

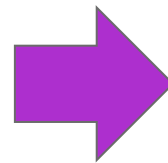
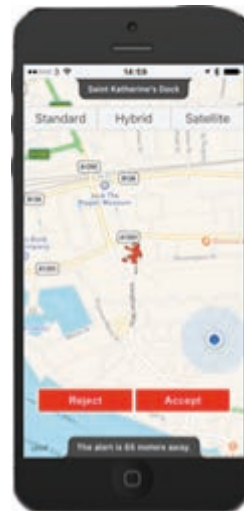


**Joining the dots on design for health -
from homes to hospitals, bodies to
minds, things to data**

Geoff Mulgan

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Digital health combining data, AI and people power



Opinion Group: 1 2 Majority Opinion

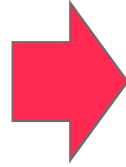


Anonymous

I think we should review staff. Passenger protection. Must take into account the interests of driving. The most important thing is safety first

92% Agreed

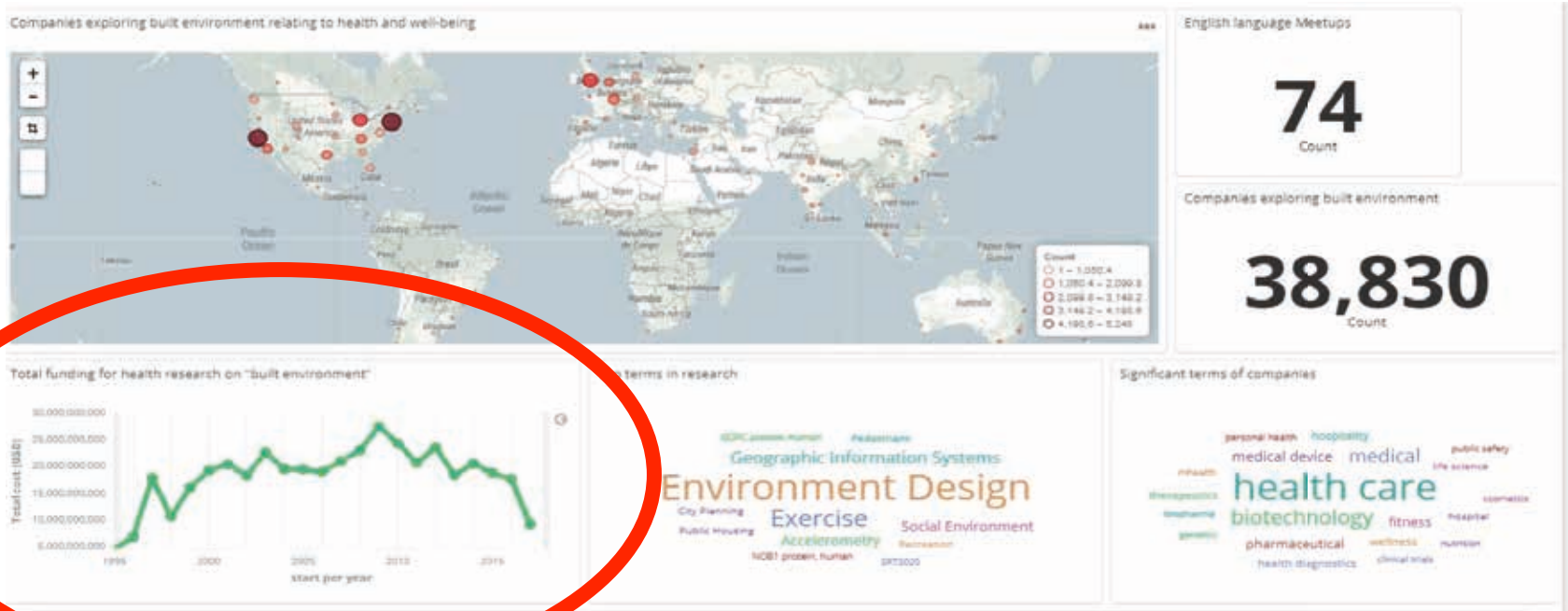
Social health – mobilising peer to peer and mutual support



