



PUBLIC HEALTH IN THE DIGITAL AND AI AGE: AN OECD PERSPECTIVE

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Challenge

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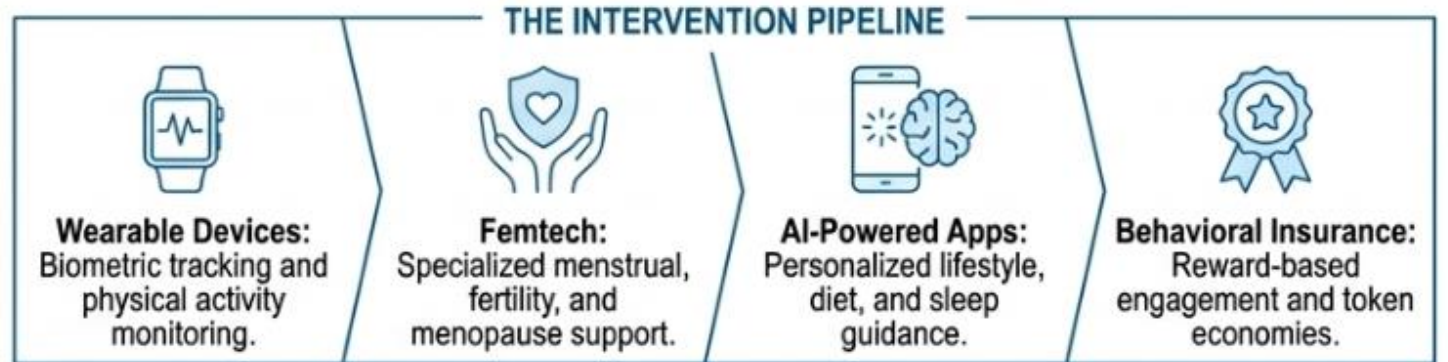
Opportunity



Digital Innovation Can Be Used To Enhance Workplace Health And Productivity

Workplace health is a high-return investment: Addressing sedentary behavior can return up to **USD 4 for every USD 1 spent.**

The global **corporate wellness market** is projected to reach **USD 90 billion** by 2030.



Drivers of Value (Opportunities)

- Population Health:** Tangible biometric improvements, including +1,800 additional daily steps and average weight reductions of 1.0 kg to 1.8 kg over 3-6 months.
- Productivity:** Significant reductions in absenteeism (e.g., 52% fewer health-related absences in highly engaged cohorts) and decreased presenteeism.
- Scalability:** Capitalizes on high technology penetration (128 mobile broadband subscriptions per 100 inhabitants) to reach wider populations affordably.
- Personalization:** Automated data collection feeds AI models to provide highly tailored, individual health management guidance at an enterprise scale.

Systemic Hurdles (Challenges)

- Privacy & Trust:** Severe barriers to adoption; 42% of individuals fear their health data will be sold, alongside deep concerns over algorithmic workplace discrimination.
- Digital Literacy:** 45% of adults in European countries lack basic digital skills, severely hindering effective use and consistent engagement.
- Health Inequalities:** High selection risk. Healthier, wealthier, and higher-educated individuals are disproportionately more likely to engage in reward programs, widening existing gaps.
- Safety & Regulation:** Concerns over the clinical appropriateness of unregulated consumer health apps and the risks of inaccurate AI models.
- Organizational Culture:** Digital tools cannot function as a quick-fix for poor working conditions; algorithmic management can paradoxically increase techno-stress.



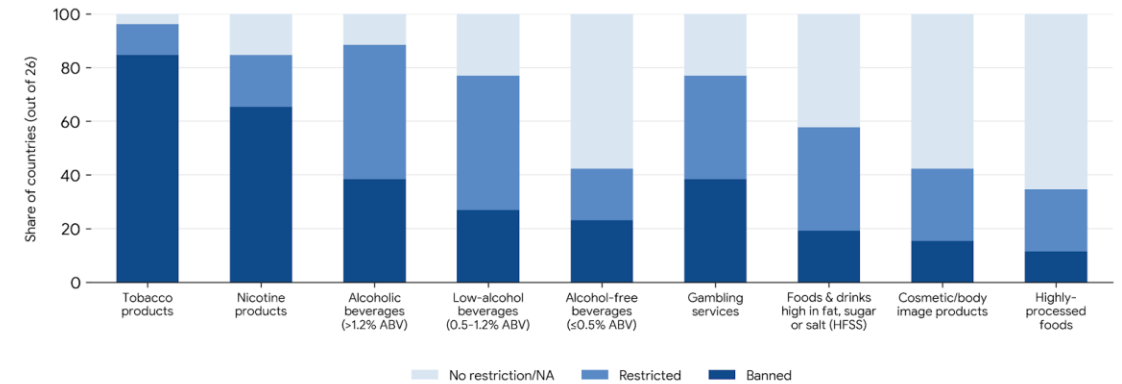
Digital Advertising Targeting Minors Is Widespread, While Policy Responses Lag Behind

1 Minor exposure and health risks

- Almost all 15-year-olds are reached by online ads
- Minors have a limited ability to recognize commercial intent
- Exposure is linked to unhealthy behaviors and NCDs



2 Regulation remains insufficient

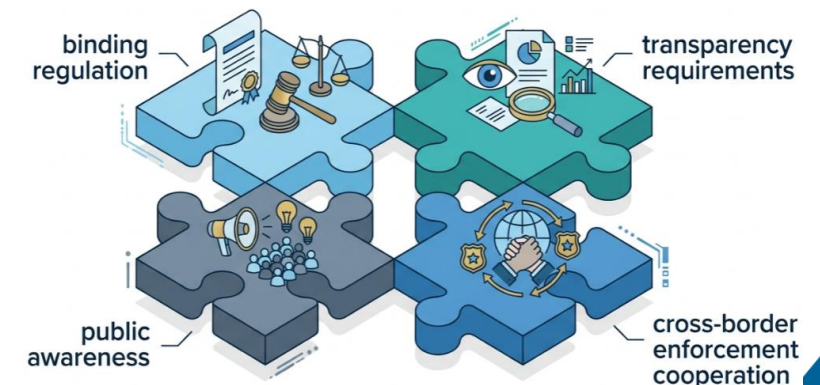


3 Main implementation challenges



- Age verification
- Identification of advertising
- Cross-border complexity
- Weak enforcement capacity
- Legal and data gaps

4 Opportunities to strengthen minors' digital safety





Digital and AI tools Are Becoming Central to OECD Work on Prevention and Public Health



Strengthen immunisation strategies. How can digital health systems and electronic records improve coverage and uptake?



Advance the Safe Heart Plan. How can new technologies improve the cost-effectiveness of identifying and managing cardiovascular risk factors?



Scale up response to CBRN threats. What investments are needed to expand dual-use capacities, including for AI and digital tools?