



“Brain capital for a brain economy”,  
a call for a business-science  
partnership

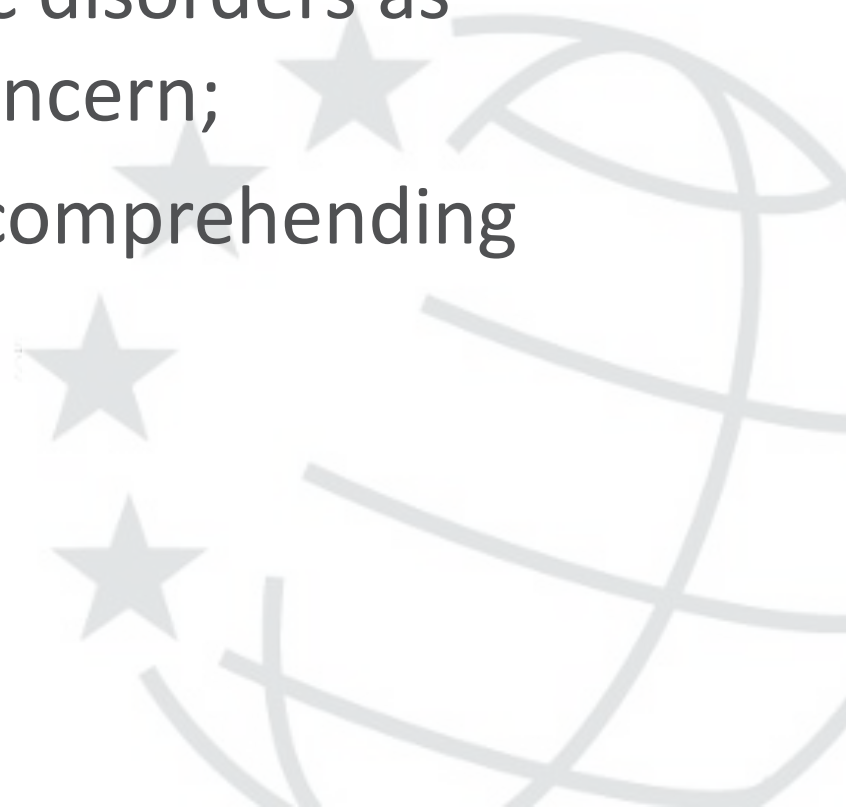
**Bill Wilkerson**

Executive Chairman, Mental Health International





# Europe in Transition

- From death and dying to disability as principal burden of disease;
  - From infectious to chronic disorders as premiere public health concern;
  - From cloudy to clarity in comprehending impact of brain disorders.
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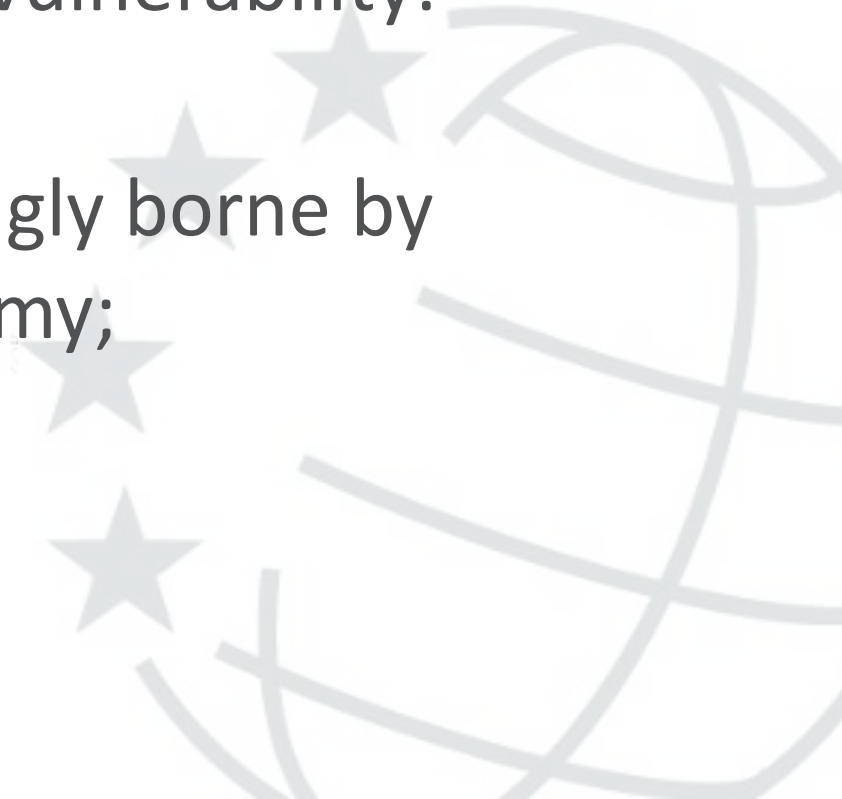
# Dramatic Convergence

