

Wellness and healthy ageing Opportunity for innovations

Context

The West Midlands Academic Health Science Network (WMAHSN) has a defined process for addressing the region's health delivery needs and challenges through asking for outcome-focused innovation proposals that can be received and agreed with our partners throughout the year. This document provides you with an overview of the areas in which we are interested in seeking to pull innovation proposals.

WMAHSN criteria

Proposals will be shortlisted against the following criteria:

- Regional scalability
- Fit with WMAHSN priorities and business plan
- Clear deliverables, outcomes measures and quality indicators
- Evidence of support across the region
- Patient/carer involvement
- Consistency with other WMAHSN themes
- Fit with the NHS Outcomes Framework
- Evidence of additional investment.

Priority – Wellness and healthy ageing

The WMAHSN has a system priority of wellness and disease prevention with a focus on discovering innovations and initiatives that empower people to develop or change to a healthier lifestyle with positive behaviours with a view to preventing primary illness. Over the past half a century life expectancy at birth has increased by approximately 10 years for both men and women across Europe. This has been largely due to the major improvements in nutrition, hygiene, medication, quality of housing and working conditions. However, society faces new health challenges as unhealthy lifestyles, reduced physical activity and rising obesity, increased use of recreational drugs and excessive alcohol and tobacco consumption, all contribute to more people living with long term conditions such as diabetes, cardiovascular and Alzheimer's diseases and some forms of cancer.

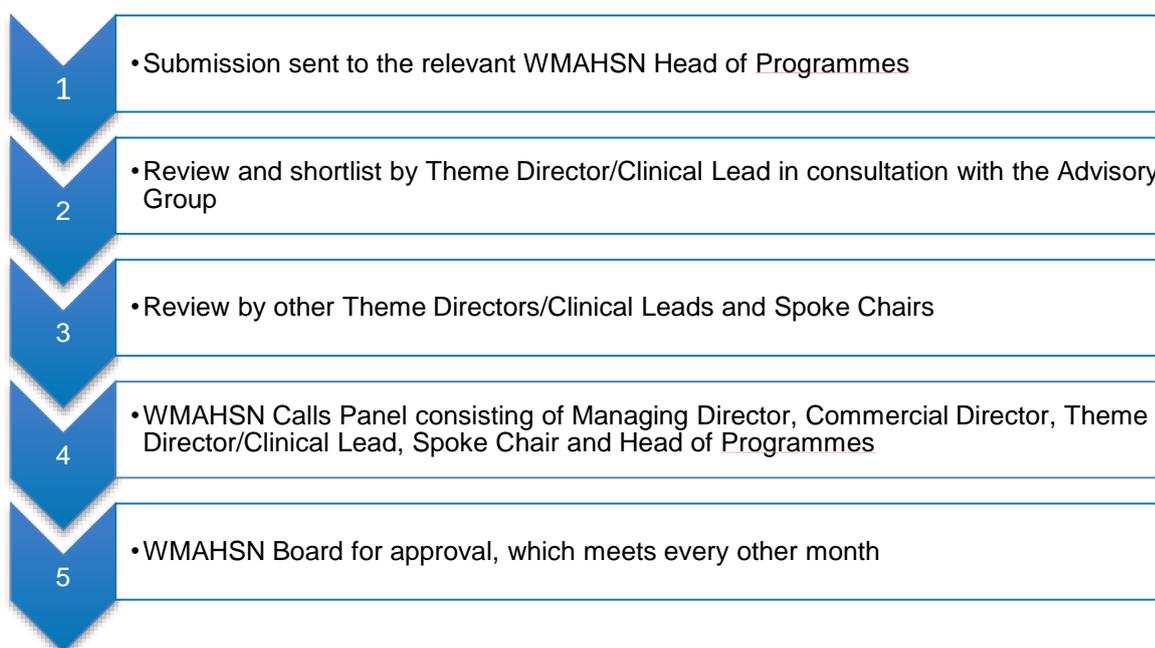
Despite the evidence that changes in lifestyles have a positive impact on health, many efforts to change lifestyles have failed and the overall disease burden, particularly in older age, remains high. However, research has shown that early lifestyle interventions tailored to the individual have the potential to reverse the progress of diseases, which in turn can bring about a major delay in the onset of frailty and disability in the older population. In addition, there is a case for communicating more effectively with young people to help them avoid making unhealthy lifestyle choices in the first place.

The WMAHSN wishes to consider programmes of work that address the following challenges:

- Develop and implement personalised health coaching, services and devices for the prevention of metabolic deterioration, frailty and disability using new approaches.
- Implement new conceptions and standards for analysing, interpreting and qualifying (diagnostic) data to support accurate early risk assessment and the development of personalised health care, precision medicines and the use of genome sequencing.

- Provided trusted data sources, advanced data analytics and user-centred interfaces as building blocks for intelligent modules to prevent people getting ill.
- Employ online solutions and social networks to enable citizens, especially from disadvantaged or hard to reach groups, to take responsibility for their own health and to contribute to improving it.
- Developing strategies to ensure that solutions are not dependent on social inclusion factors such as language, literacy, faith, sensory abilities or physical mobility.
- Target health literacy and education through interactive massively open online courses (MOOCs) to allow citizens to improve their health literacy and support them in turning the knowledge they gain into a healthier lifestyle.
- Develop products and citizen-orientated strategies to encourage positive lifestyle changes, including better nutrition, reduced tobacco and alcohol consumption, greater physical activity, stress management and wide leisure and social networks in order to build individuals' resilience levels.
- Create and test new smart products to support daily activities in the home, encourage greater communities, monitor health status, provided coping mechanisms and improve quality of life.
- Develop and deploy novel education methodologies and business models to increase health awareness and improve nutrition, promote physical activity and adjust the work-life balance.
- Establish innovative personalised health and lifestyle programmes to shift the emphasis away from a disease-driven care system to a health-focused one.

Process



For any queries on the process please contact the relevant contact for assistance. A template for any submissions can be obtained from our website at www.wmahsn.org/get-involved/Opportunities or by emailing for a copy.

Theme	Contact	Email
Medicines optimisation and adherence	Lucy Chatwin	lucy.chatwin@wmahsn.org
Patient experience and feedback		

Wealth creation		
Digital health	Neil Mortimer	neil.mortimer@wmahsn.org
Mental health		
Open data		
Education and workforce for the future		
Integrated care	Lucy Chatwin and Neil Mortimer	lucy.chatwin@wmahsn.org neil.mortimer@wmahsn.org
Long term conditions		
Evidence and adoption		
Wellness and healthy ageing		
Patient safety		
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