



Unlocking prevention for health and wealth

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GESUNDHEITSKOSTEN

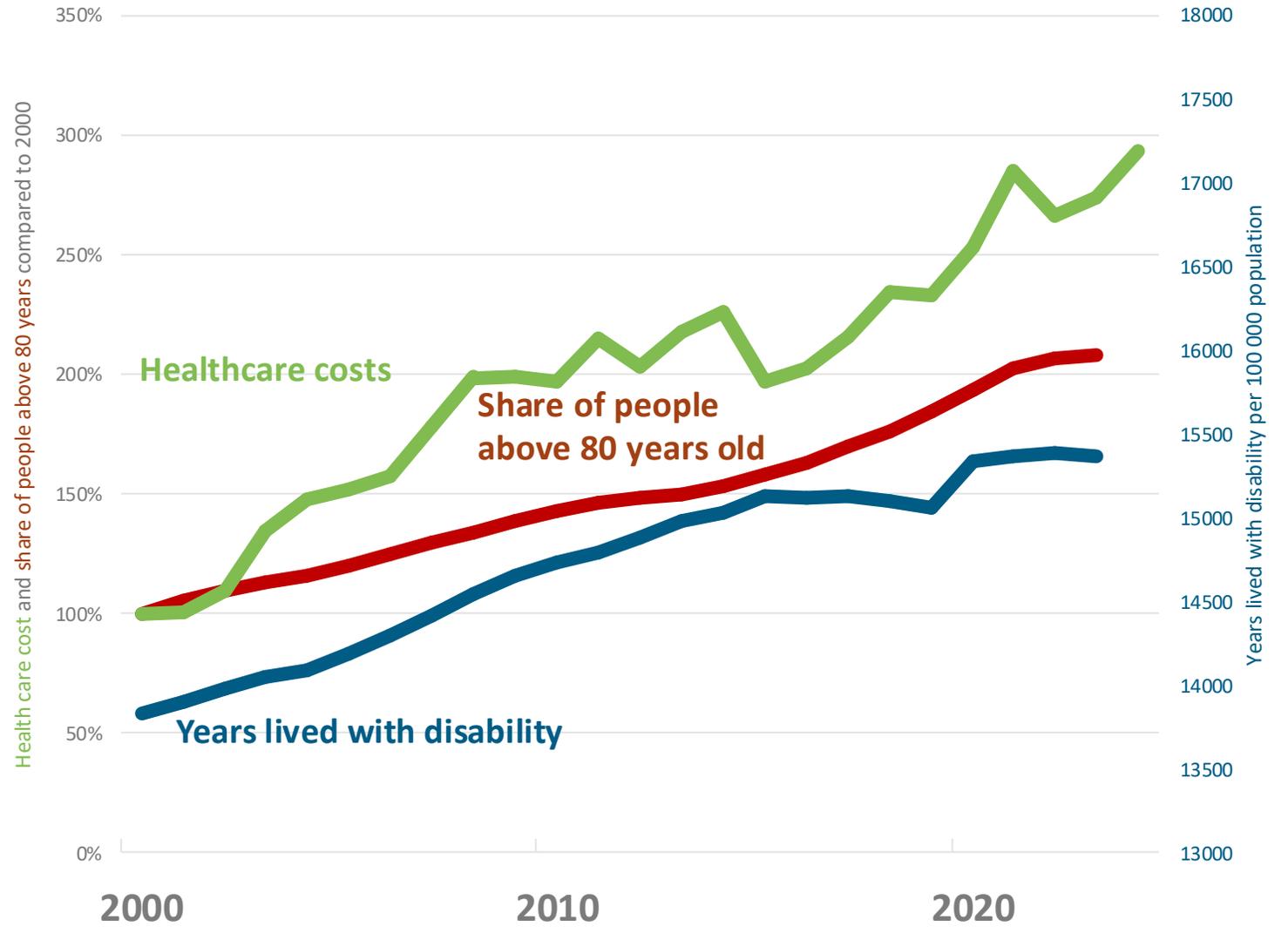
✚+ Milliardenloch bei den Krankenkassen: Was rollt da auf uns zu?

von Lisa Becke
16. Juli 2025 • 09:03 Uhr • 4 Min.