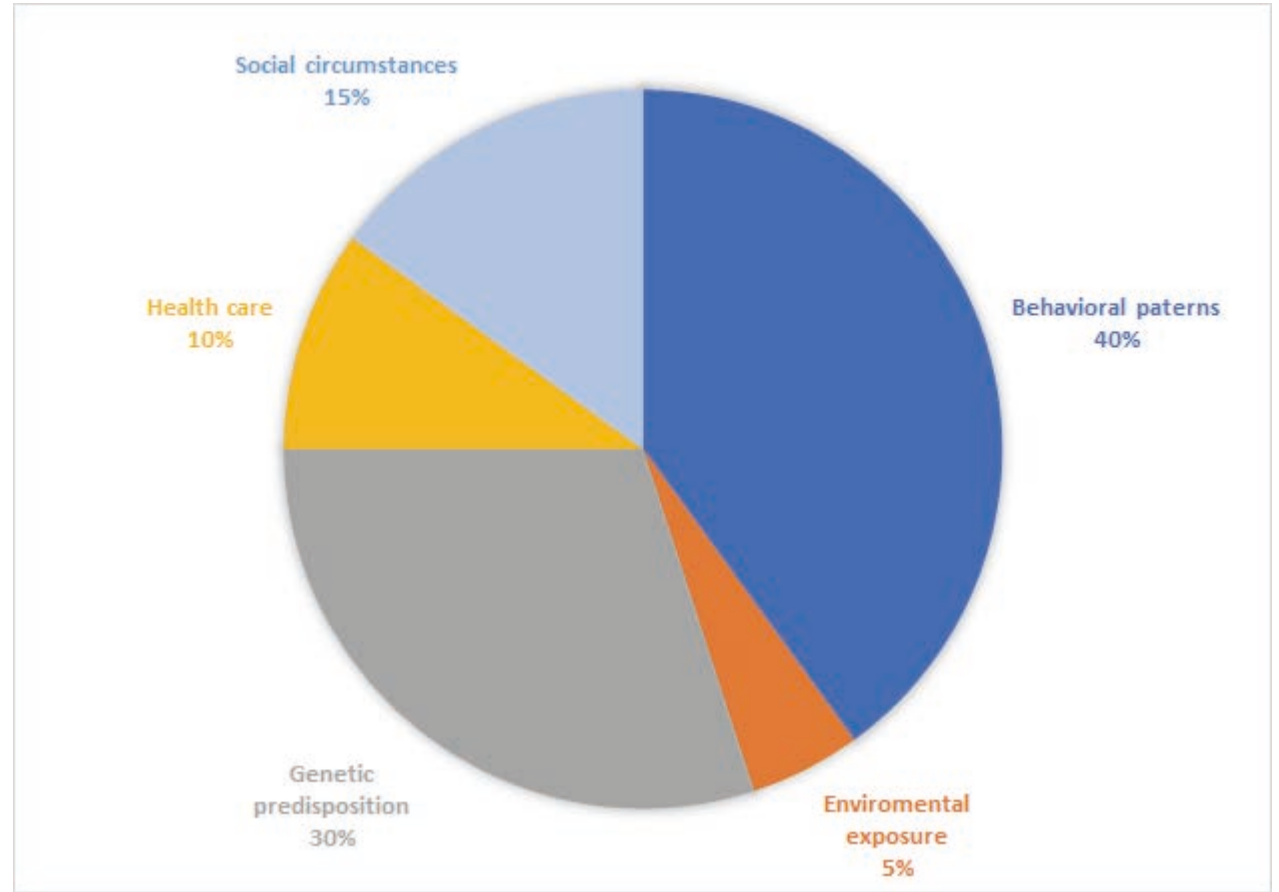
Innovation methods to help systems think and act as systems



Our Health Innovation Scanner will provide an overview of global research and innovation - eg on the boundary of health and architecture.



Proportional Contribution to Premature Death



Source: Robert Wood Johnson Foundation

Health spend

£8bn
prevention

£97bn
treatment
of disease

Health research

5.4%
prevention

90+%
biomedical
& health
services
research



**Clean air, safe water,
sewers, good housing, safe
roads, low crime ...**

150 years of urban design for health:

Philanthropic settlements – Bournville, Peabody etc.

Garden cities – early C20th

New Towns Act - 1946

Healthy New Towns 2010s



George Cadbury's model village of Bournville



Welwyn Garden City, Hertfordshire



Health and Mind Enhancing Environments (HEEs and MEEs)

Nature, light, control,
sociability, art ..

