1 MAKING HEALTH AN INVESTMENT

Welcome to the Invest4Health project funded under Horizon Europe. With static or shrinking public budgets (a trend that preceded the COVID Pandemic), an innovative approach is needed to transform how health promotion and disease prevention are financed and resourced.

To accomplish this, Invest4Health challenges traditional approaches to health financing and investment. We provide a fresh perspective on creating value from health as an investment rather than a cost. At Invest4Health, we are committed to developing a strong investment case and telling a compelling story to shape policy development and drive effective resource allocation.

Let's prioritise disease prevention and health promotion as a best-buy and design a healthier future for all by embracing two timeless principles: favour prevention over reactive solutions and avoid reverting to outdated practices!

Please join us on our exciting journey to create a place where everyone can make the healthier choice the easier choice!



2 INVEST4HEALTH: DRIVING POSITIVE CHANGE

Invest4Health is committed to addressing the urgent need for effective financing and asset maximisation strategies in healthcare and other relevant sectors that support interventions and services to improve the wellbeing of people and disease prevention. With public finances strained and post-pandemic recovery efforts underway, our consortium is dedicated to pioneering innovative approaches that span multiple sectors. By mobilising novel finance models, we aim to unlock the full potential of health promotion and disease prevention, benefiting individuals, societies, economies, and the environment.

3 OUR ACTIONS: PUTTING SMART CAPACITATING INVESTMENT (SCI) INTO PRACTICE

Our project is action-oriented. We are working on various activities to make Smart Capacitating Investment (SCI) a reality. Like any other investment, we need to find funding mechanisms that allow the phasing and linkage of costs and benefits over time. To accomplish this involves: communicating and explaining SCI clearly, creating customised business models for SCI, exploring innovative financing methods, testing different models in the real world and ways to manage them, and ultimately expanding the project's reach by scaling up and making the most of its achievements. We aim to establish SCI as a powerful tool for driving positive change in health promotion and disease prevention.

Social franchising is also an integral part of Invest4Health's approach, where we work with local stakeholders in delivering socially equitable health promotion and disease prevention services under a common franchise brand. This model ensures the replication of successful interventions while maintaining consistent quality standards and maximising social benefits.



4 GETTING BEYOND STATE-OF-THE-ART: OUR TANGIBLE RESULTS

We seek to produce tangible results from the use of validated SCI business and finance models (and associated tools), including the following:

- Using proven SCI business and finance models and tools, decision-makers and policymakers can focus on service agreements that share risks and pool resources. This approach applies to various stakeholders involved in health promotion and disease prevention, spanning population, community, and individual levels.
- SCI helps funders shift their budgeting approach from focusing on inputs (such as resources and expenditures) to outcomes (such as desired results and impact). It shows the value of SCI financing by thoroughly analysing the return on investment and providing insights for strategic pricing. This approach encourages funders to proactively engage and invest in services and interventions that are not just effective but also cost-effective in promoting wellbeing.
- Municipalities, social care providers, and related associations in the regional test-beds embed OMOP (Observational Medical Outcomes Partnership) Common Data Model protocols into SCI-driven financial planning and modelling as a basis for informed shared risk and budget pooling across sectors.
- The test-beds invest resources in helping citizens and communities learn about SCI and take part in prioritising and co-governing spending in health promotion and disease prevention. This new expertise is translated into peer development programmes in the next adopter regions and countries.
- We will also work with the industry to leverage existing systems by designing and testing customisable architecture for a collaborative platform that offers broader opportunities to actively involve local communities in new governance mechanisms for smart capacitating investments.



5 WHO BENEFITS: REGIONAL TEST-BEDS AND OPEN CALL

Our ideas will be piloted and evaluated initially in four regional test-beds across different countries and health systems, with feedback from decision-makers, citizens and local communities to guide model development. The results will benefit Region Skåne and Skånes Kommuner in Sweden, Nord Rhein Westphalia in Germany, West Wales and Galicia in Spain. We then invite additional regions to participate through an Open Call to test and provide feedback on the proposed models and tools.

6 EXPECTED OUTCOMES AND IMPACTS

We bring scientific, social, economic, and technological aspects together. Our project aims to build a solid evidence base for SCI, test effective asset maximisation techniques in different sectors, jurisdictions and settings, promote equitable spending through citizen participation and overcome barriers to sustainable financing.

The successful dissemination of project results is designed to have a significant impact. Economically, the SCI models are projected to generate substantial returns on investment, increase spending on health promotion and disease prevention, and secure financial commitments from health insurers.

We anticipate decision-makers and policymakers will want to try out our validated innovative SCI models and tools, leading to cost-effective spending strategies, equitable decision-making benefiting vulnerable groups and building resilient communities.

Explore our innovative approaches, including smart capacitating investment, social franchising, and our collaborative platform to involve local communities in new governance mechanisms to deliver socially equitable health promotion and disease prevention services!

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MOBILIZING FINANCE MODELS FOR HEALTH PROMOTION AND DISEASE PREVENTION



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