LET HEALTHCARE DO WHAT IT DOES BEST...

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AND INNOVATION WILL DO THE REST...

THE <u>FOCUS</u> OF HEALTHCARE SHOULD BE <u>SAVING LIVES</u>...

Sustainability is secondary - it could be dangerous sacrificing quality of care & risking lives.

HARSH SUSTAINABILITY MEASURES MIGHT INTERFERE WITH PROVIDING THE BEST CARE...

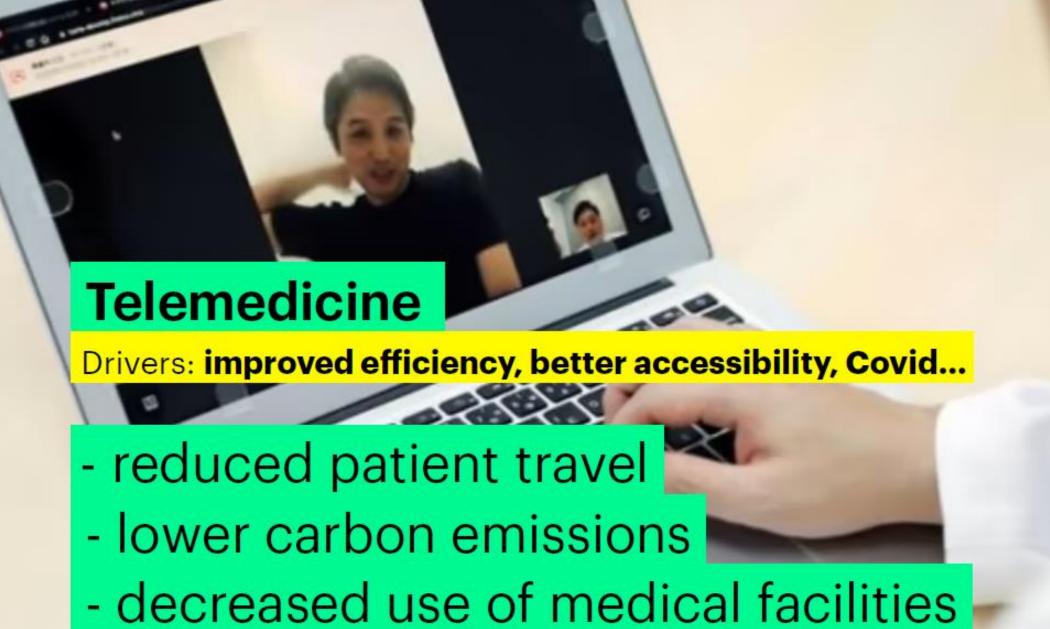


TECHNOLOGICAL ADVANCES WILL ORGANICALLY LEAD TO **SUSTAINABILITY GAINS**

Foster innovation, don't stifle it - think innovation instead of regulation

We have seen this happen before!

INNOVATION DRIVEN BY EFFICIENCY, COST REDUCTION, AND TECH ADVANCES LED TO MORE SUSTAINABILITY AS BY-PRODUCT...





reduced A&E visits & hospital readmissions
lower energy & resource consumption



Don't impose <u>costly, restrictive,</u> and <u>counterproductive</u> sustainability measures.

Innovation will organically lead to sustainability gains.

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AND INNOVATION WILL DO THE REST...