Enhancing pro-health
choices: walk, cycle,
eat ...

Reducing anti-health
influences

Blue and green

Friction and resistance

Technology and place



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GoodSAM

Smart phone activated community medics

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Health design and value



Public Value

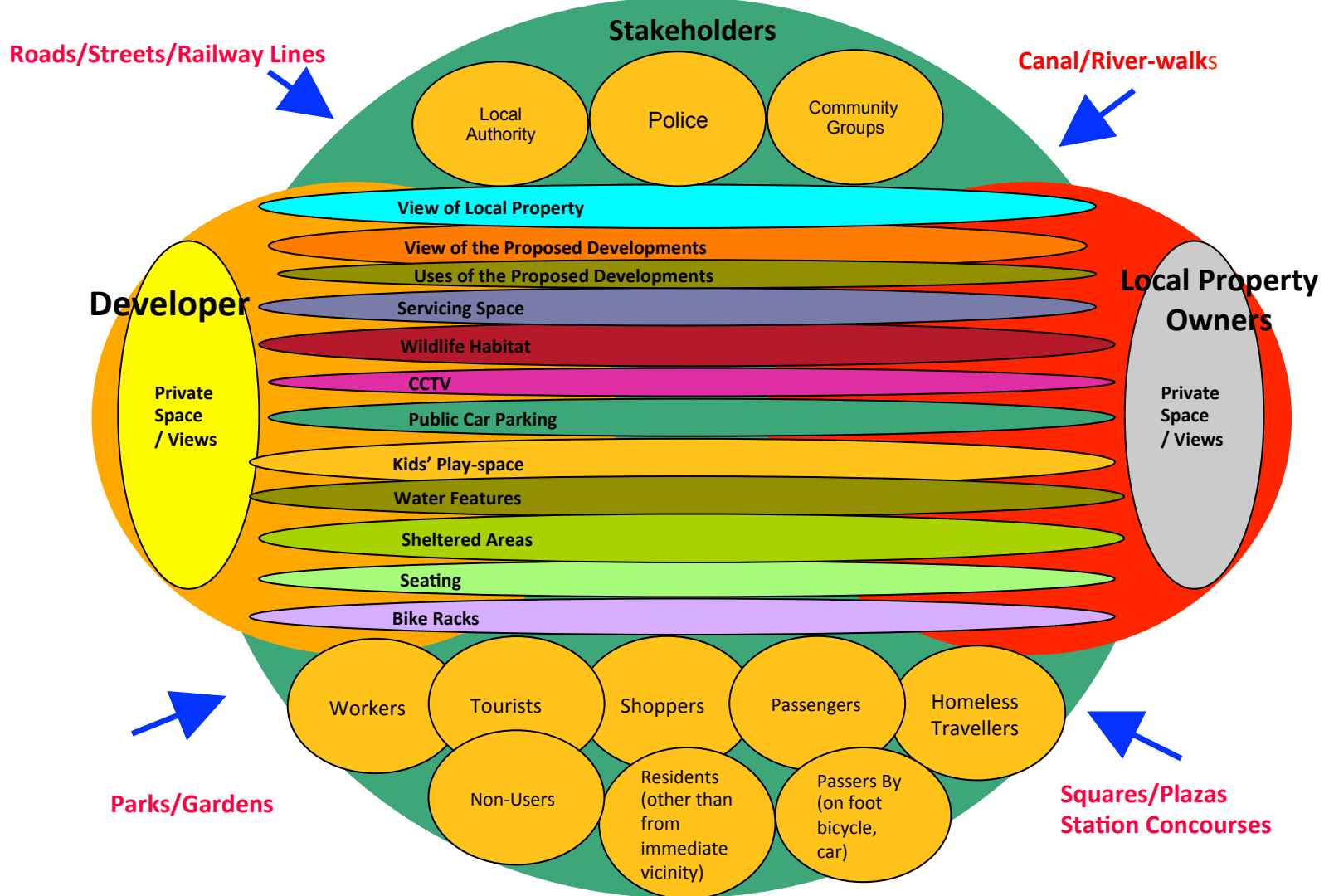
How can it be measured,
managed and grown?

