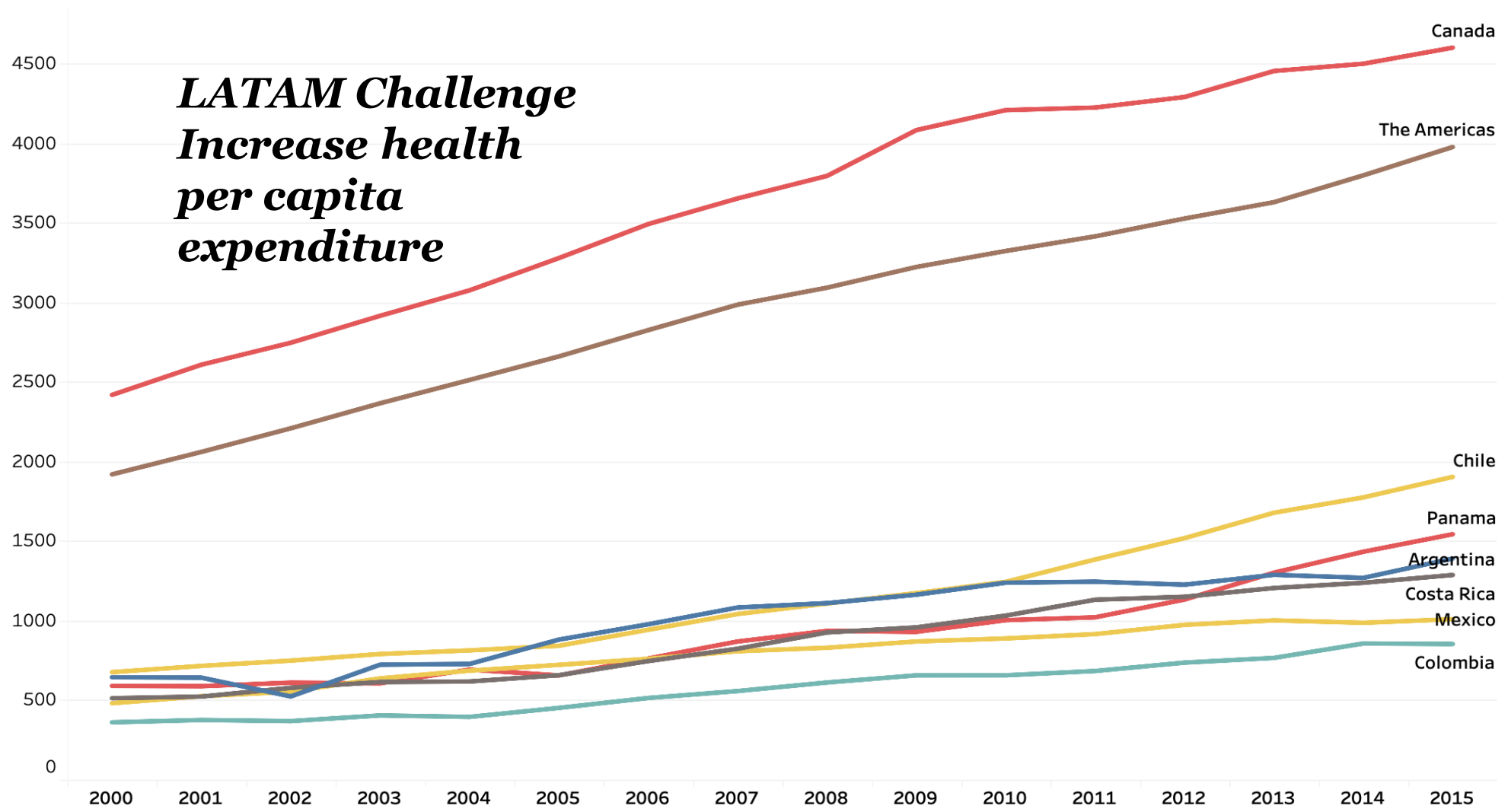
2019 Rank	2017 Rank	Change	Economy	Health Grade	Health Score	Health Risk Penalties
21	18	-3	Cyprus	83.58	88.19	-4.61
22	21	-1	Portugal	83.10	87.95	-4.85
23	16	-7	Germany	83.06	88.10	-5.04
24	27	+3	Slovenia	82.72	88.04	-5.32
25	28	+3	Denmark	82.69	86.47	-3.78
26	20	-6	Greece	82.29	86.92	-4.63
27	25	-2	Malta	81.70	86.07	-4.37
28	26	-2	Belgium	80.46	85.29	-4.83
29	30	+1	Czech Rep.	77.59	82.96	-5.37
30	31	+1	Cuba	74.66	79.42	-4.76
31	35	+4	Croatia	73.36	78.46	-5.10
32	38	+6	Estonia	73.32	78.47	-5.15
33	29	-4	Chile	73.21	77.70	-4.49
33	33	0	Costa Rica	73.21	76.88	-3.67
35	34	-1	U.S.	73.02	78.13	-5.11
36	40	+4	Bahrain	72.31	76.96	-4.65
37	36	-1	Qatar	71.97	76.55	-4.58
38	41	+3	Maldives	70.95	75.37	-4.42
39	32	-7	Lebanon	70.53	76.10	-5.57
40	39	-1	Poland	70.25	75.93	-5.68
41	N/A	N/A	Montenegro	69.69	75.62	-5.93
42	42	0	Bosnia & H.	69.66	74.96	-5.30
43	50	+7	Albania	68.04	73.35	-5.31
44	37	-7	Brunei	67.96	71.74	-3.78

