

Network Integration for Solutions in One Health

An approach to Simultaneously Drive
Outcomes for All Network Partners

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About Novometrix Research Inc.

- Independent global research organization
 - Network engagement
 - Data integration and analysis
 - Knowledge translation
- For
 - Animal Health
 - Environmental Health
 - Population Health



Welcome to the Collaborative Economy



Gee Toto - I don't think we're in Kansas anymore...

Network Integration

- A process to align stakeholders to drive value to each - as they define value



Stakeholder networks are highly siloed

The result is that business functioning cannot be optimized for any stakeholders involved

- Business value chains
- Government at all levels
- Academia
- NGOs
 - E.g. commodity groups, advocacy groups
- Media
- Public at large

The reason:

- Just as with an enterprise that is internally siloed, failure of alignment of stakeholders creates suboptimal results
- Alignment creates opportunities:
 - ◆ Better policy
 - ◆ Enhanced sustainability (\$, Soc, Env)
 - ◆ Careers for students & faculty



Why this is different:

- Leading a coherent integrated process to put a person on the moon

is very different from

- Doing a bunch of 'reasonable' but *disconnected* things *consistent* with getting a person on the moon

The words can sound the same but

- One gets you a lunar landing
- The other doesn't



Why NI is different:

Must be done under an *integrated leadership framework* where *everybody's needs are met* through plans and actions (*management*) having *collective buy-in*

Leadership of
THE WHOLE!



How? Align stakeholders under a common Third Party Network Business Process in order to assist in achieving their individual goals:

→ A DISTRIBUTED NETWORK ENTERPRISE

All recognize that they can achieve more working together than they can alone



A DISTRIBUTED NETWORK ENTERPRISE

An enterprise (eg company, university, government department) is simply a network - but running under a coherent business process

So - we apply the same thinking to our
Distributed Stakeholder Networks



One Difference - Stakeholder Networks are **DISTRIBUTED**



So governance is through a Third Party Cooperative Platform via Participatory Democracy

Unlike Uber, Airbnb this is not 'Owned' by anyone

So how do you:

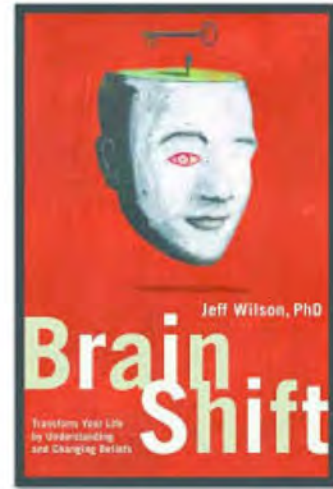
- **Bring stakeholders on board and align?**
- **Build the business process?**



Engaging stakeholders

Requires transparent and authentic application of known principles of social psychology - some examples:

- Adopter curve
- Provide powerful benefit
- Reduce the risk
- Social proof
- Momentum of commitment



We are building a Circle of Trust

One



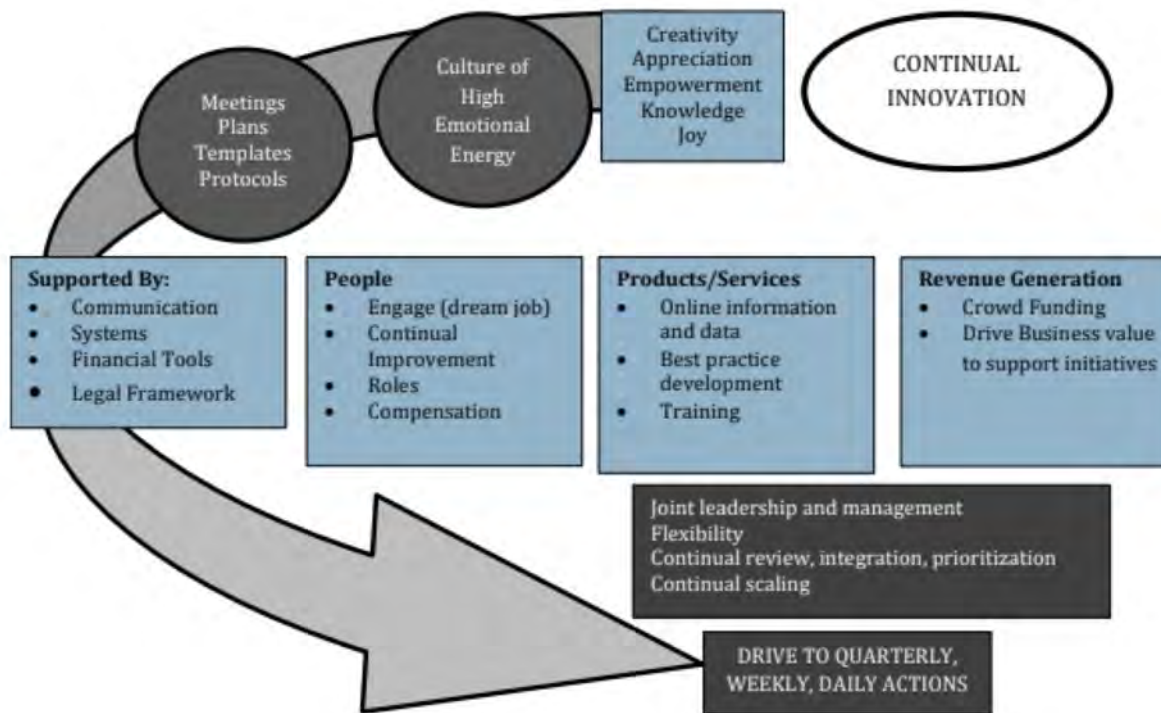
and



at a time



The Business Engine



The Business Engine

Takes network leadership and management from an unconscious competence

To systematic, repeatable and continuously improvable through innovation



Network Integration in Seven Easy Steps

1. Map stakeholders
2. Engage Early Adopters
3. ID organizational and institutional needs
4. Create Leadership Teams
5. Pilot projects that *address everyone's needs*, share resources
6. Execute and publicize
7. Repeat and Scale



FUN and EASY

Some Network Integration Projects in Progress

- Honeybee health
- AMR
- Pet wellness
- South African agrifood value chain sustainability
- Vietnamese agrifood value chain sustainability
- Community sustainability projects
 - Entrepreneurial and life skills
 - Wellness
 - Environmental sustainability (water, energy)
- Lyme disease network integration

North American AMR/ AMU Solutions NI

North American Leadership Team

- Daniel Beauchamp-Merck Animal Health Canada
- Rebecca Irwin-CIPARS
- Shane Renwick-CVMA
- Eugene Jansen- U Calgary
- Nevil Speer-Chair, NIAA
- Lucas Pantaleon-Board NIAA
- Eric Moore-NIAA AMR and Norbrook
- Steve Solomon-NIAA and former CDC
- Elizabeth Hermsen-Merck Human Health Global
- Angie Siemens-Cargill Global, VP FS and Quality
- Jesse Sejvic-Elanco Global, Govt Relations

Imagine this:

- ◆ Integrated on-farm data platform that includes:
 - AMR
 - Drug use
 - Nutrition and management
 - Performance and \$ return
- ◆ With some simple data analytics we:
 - Determine best practices for AMU which also increase producer and value chain profits
- ◆ Industry profitability funds AMR reduction: ***EVERYBODY WINS!***



Collaborative Economy is a *global social movement* - that must and *simply will happen* to create the solutions for our time

- Economic Opportunity
- Environmental sustainability
- Peace and Health





Many thanks - let's do this!
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