- Most new jobs today demand cerebral skillsets, defining a brain economy;
- Brain-based mental disorders attack those same cerebral skillsets;



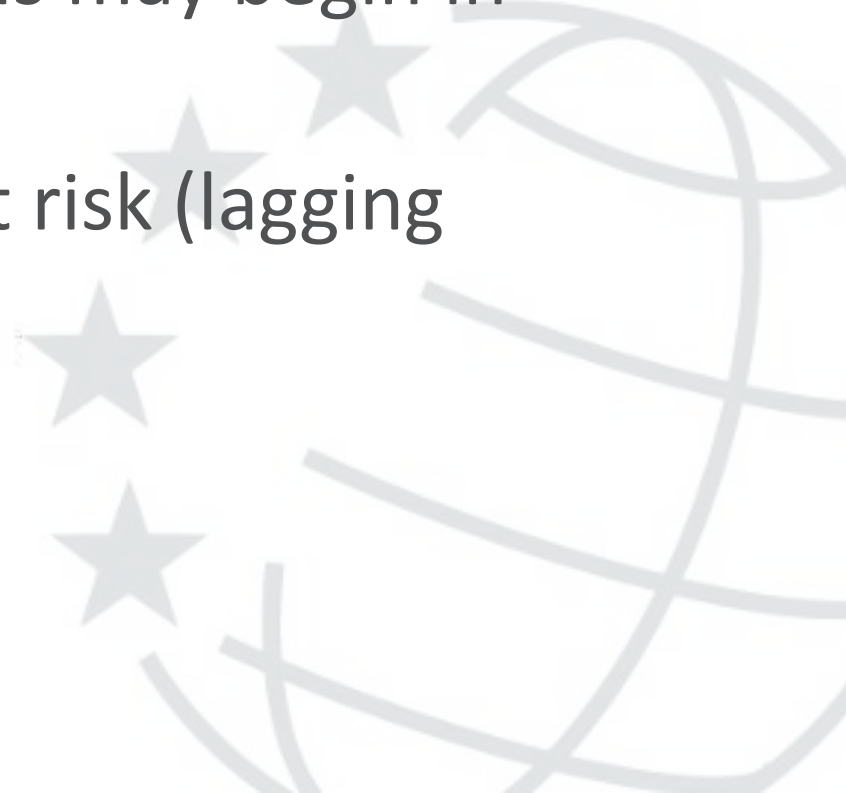
# Concentrated Impact

- Overall, brain-based mental disorders are concentrated in labor force;
- Demographic of greatest vulnerability: employees 19-44 years;
- Cost burden overwhelmingly borne by employers and the economy;  
*(Reveals treatment gap)*





# Troubling Trends

- Invasion of depression (disablement, premature death)
  - Dementia crisis (symptoms may begin in childhood)
  - Gains in life expectancy at risk (lagging treatment, prevention)
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MENTAL HEALTH INTERNATIONAL

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BRAIN HEALTH IN  
A BRAIN ECONOMY

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**BREAKING  
THROUGH**

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# Business/Science Campaign In Response

- CEO Champions
- Target Impact of Depression in the Workplaces of Europe
- Int'l Business + Science Partnership for Brain Health in a Brain Economy
- Communications Campaign to Engage Business
- Pilot running in Europe on evaluating what works – no one else is doing this

## Brain Health + Brain Skills = Brain Capital for a Brain Economy

In today's digital economy, most new jobs demand cerebral skills to drive competitiveness. This is why Mental Health International is proposing an international business-science partnership to help accelerate the transfer of brain science into improved care for the 500 million global citizens living with brain-based mental disorders including depression, which heavily affects the working population.

See *Breaking Through: Brain Health in a Brain Economy* at [www.mentalhealthinternational.ca](http://www.mentalhealthinternational.ca)

FOREWORD BY THE HONOURABLE MICHAEL WILSON

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