Bloomberg 2019 Healthiest Country Index

2019 Rank	2017 Rank	Change	Economy	Health Grade	Health Score	Health Risk Penalties
45	46	+1	Slovakia	67.28	72.58	-5.30
46	43	-3	U.A.E.	67.14	71.47	-4.33
47	45	-2	Uruguay	65.66	70.38	-4.72
48	52	+4	Hungary	64.43	69.75	-5.32
49	48	-1	Oman	64.07	68.99	-4.92
50	49	-1	Panama	64.01	68.87	-4.86
51	54	+3	Turkey	62.81	67.40	-4.59
52	55	+3	China	62.52	66.73	-4.21
53	51	-2	Mexico	62.09	66.92	-4.83
54	53	-1	Argentina	61.19	66.41	-5.22
55	57	+2	Serbia	60.99	67.08	-6.09
56	44	-12	Macedonia	60.21	65.74	-5.53

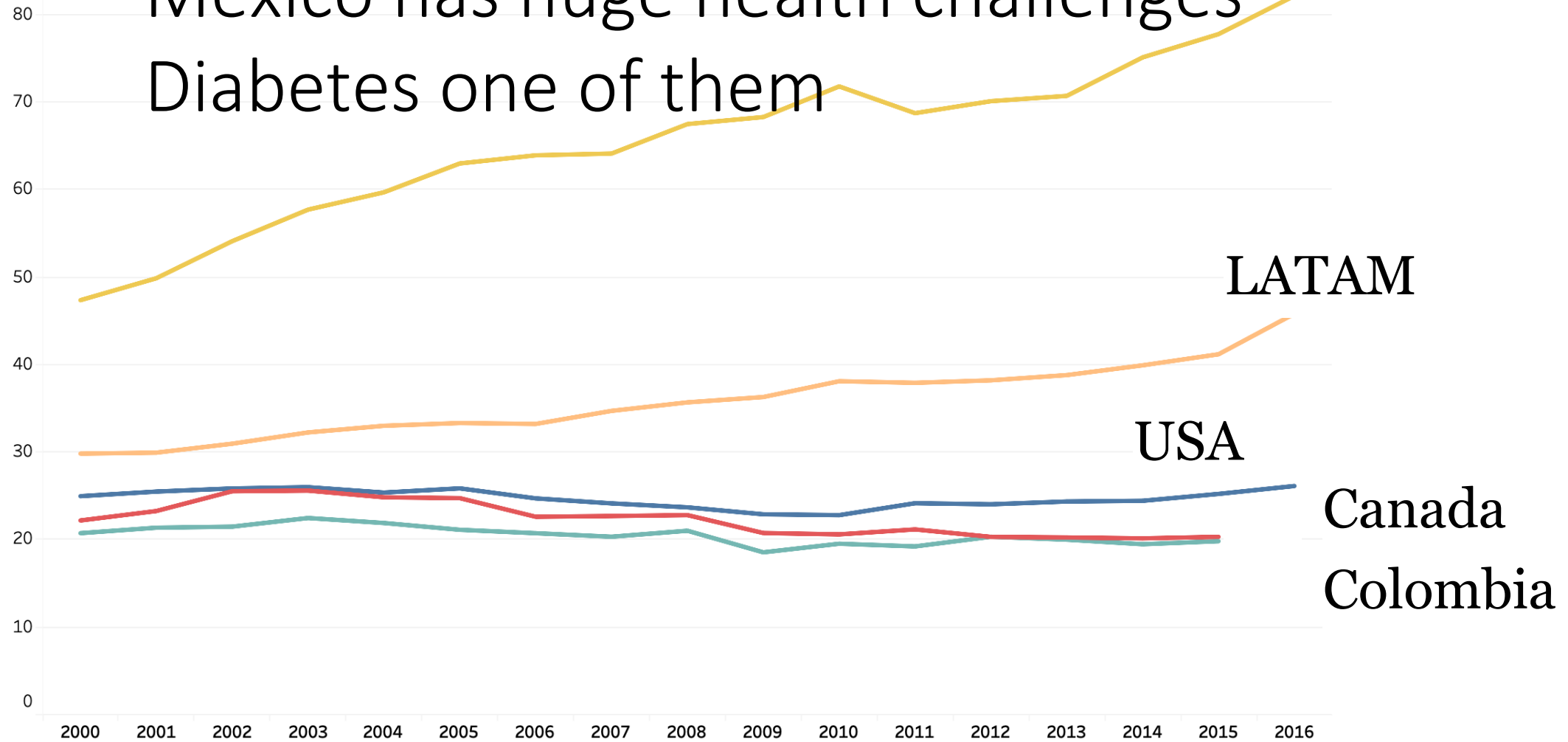


Absolut current health expenditure per capita in international dollars (ppp adjusted)