Geoff Mulgan, Jonathan Breckon, Mariola Tarrega,
Hasan Bakhshi, John Davies, Halima Khan, Annie Finnis

May 2019

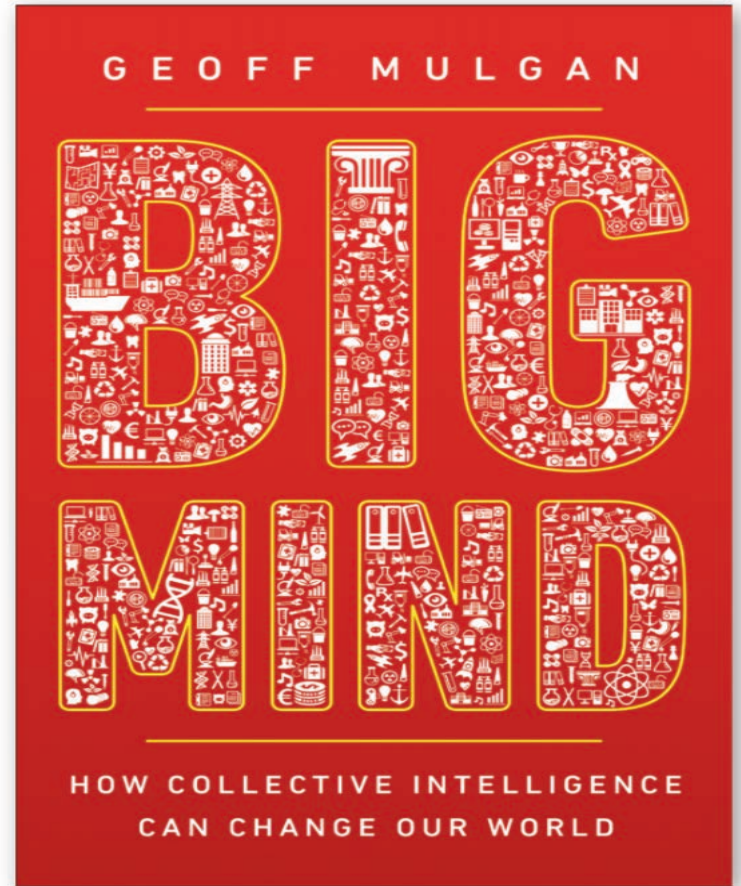
Value: broadening the focus

Not only...	But also...
Specific clinical outcomes	Wider health and wellbeing impacts
What the system values, e.g. cost and value for money indicators	What people and their communities value, i.e. the outcomes most important to them
Patient experience, i.e. what direct contact with services feels like	Wellbeing, e.g. quality of life; people feeling supported, in control, socially connected and independent
Immediate outcomes of a single service, e.g. success of a treatment	Outcomes over time of all the services and support a person or community may draw upon
Individual outcomes for the person	Equity in health and wellbeing, with greatest value achieved by targeting people and groups with greater need, lower health literacy, least access etc



Health design and happiness

Health design and collective intelligence

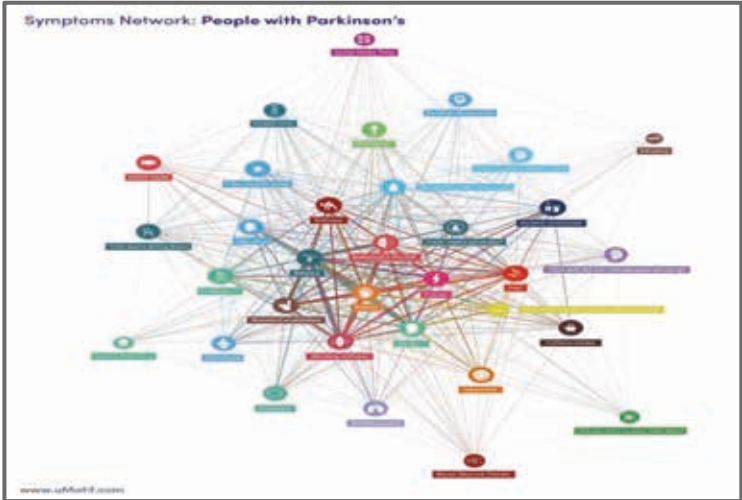


Observation and data
Live models of the world
Analysis and prediction
Memory
Motor coordination
Creativity
Judgement
Wisdom