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Living longer, preserving health, controlling costs in Germany



Sources: Eurostat (healthcare cost), UN Population Division (population), Global burden of disease (Years lived with disability)

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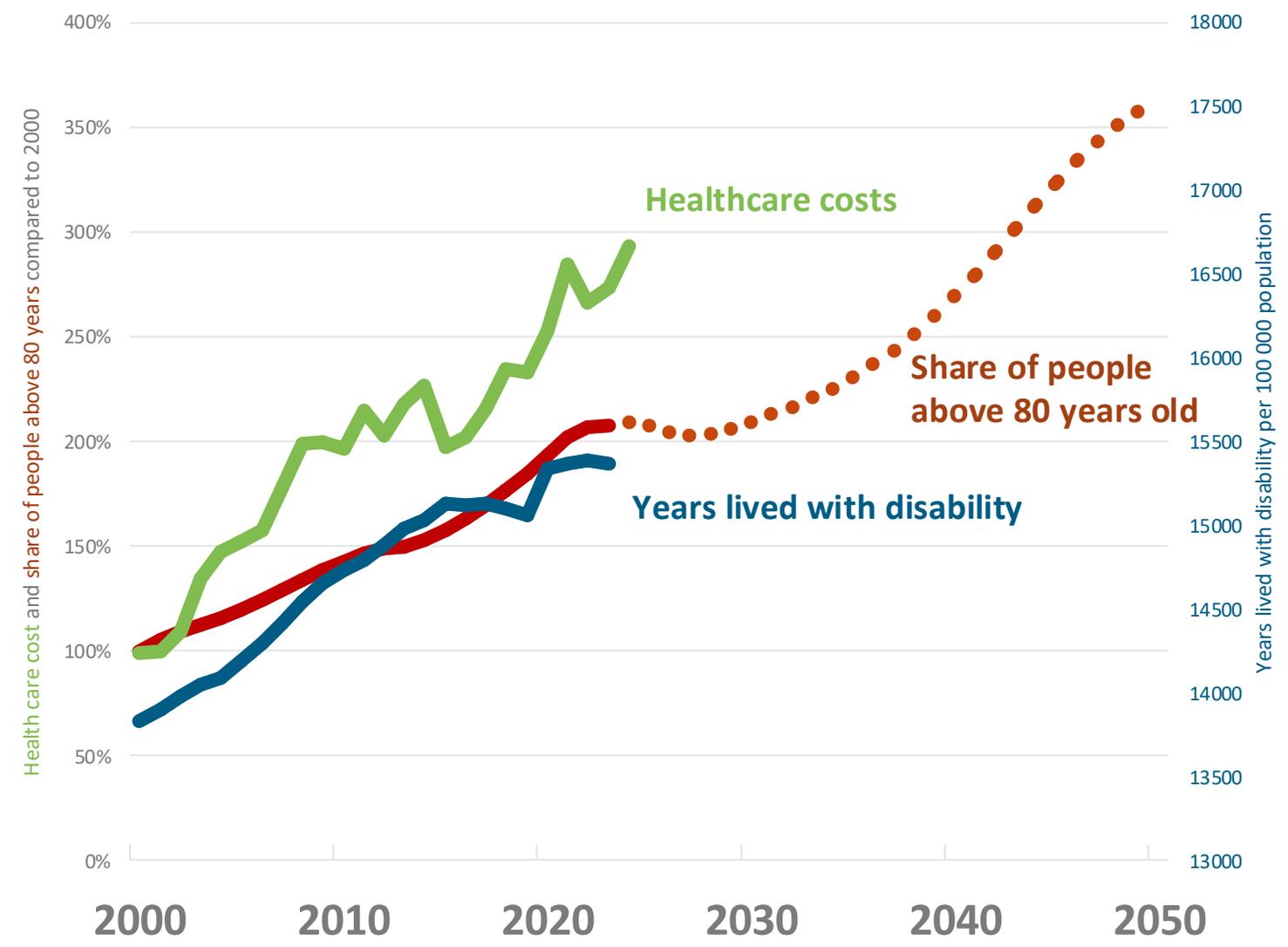
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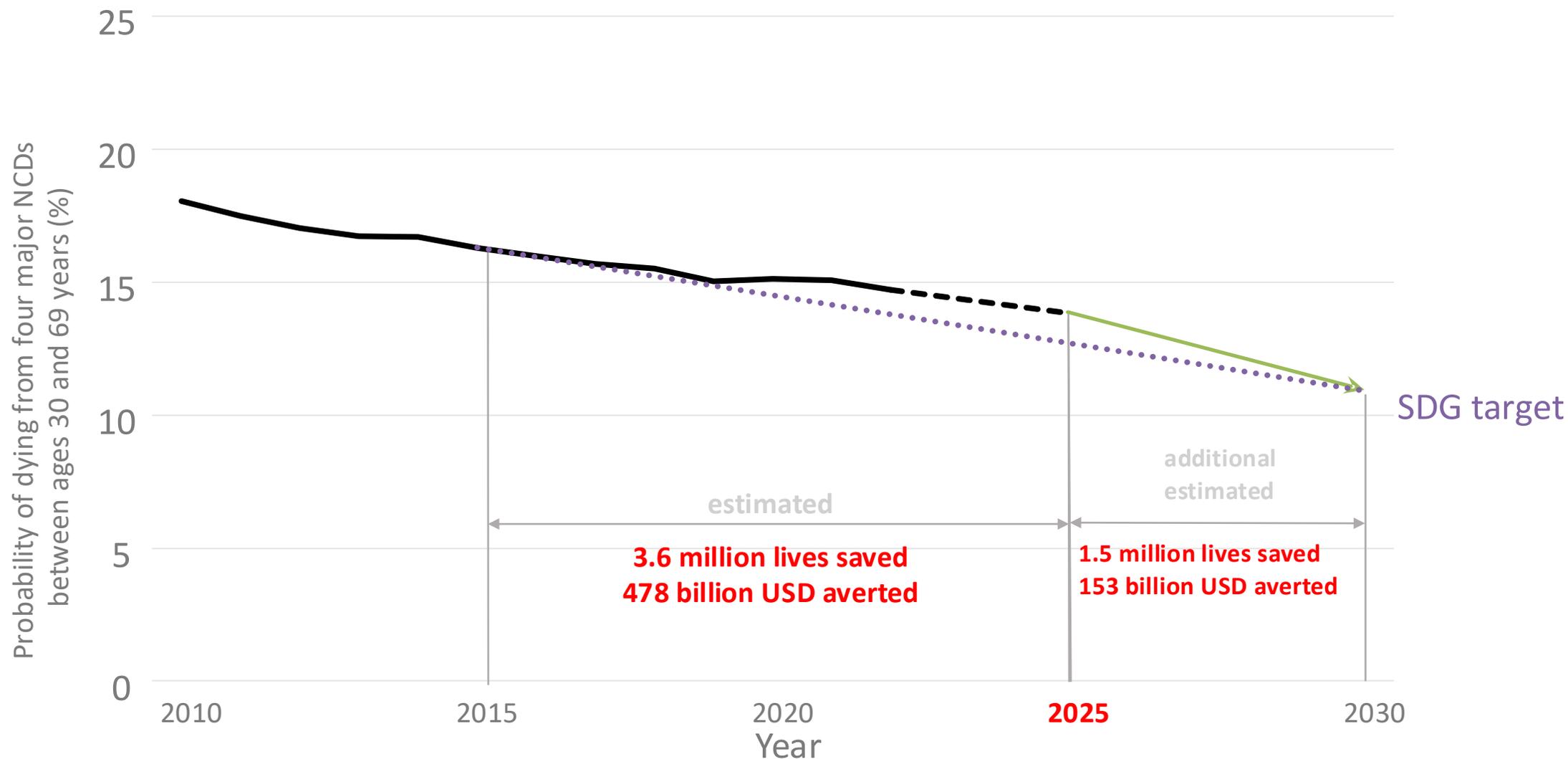
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The power of prevention in the European Region