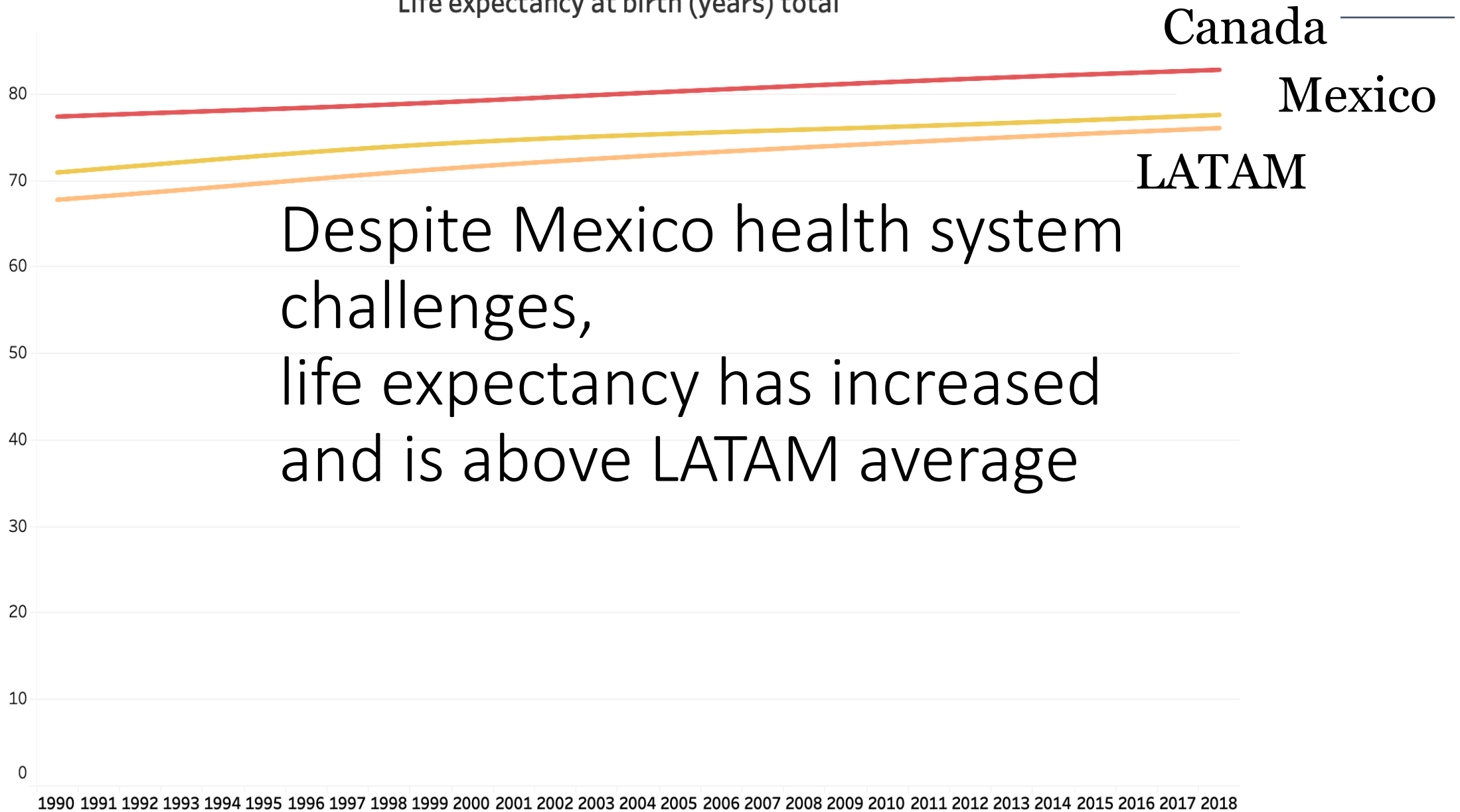
Diabetes mellitus mortality rate (100,000 pop) total

Mexico has huge health challenges
Diabetes one of them



Fuente: PAHO <http://www.paho.org/data/index.php/en/indicators/visualization.htm> Febrero 16, 2019, 2.55 pm

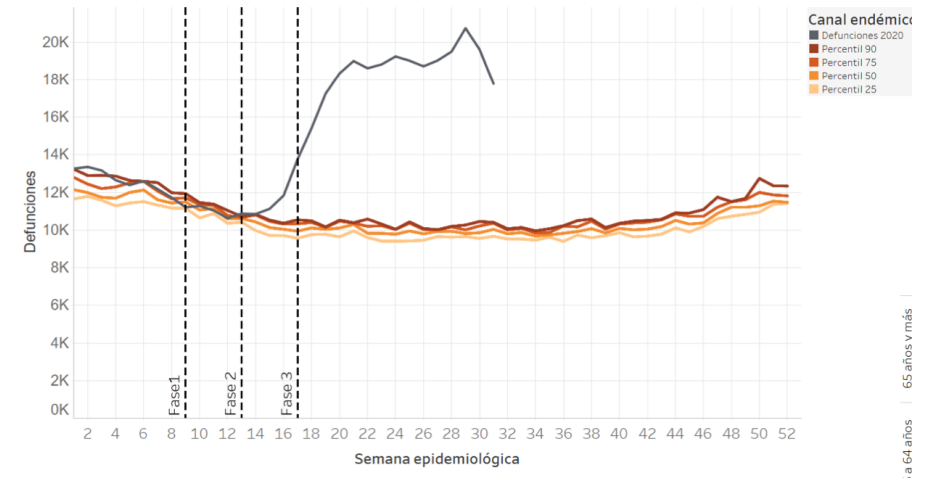
Life expectancy at birth (years) total



Despite Mexico health system challenges, life expectancy has increased and is above LATAM average

Mexico and C19

- >800,000 confirmed cases
- Approaching > 85,000 deads
- Strategy:
 - High barriers to enter hospitals = to avoid overwhelming capacity <50%
 - Beds availability chosen to be the metric to justify that the government role is OK
 - But with not sufficient trained health personnel, consumables and devices
 - Low testing – 35% of positivity vs global 5%
 - Isolated contact tracing efforts, mainly driven by the private sector
- Excess mortality the + reliable measure: In 12 weeks from March 15:
 - Expected deads with NO-C19: 207,450 cases
 - Actual deads with C19: 330,050
 - Excess mortality: 59.1% *



