



Invest4Health



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KEY POINTS OF INVEST4HEALTH

HEALTH AS AN INVESTMENT: I4H challenges the status quo in healthcare and explores a fresh financing perspective. I4H is dedicated to building a compelling case for investment and shaping policies that optimise health promotion and disease prevention resources.

DRIVING POSITIVE CHANGE: In the face of financial constraints and ongoing post-pandemic recovery efforts (compounded by the cost of living and energy crises, the war in Ukraine and climate change), I4H pioneers cost-effective approaches across sectors. By mobilising innovative investment models, we unlock the full potential of health promotion and disease prevention, benefiting individuals, societies, economies, and the environment.

TANGIBLE RESULTS: Through validated Smart Capacitating Investment (SCI) models, decision-makers can pool resources and share risks. I4H shifts the focus from input-based budgeting to outcome-driven analysis, enabling strategic pricing for effective and efficient well-becoming and well-being promotion.

REGIONAL TESTBEDS AND OPEN CALL: I4H evaluates ideas in regional test beds guided by healthcare decision-makers and citizen panels working together.

SOCIAL FRANCHISING: I4H, in collaboration with local stakeholders, will explore how to scale smart capacitating investment to deliver equitable health promotion and disease prevention services. The intention is to do this under a common social franchise brand to replicate successful interventions, maintain consistent standards, and maximise social benefits.

EXPECTED OUTCOMES AND IMPACTS: I4H establishes a solid evidence base, tests effective financing techniques, and promotes equitable spending through citizen participation. Our innovative SCI models and tools will lead to cost-effective strategies, fair decision-making, and resilient communities.



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