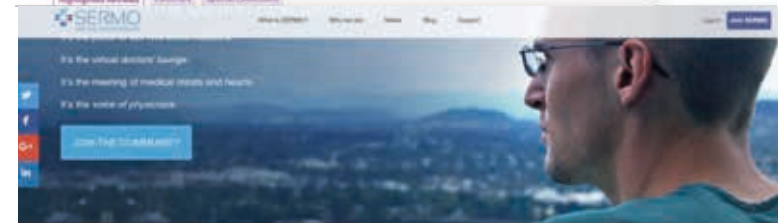
Collective intelligence today



Collective intelligence within the discipline – evidence, analytics, online communities of practitioners

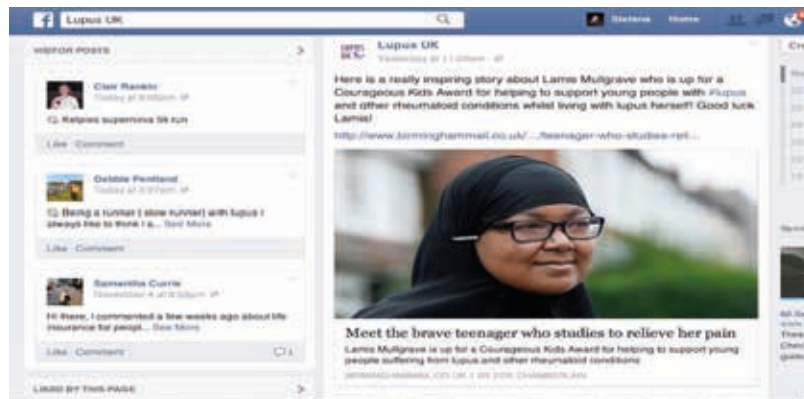


Combines the best of Evidence-Based Health Care, information technologies and a network of experts to provide a unique tool for people making decisions concerning clinical or health-policy questions.