(*) : Source: PAHO COVID-19 Situación Mundial y Nacional Estrategias para el retorno gradual a la nueva normalidad Dr. Jean-Marc Gabastou Asesor Internacional de Emergencias en Salud gabastouj@paho.org

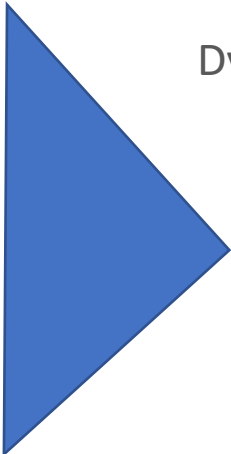
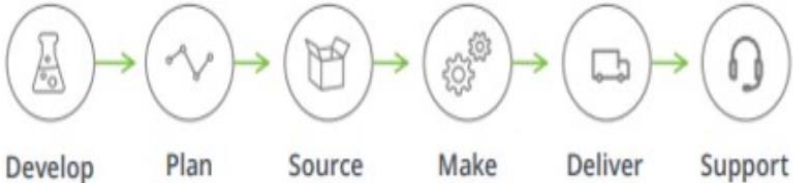
Review of recent changes

- 2020 key changes to the Procurement process
- 2021 UNOPS : Procurement from international agencies

From traditional supply chain to digital supply networks

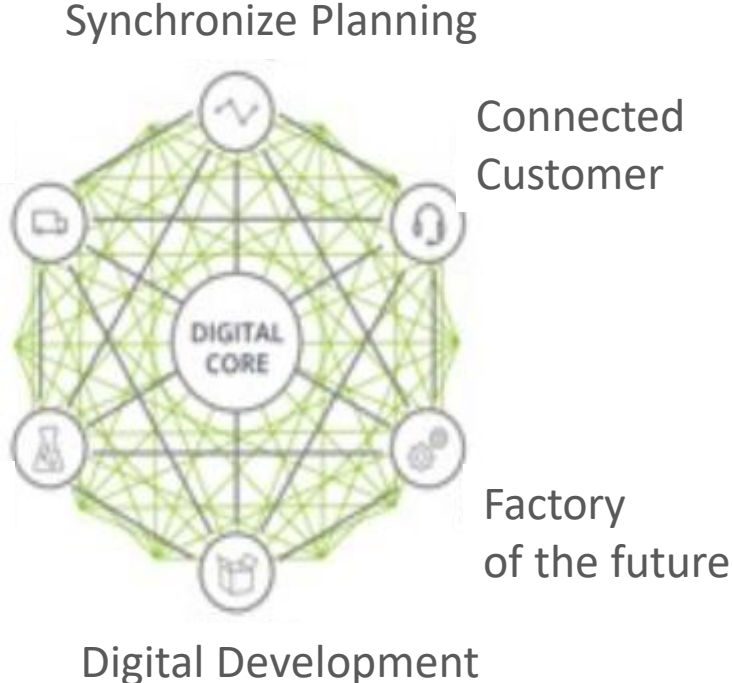
DIGITAL SUPPLY NETWORKS

TRADITIONAL SUPPLY CHAIN

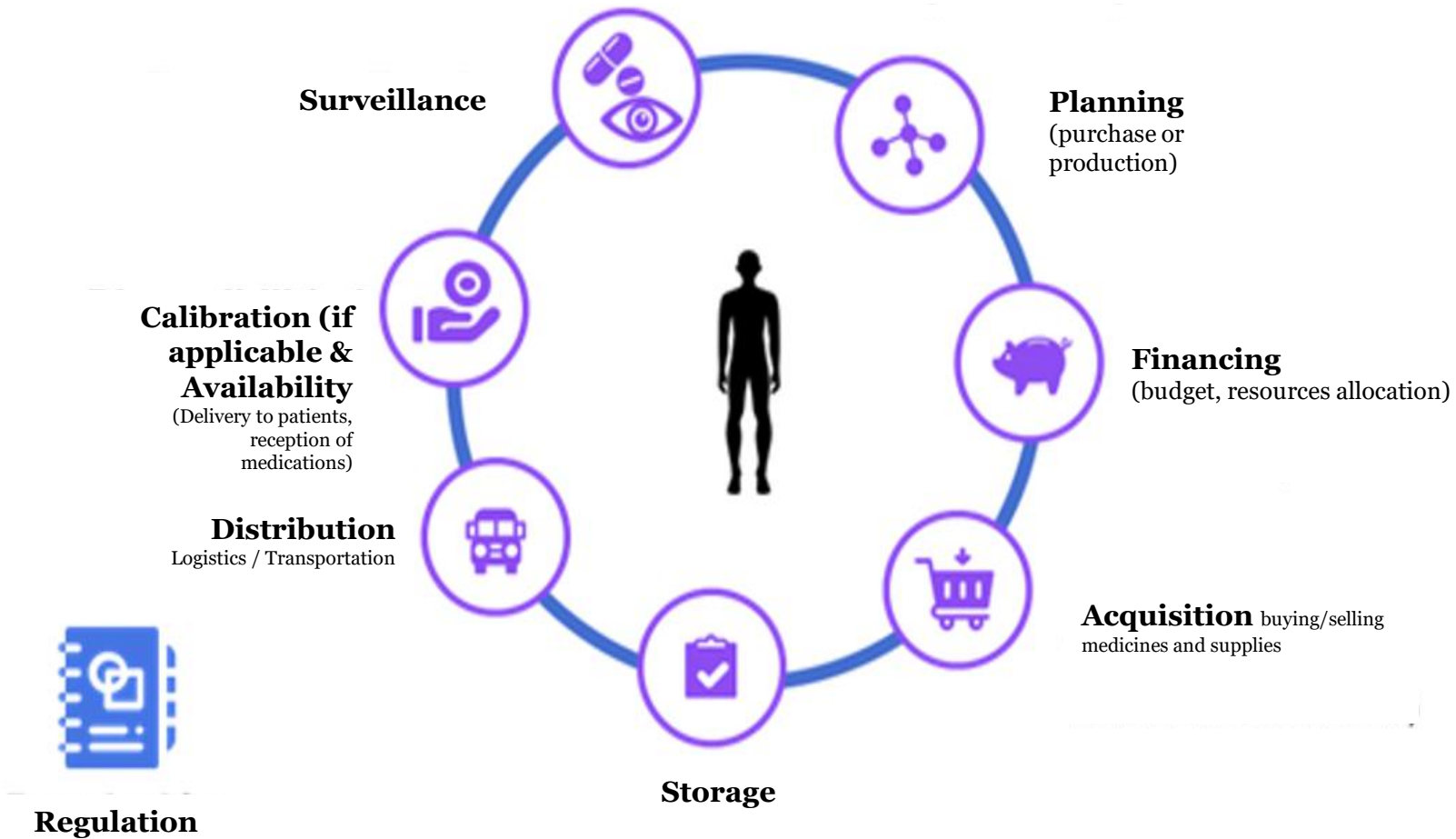


Dynamic fulfillment

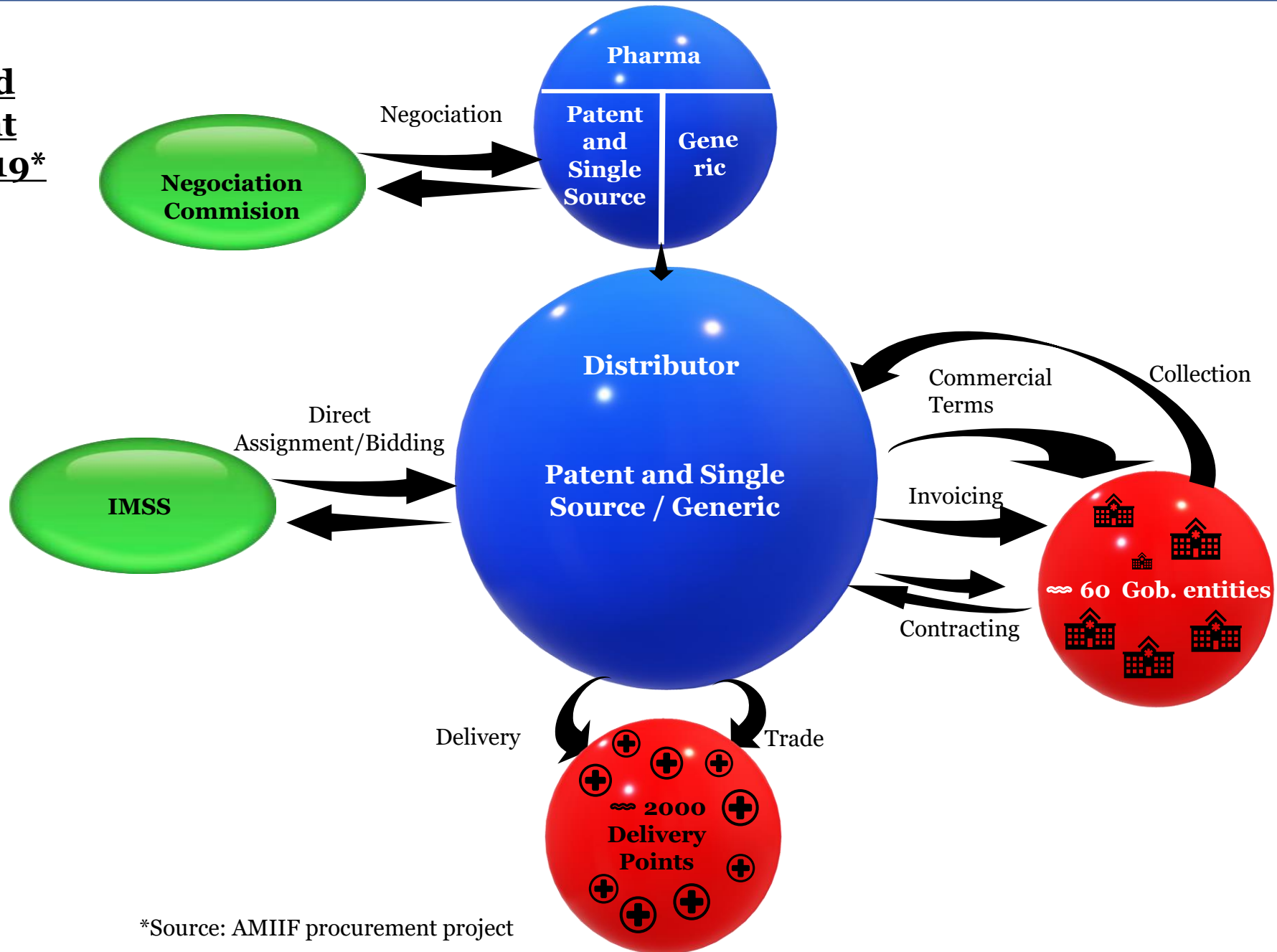
Intelligent supply



Medications and Consumables (MaC) Supply Chain

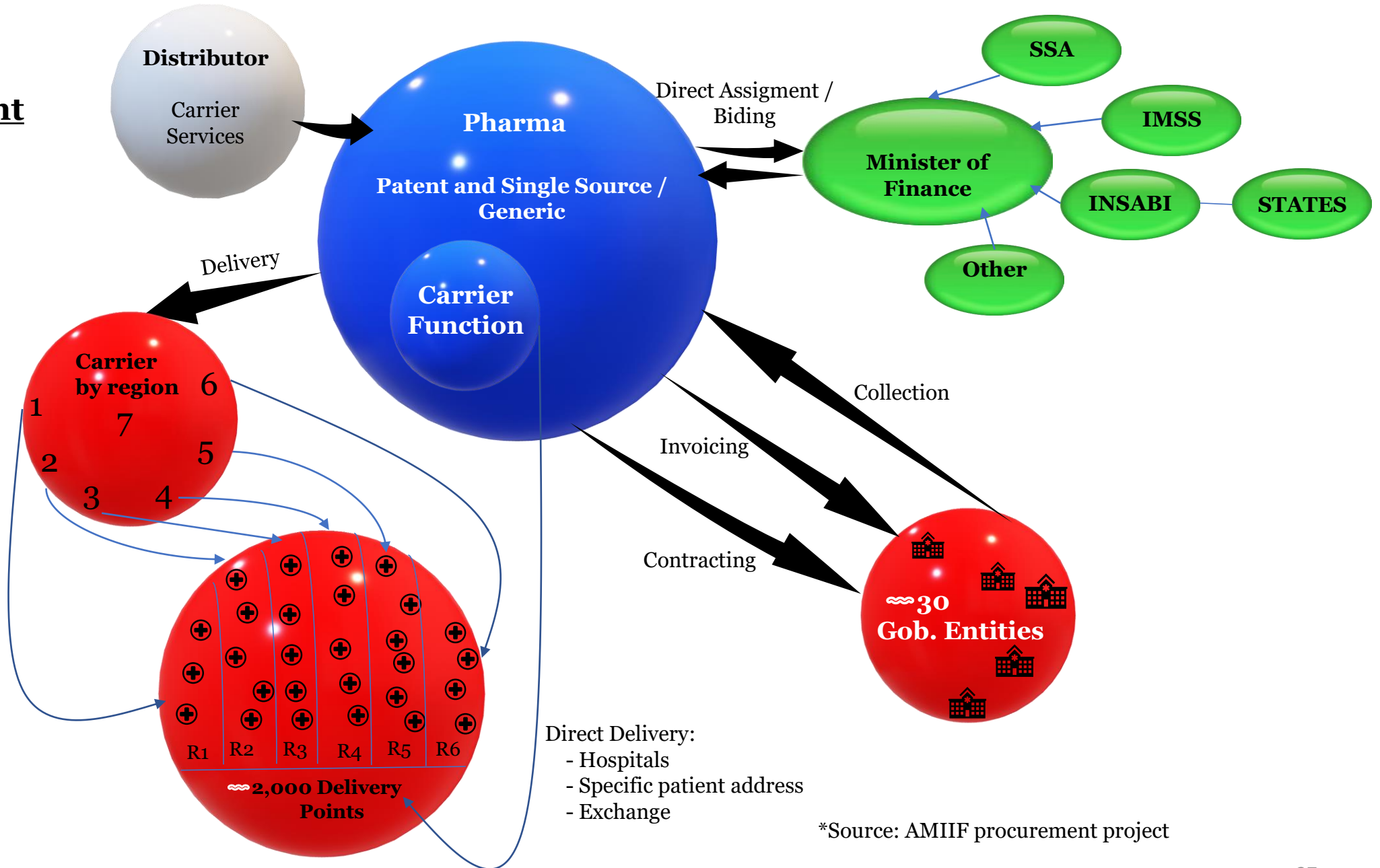


