

A 'health creation' conference

Assessing the feasibility

February-May 2014

The problem

Health care contributes only 20% to our health; the rest comes from our genes, our behaviours, social factors and the environment. The delivery of health care is predicated on a 'deficit model', sickness being the deficit in health that requires intervention. This model has worked well for many acute and episodic conditions but struggles against lifestyle-related chronic conditions – the very conditions that are crippling health systems the world over.

While the delivery of health care must improve, it is also important to look beyond the 20% and understand how the 80% can be influenced to create health. Prevention and wellness are often described as ways to create health but the way they are financially valued is based on reducing future costs of health care, in essence making them part of the 20%.

Finding new ways to value health creation would enable societies to invest in it.

The proposal

Wellthcare, with the kind assistance of [Guy's and St Thomas' Charity](#), is assessing the feasibility of a conference on health creation. We believe the event will have three strands:

1. Theories on how to understand and value health aside from the deficit model
2. Real-world examples of health creation, and the value models used
3. The perspective of funders, especially with respect to justifying investment

A key feature of the event will be that it is multi-disciplinary in order to bring as many new perspectives forward so as to catalyse new thinking and doing.

The process

From February to May 2014, the Pioneer of Wellthcare, Pritpal S Tamber, will be interviewing and visiting as many people as possible, leveraging the network he has created through the launch of Wellthcare in February 2013. At the end of this period he will produce a report for the Charity on the kind of conference that would be possible, potential speakers, potential sources of attendees, the preferred location, and potential sponsors. It is hoped that it would then be possible to commission the event.

Your role

Wellthcare and the Charity hope you will give a small amount of your time to this important project.

What is Wellthcare?

[Wellthcare](#) is an attempt to find new ways to value health. It is led by Pritpal S Tamber, the Physician Editor of TEDMED 2013, and includes the diverse perspectives of the hand picked [Wellthcare Explorers](#). Wellthcare is predicated on the belief that new sources of health-related value reside in our networks and communities; this value is called Wellth. The thinking at Wellthcare serves only as a catalyst to broader thinking on health creation.

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