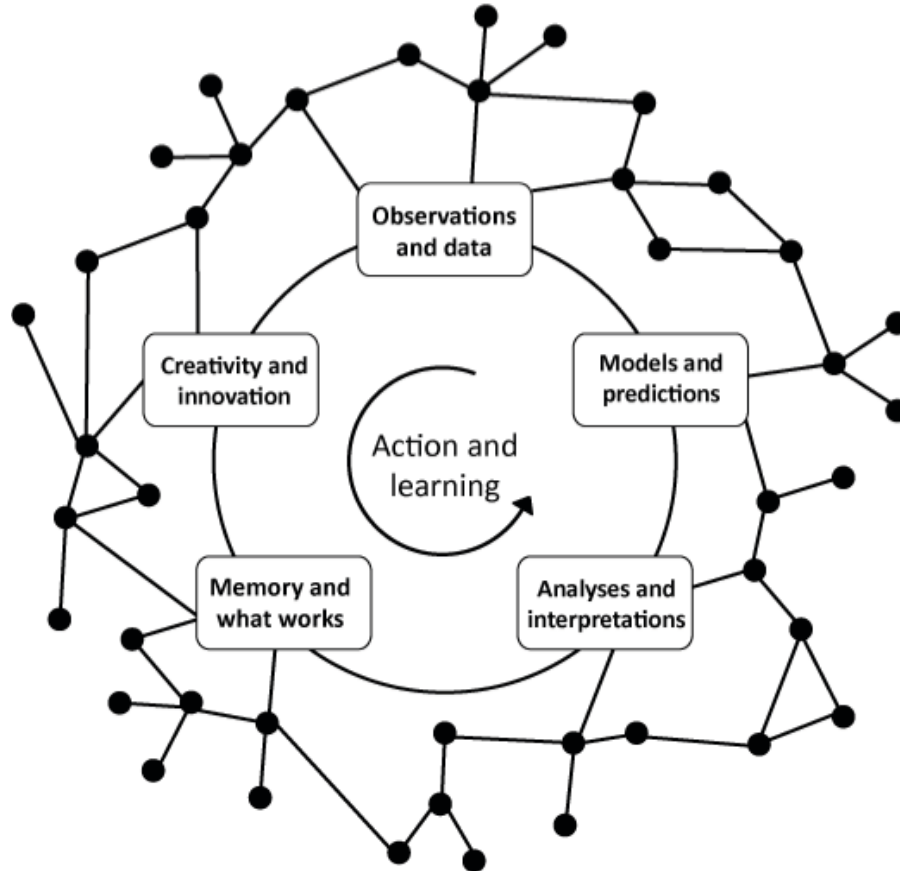


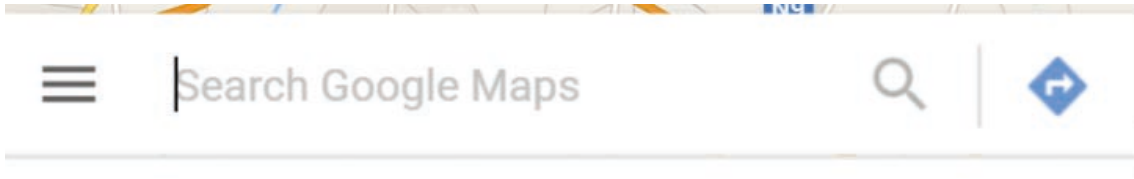
Why doctors love SERMO
"Being doctor-obsessed, very helpful with little of course, very interesting case reports and discussions... It's a form of collective intelligence that allows individuals to achieve more than they could on their own."

Collective intelligence with patients sharing experiential knowledge and synthetic research



Intelligence Assemblies





Google Maps =

Google

+ Where 2 Technologies

+ Keyhole

+ ZipDash

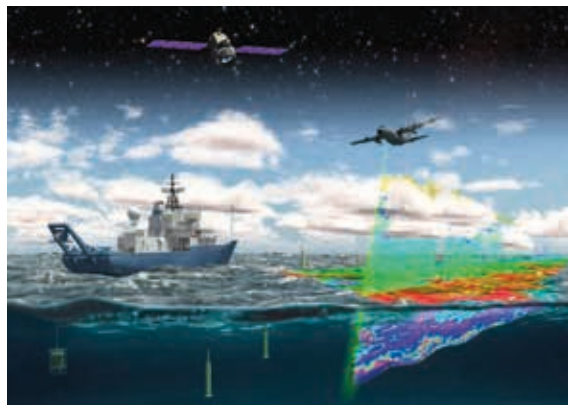
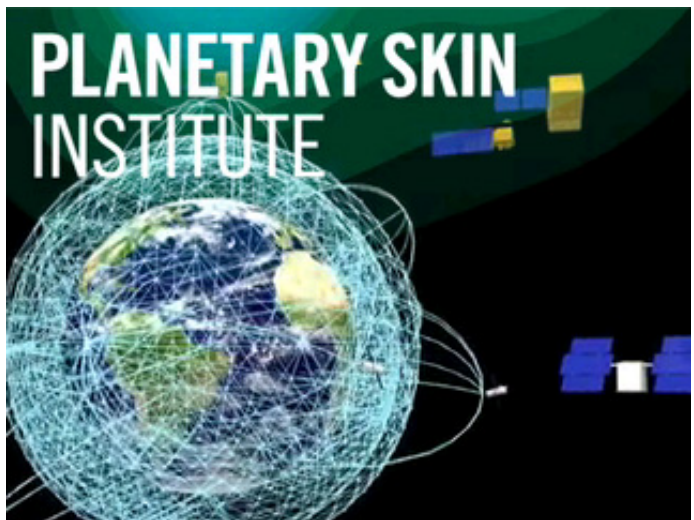
+ Google Maps API

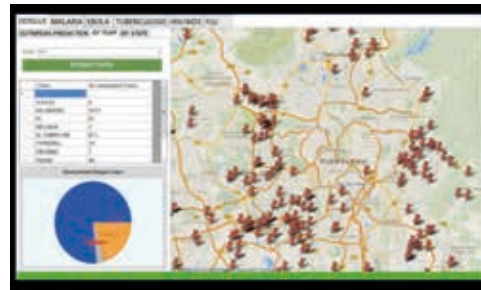
+ Vutool

+ iPhone loading

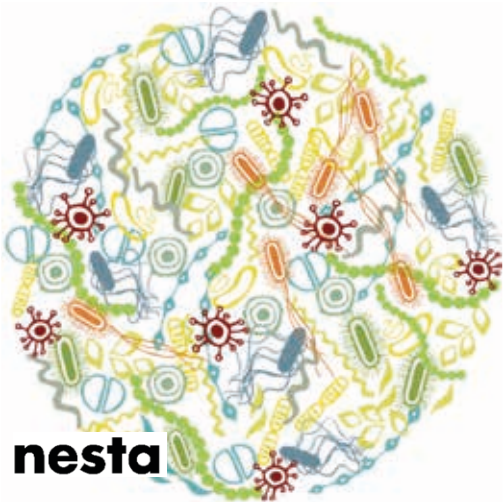
+ Google Map Maker....