Mexico
Consolidated
Procurement
BEFORE 2019*



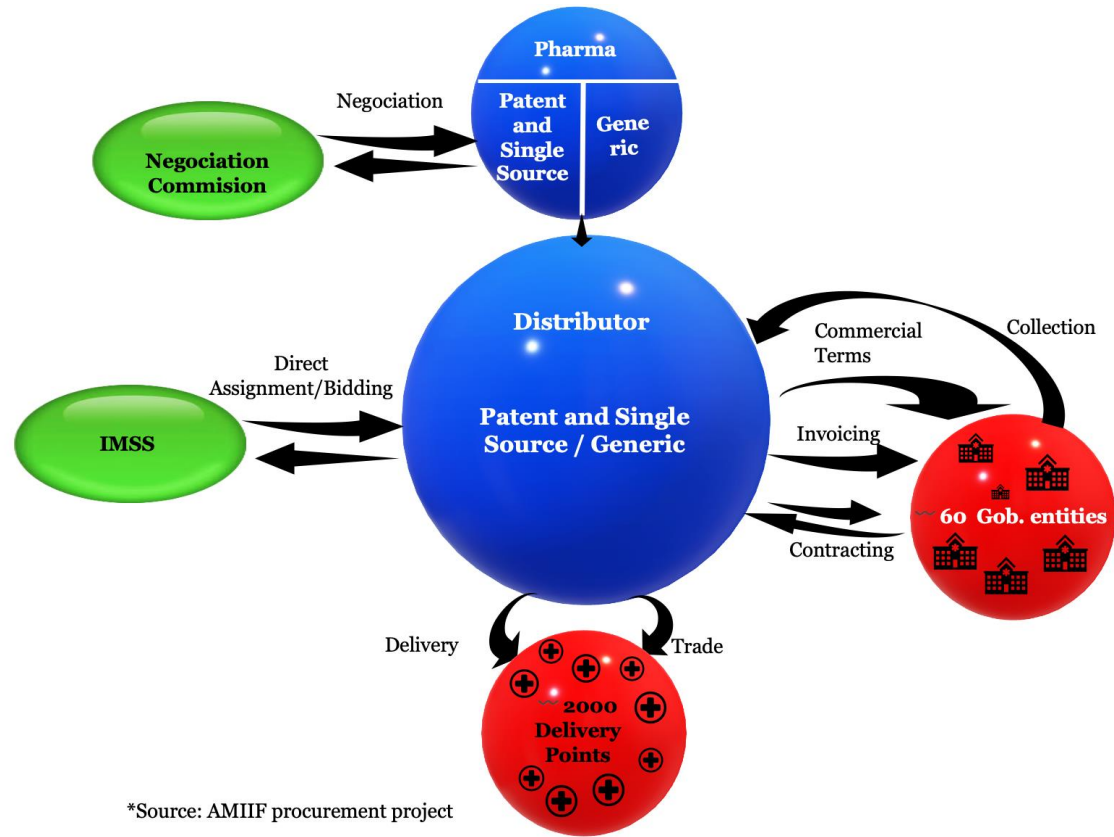
*Source: AMIIF procurement project

Mexico
Centralized
Procurement
2019/2020

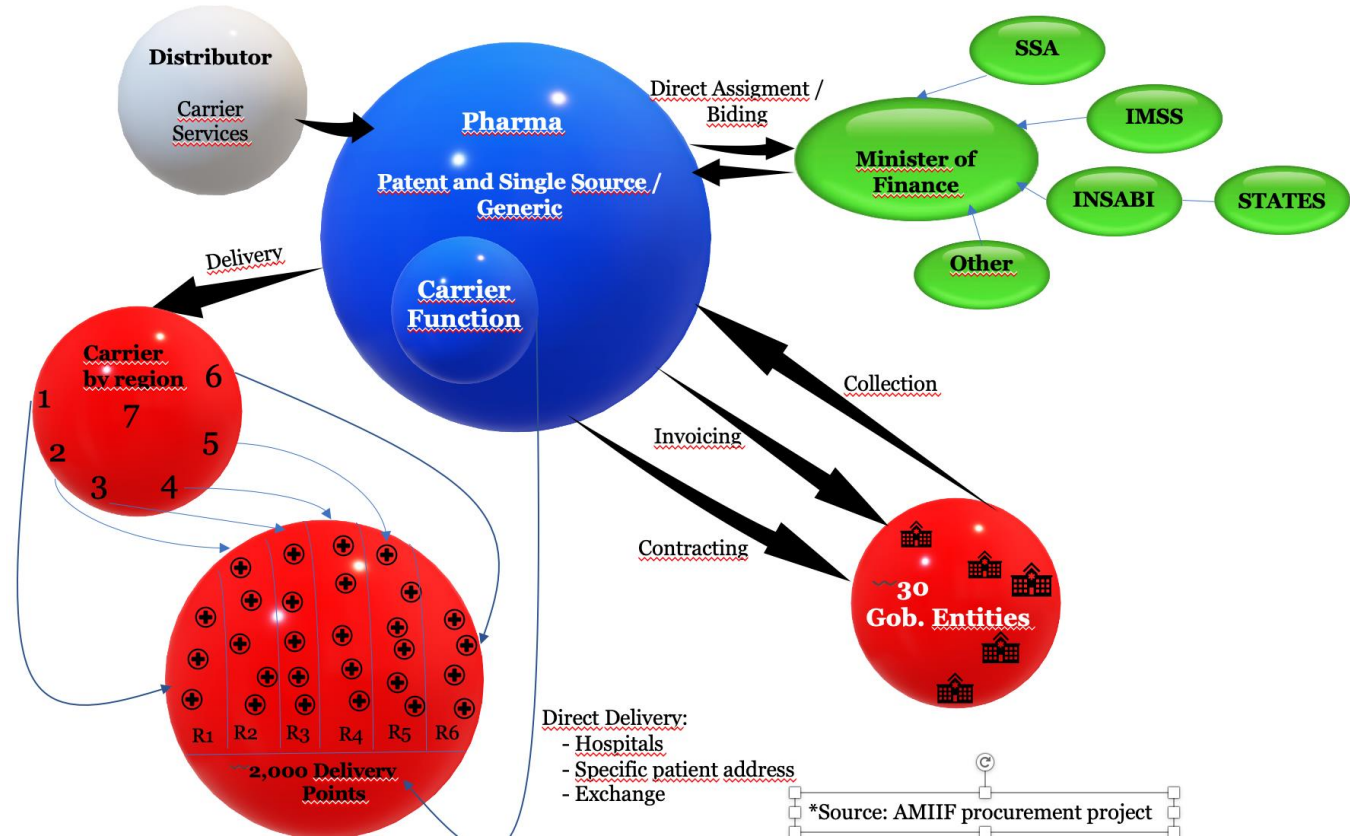


*Source: AMIIF procurement project

Up to 2018



2019/2020



2021 Procurement from international agencies

- Procurement law changes to allow procurement from international agents but within the umbrella of the Mexican Constitution
- INSABI-UNOPS procurement process (only a % of the total):
 - Still more questions than answers – WIP
 - Scope, Budget & Calendar (No clear budget for 060 healing as a separate line)
- And the remaining Medical Devices purchases:
 - No clear picture for 2021
 - Direct assignments and urgent bidding requests expected to continue in 2020