**Second European
Programme of Work,
2026-2030
“United Action
for Better Health”**

A new momentum for Prevention

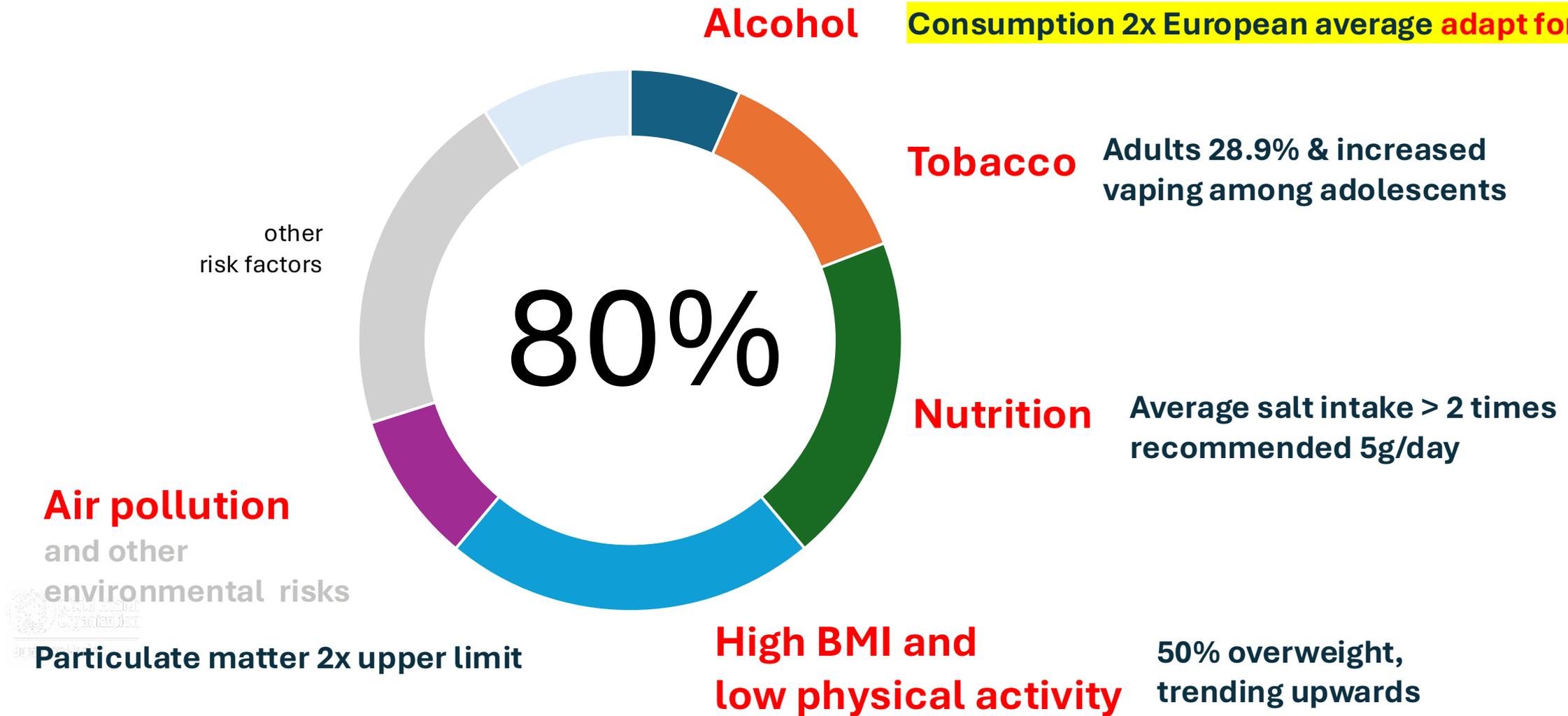
2030 global targets

4th UN Political Declaration on NCDs

150 million

- fewer tobacco users
- more people with hypertension under control
- more people with access to mental-health care

'80-5 rule' of preventing CVDs



Key data for Germany, latest available year

Illustrative attribution of risk factors to CVD deaths in the EU

Tackling NCDs

Best buys and other recommended interventions for the prevention and control of noncommunicable diseases

NCD quick buys

25 proven, cost-effective interventions that show results in 5 years or less

The Lancet Regional Health - Europe
2025;52: 101281

Published Online 24 March 2025

Examples: measurable impact in *less than 1 year*



Increase excise taxes on tobacco and alcohol



Advertising bans and restrictions on harmful products



Front-of-pack food labelling



Brief counseling on physical activity in PHC

An aerial, high-angle photograph of a busy pedestrian crossing. The crossing is marked with wide, white, vertical stripes on a dark asphalt surface. Numerous people of various ages and ethnicities are walking across the crossing in different directions. Some are carrying bags, some are wearing coats, and one person is holding a black umbrella. The overall scene is one of a crowded, active urban environment. A semi-transparent red rectangular box is overlaid in the center of the image, containing white text.

**What is holding us
back?**

What if... Germany would match the best performing EU country in prevention?

Alcohol use ↘ 40%

Smoking ↘ 11.1%

Obesity ↘ 4.4%

Physical Inactivity ↘ 13.8 %

Pollution ↘ 48%

Source: The impact of the European Code Against Cancer on health, the economy and society (OECD, 2025)

Cancer incidence
↘ 63,000 cases/year

Health expenditure
↘ 11.5 billion EUR/year for
4 NCDs alone

Productivity and GDP
↗ 33.8 billion EUR/year



World Health
Organization

European Region



Thank you

