

**Launch of Global Consortium of Leading ‘Wellthcare’ Medical Explorers To Herald in and Define A New Age in Health Care Provision**

***Innovative Health Care Framework Identifies Technology Investment as priority for 2014***

**< London, October xx >** - In December 2013 esteemed health care pioneer and the Clinical Editor of TEDMED 2013 (TEDMED.com), Dr Pritpal S Tamber, will lead a team of global health care innovators in a ground breaking project that will challenge current health care models across the globe and question what value is really created by the $7tr global health care industry.

Tamber is calling for radical change by re-imagining the role of health care in society – a move away from the macroscopic, ‘one-size-fits-all’ model of current health care system to the adoption of an entirely new, personalised and flexible approach based around the needs and wants of the individual - or the ‘Wantified Self’, as he calls it.

The cornerstone of the project is how to harness new health-related value that resides in the personalised and trusted support available through an individual’s nano-network – ‘Wellth’, as he calls it. The team‘s exploration of this with technology investors and medical partners through 2014 will drive innovation in communities with unmet, and often unidentified, health care needs.

According to Tamber, the cost of maintaining current health care systems is already unsustainable and yet it fails to meet the needs of individuals. The majority of health care delivery costs are locked in staffing making it hard, if not impossible, for the industry to scale or flex. Current investment in “innovation” focuses on short-term, quick-fix technology that maintains a basic level of generic medical care but fails to deliver the flexibility needed to address emerging health care needs and wants.

“The NHS in England is already facing a £30bn funding gap by 2020. Even optimistic predictions of productivity gains (£12.1bn), service reconfigurations (£4bn), and the introduction of innovative models of care (£1.9bn) suggest that the NHS can only reduce the funding gap by £18bn. As the population ages, lifestyle diseases become more prevalent, and earlier diagnosis commonplace, this situation will only get worse. Indeed, demand outstripped supply long ago.” He continued, “The need for change, both a re-framing of the ‘patient’ and our approach to innovation, has never been stronger. Yet the government and the health care industry continue to tweak and adjust current defunct systems essentially maintaining a short-term, macroscopic ‘one-size-fits-all’ approach that’s already not working.”

While health care systems around the world experiment with forms of rationing, Tamber and the team are looking for new health-related value through a deeper understanding of people and their context. The Quantified Self movement has started this process but it’s in need of deeper levels of context to make sense of the data being collected, he contends. “It is only by creating a hypercontextualised understanding of people will we be able to discover new ways to preserve and restore health.”

‘Our team of ten Wellthcare Explorers, all leading thinkers and doers from health-related fields and based around the globe, bring diverse perspectives, credibility and experience to our research. Together we hope to attract and work with select leading-edge technology providers, investors, and local communities to create multiple projects that help us to better understand how “wantified” needs can lead to better health in different types of communities.

Amongst the team of heavy-weight experts to join the Wellthcare Explorers, Maneesh Juneja, Founder of Health 2.0 London and a Digital Health Futurist, says, “The value of the Quantified Self movement will only be fully realised once sensors become unobtrusive and the ‘context’ of the data streams are captured. Wellthcare is about the latter. The kind of deep debates being had between the Explorers is crucial to unlocking the value from all of this data."

Rupert Dunbar-Rees,Founder of Outcomes Based Health Care, explains “We've designed a system around providers of care and then wonder why we fail to meet people’s needs. We need to start by asking people what types of outcomes would be a success for them. We need to co-define, co-produce, and co-evaluate. Wellthcare provides a unique forum to debate and “see” this future.”

One of the first examples of Wellth creation is being proposed in Jersey through a project to be run by Jersey Post called “Call&Check”, an innovative new support service where postmen will check in on up to 5000 elderly and unwell people on the island, ensuring a vital life line to medical and community support. Joe Dickinson of Jersey Post says, “People know their postal worker here in Jersey, they’re the one person they see every day. There’s trust there, and it creates the opportunity to check in on the unwell, either at the hospital’s request or the family’s. It’s a new approach that will dovetail seamlessly with the health and social care and help family be close even when work has taken them far away.”