UNOPS budget calendar (USD)

Not all Consumables & MD will be in UNOPS

SCHEDULE OF DISBURSMENTS - UNOPS

DIRECT COST	TOTAL	2020 YEAR 1	2021 YEAR 2	2022 YEAR 3	2023 YEAR 4	2024 YEAR 5
COMP I: ADQUISITIONS	6,000,000,000	-	1,500,000,000	1,500,000,000	1,500,000,000	1,500,000,000
COMP II: STRENGTHENING	5,000,000	500,000	1,750,000	1,500,000	750,000	500,000
MANAGEMENT AND OPERATIONS	20,963,484	1,956,525	5,352,089	5,015,757	4,894,057	3,745,056
TOTAL DIRECT COSTS	6,025,963,484	2,466,525	1,507,102,089	1,506,515,757	1,504,644,057	1,505,235,056
INDIRECT COST						
INDIRECT FIXED COSTS (YEAR 1,2 100% CI; YEARS 3,4: 50% YEAR 5:25% FIXED)	61,936,147	399,312	27,369,728	13,676,541	13,668,627	6,821,939
INDIRECT VARIABLE COSTS (YEARS 1,2 0% CI: YEARS 2,3: 50%: YEAR 4: 75% VARIABLE)	47,809,611			13,676,541	13,668,627	20,464,443
TOTAL INDIRECT COSTS	109,745,737	399,312	27,363,728	27,353,082	27,337,255	27,292,360
TOTAL BUDGET	6,135,709,221	2,865,837	1,534,465,817	1,533,868,839	1,532,981,312	1,531,527,416
INDIRECT FIXED MONTHLY COSTS	-	79,862	2,280,311	1,139,712	1,139,052	568,993

Responsibility matrix: UNOPS-MxGob

APENDIX II: REONSABILITY MATRIX

PROCUREMENT OF GOODS AND SUPPLIES		
GOVERNMENT	UNOPS	TASKS
X		PREPARATION OF THE LIST OF MEDICINES AND CONSUMABLES TO BE ADQUIRED
X		PREPARATION OF THE DETAILED TECHNICAL SPECIFICATIONS
	X	FINALIZATION OF THE TECHNICAL SPECIFICATIONS
	X	MARKET RESEARCH
	X	PREPARATION OF THE BIDDING DOCUMENT AND ISSUE OF CALLS FOR TENDERS
	X	RECEPTION AND EVALUATIONS OF BIDS
	X	AWARD RECOMMENDATION
	X	ADJUDICATION AND SIGNING OF THE PURCHASE ORDER
	X	INSPECTION AND TRANSPORTATION ARRANGEMENTS TO THE CENTRAL POINT OF RECEIVING MEDICINES AND CONSUMABLES
	X	CUSTOMS TRANSIT (IF NEEDED)
	X	FOLLOW-UP TO DELIVERY AT THE CENTER POINT OF RECEIVING MEDICINES AND CONSUMABLES
X		RECEIVING AND ACCEPTING MEDICATIONS AND CONSUMABLES
	X	PAYMENT TO SUPPLIERS

Scope:
Medicines (010)
Psicotropics (040)
Consumables (060)

UNOPS – Tender Calendar

Post-tender stage schedule

Activities / Hitos	Days	2020					2021				
		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Definition of the requirements	25	10 Aug - 11 Sep									
Suppliers' identification and strategy	45	17 Aug - 16 Oct									
Tender	25		Publication ★	19 Oct - 23 Nov							
Bid management and evaluation	30			Opening bids ★	23 Nov - 4 Jan						
Process internal review and results notification	25				Adjudication (1 Feb) ★	5 Jan - 8 Feb					
Contract subscription	10						2 Feb - 15 Feb				
Contract administration, start of deliveries and quality assurance	40						Start of Deliveries (5 Apr) ★	3 Mar - 2 Apr			

Thanks!



**The word
“México”
means:
“In the
belly bottom
of the
maguey”**

José purpose is to make a difference by representing with impact complex healthcare challenges in order to accelerate their solution and save lives.



Professional Experience:

- Jose is a Dean Partner of PwC, where he participated for more than 33 years in the consulting practice in different areas. He led the Mexico and Hispanic America health care advisory services team.
- José is also a technical advisor of the health committee of the leading association of the Mexico's private sector companies, known as "Consejo Coordinador Empresarial (CCE)".
- On the social side he is an active member of the Mexico Health Foundation (Funsalud), the main private healthcare public policy think tank in Mexico and a member of the advisory board of Moises Itzkowich foundation.

Education:

Jose has a PhD on public management, MBA and bachelor in computer systems from the Monterrey Tec. He has also completed the Harvard Business School information systems program.

Academy and media

José is frequent speaker and coauthor of several publications in the healthcare arena such as the healthcare series of "PwC Doing Business in Mexico" and the "Ten health industry issues of Mexico" and a professor at the Master degree of the healthcare executive program of Universidad Anahuac.

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