



**PMAC** | PRINCE MAHIDOL  
AWARD CONFERENCE **2022**

**S1**

**UNDERSTANDING THE MEGATRENDS OF THE 21ST CENTURY - A CRITICAL  
STEP TOWARDS GETTING THE WORLD WE WANT**

## | BACKGROUND

Over twenty-five hundred years ago the Chinese general Sun Tzu noted that success in any undertaking is intrinsically linked to knowledge when he wrote “to know your enemy and to know yourself, in a hundred battles you will never be defeated”.

The theme of PMAC 2022 is “The World We Want: Actions Towards a Sustainable, Fairer and Healthier Society”. If knowledge is power, then to be successful in achieving the world we want we need to be well informed about the challenges ahead. As has been noted elsewhere, PMAC 2022 aims to take a long view by focusing on the ‘mega trends’ that are shaping the 21st century and the complex interplay between them, and how they are already reshaping our global health landscape. By understanding these “mega trends” and how they are likely to impact on the world around us is a critical step towards “knowing your enemy” and being victorious in achieving the world we want.

Session 1 will provide an overview of those trends that are mostly likely to define the future world we will live in, as well as identify actions that the world can take to minimize the impact of those trends that could be most destructive and maximize those that could be most beneficial.

## | OBJECTIVES

Understand how ongoing and emerging mega-trends spanning evolving demographic changes, expanding environmental degradation, social and economic inequities, the recalibration of geo-political alliances and power, and looming technological revolutions are likely to impact the health of the world’s population and identify actions to make the world’s social, political and economic systems better able to cope with these changing dynamics.

Following PMAC2022 expand the outreach of Session 1 by publishing an article based on the substance of the Session 1 keynote and debate in a science journal that targets the general public.



## Panelist

### Naveen Rao

*Senior Vice President*

The Rockefeller Foundation  
United States of America

Dr. Naveen Rao is Senior Vice President of the Health Initiative at The Rockefeller Foundation.

Dr. Rao leads The Rockefeller Foundation's work to ensure more equitable access to Covid-19 tests and vaccines, science-based tools, and data to fight the pandemic, while strengthening public health systems to prevent future outbreaks. Under Dr. Rao's leadership, The Foundation launched the Precision Public Health initiative and rapidly expanded this data-driven public health approach to address the current Covid-19 pandemic in the US and abroad. Dr. Rao is also spearheading The Foundation's efforts to use data to predict, prevent and quickly respond to future pandemics, including by facilitating greater global collaboration around genomic surveillance.

For decades, Dr. Rao has been a leader in equipping health care providers with the skills, tools, and technologies they need to succeed. He joined The Foundation after a 25-year career with Merck & Co., Inc., where he led Merck for Mothers, the company's 10-year, \$500 million initiative to reduce maternal mortality around the world. In this capacity, Dr. Rao was responsible for leveraging the company's science and business expertise to accelerate progress in reaching the United Nation's Sustainable Development Goals and advancing the company's mission to improve and save lives.

Prior to leading Merck for Mothers, Dr. Rao was Head of Medical Affairs for Merck's Asia-Pacific region and Managing Director of Merck's subsidiary in India. Prior to joining Merck in 1993, he was the Associate Director of the Department of Medicine at Beekman-Downtown Hospital and practiced Internal Medicine in New York City for 10 years.

Dr. Rao is Board Certified in Internal Medicine and is a Fellow of the American College of Physicians.