Lisa Shufro, Magic Awesomeness Catalyst of the ground-breaking Downtown Project, Las Vegas, said, “Living well isn’t something we do alone. 99% of life happens outside the clinic. We need to explore health through the lens of the individual and their daily experience. The Wellthcare debates provide the opportunity to see health as an integral part of our lives, not on top of everything else we do.”

The Wellthcare Explorers are currently engaging with a number of technology providers, investors and community partners to pilot a variety of ground-breaking projects and investments that will launch in 2014 and herald a new age in health care. For further information please see [www.wellthcare.com](http://www.wellthcare.com)

- ends -

**Notes to editors**

**About Wellthcare**

Wellthcare is being explored by a pioneering consortium of leading medical and health care experts from across the globe whose mission is to re-imagine the role of health care in society and to identify new health-related value, defined by what people want to do, supported by their nano-networks. Led by Pritpal S Tamber, the consortium of 10 ‘Wellthcare Explorers’ will offer different perspectives on the current health care system and investigate areas like network models of care, the meaning of health in social, cultural and political contexts, and how all this can be adapted towards the creation of ‘Wellth’. Please see [www.wellthcare.com](http://www.wellthcare.com) for more details.

**About The Wellthcare Explorers**

**Pritpal S Tamber**

Pritpal S Tamber is a clinical doctor and the Pioneer of Wellthcare, a movement trying to re-establish the role of health care in society. Pritpal is the Clinical Editor of TEDMED 2013, the medical version of TED. As Clinical Editor he helped decide which topics and speakers to choose for TEDMED 2013 as well as the themes for TEDMED 2014.

Through his work with TEDMED Pritpal realised that despite all the activity in the health innovation scene it was not going to be enough to deal with the ever-growing demand for health care. It is this that has made him challenge the current role of health care in society and explore what a different role may look like.

In parallel with his work with TEDMED he has advised the *New England Journal of Medicine*, the world’s most influential medical journal, on the future of health and health care, and hence where their growth opportunities may lie. He has also advised the Royal Society of Medicine on the state of health innovation education in the UK.

Prior to these consulting roles Pritpal was the Medical Director of Map of Medicine, a company that produced “pathways” to help GPs and hospitals improve the quality of care. Pritpal started his career at BioMed Central, the company that proved that publishing research “open access” (in creative commons) was commercially sustainable. Pritpal’s many roles in the company were essentially about getting doctors to trust this new, unproven way of publishing on the basis that new forms of “value” would be established, which would enable the company to survive. They were, it did, and the company remains one of the most innovative biomedical publishers in the world.

**Maneesh Juneja**

With almost two decades of experience of turning observational data into real world evidence, Maneesh is a Digital Health Futurist and the founder of Health 2.0 London, part of the international Health 2.0 movement. He is also an alumnus of Singularity University’s FutureMed programme and runs his own data analysis consultancy, MJ Analytics. Maneesh is based in London, UK.

**Rupert Dunbar-Rees**

A former primary care physician, Rupert has worked at England’s Department of Health and BDO, an accountancy and advisory firm, as a finance-trained clinical leader in the commissioning of health services, including measuring their effectiveness. He now offers strategic advice on value-based approaches to health care through his organisation, Outcomes Based Healthcare. Rupert is based in London, UK.

**Lisa Shufro**

As the recently appointed Magic Awesomeness Catalyst of the ground-breaking Downtown Project, Lisa will be focussing on integrating health-related efforts outside of the clinic walls. In her previous role as the Managing Editor and Producer of TEDMED she led the organisation's efforts to identify, select, and prepare presenters for the stage programme, reviewing nearly two thousand nominations for the stage each year. Lisa is based in Las Vegas, USA.