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Epidemiology



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**DISEASE
OUTBREAK
PREDICTION**

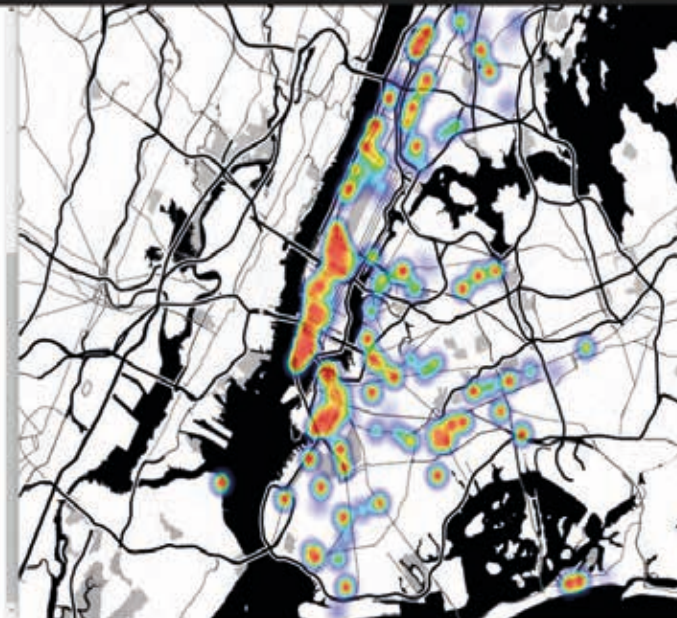
Machine Learning





PublM A P About Heatmap Panel Showing data for: **Viruses**

- Organism
- @None
 - @Archaea
 - @Euryarchaeota
 - @Bacteria
 - @Acidobacteria
 - @Actinobacteria
 - @Bacteroidetes
 - @Chlorobi
 - @Deinococcus Thermus
 - @Firmicutes
 - @Fusobacteria
 - @Proteobacteria
 - @Sporichaeles
 - @Thermotogae
 - @Eukaryota
 - @Ascomycota
 - @Basidiomycota
 - @Viruses



Stockholm



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UNDP Accelerator Labs

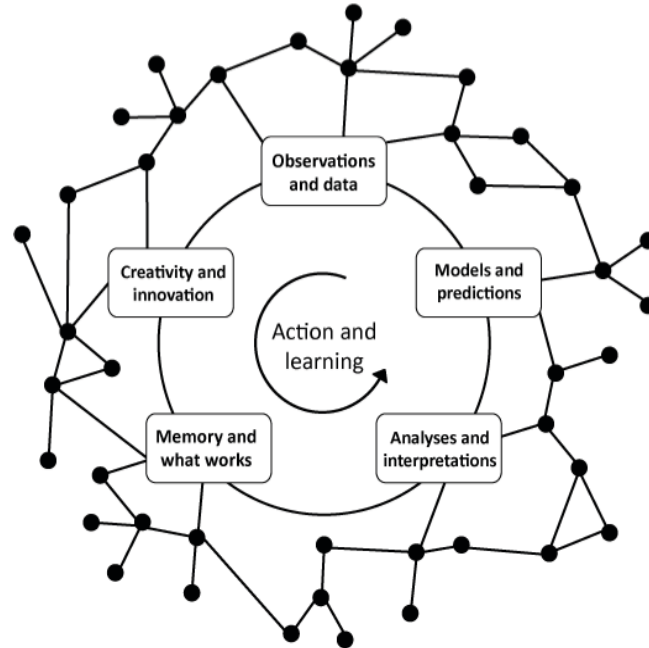
We're building the world's largest and fastest learning network around development challenges. We're hiring people who are curious, persistent, and deeply committed to social change.

What if you joined us?

[Who are we hiring?](#)

[Why are we doing this?](#)

What would a **health design** intelligence assembly look like?



Health design and research

Health research priorities

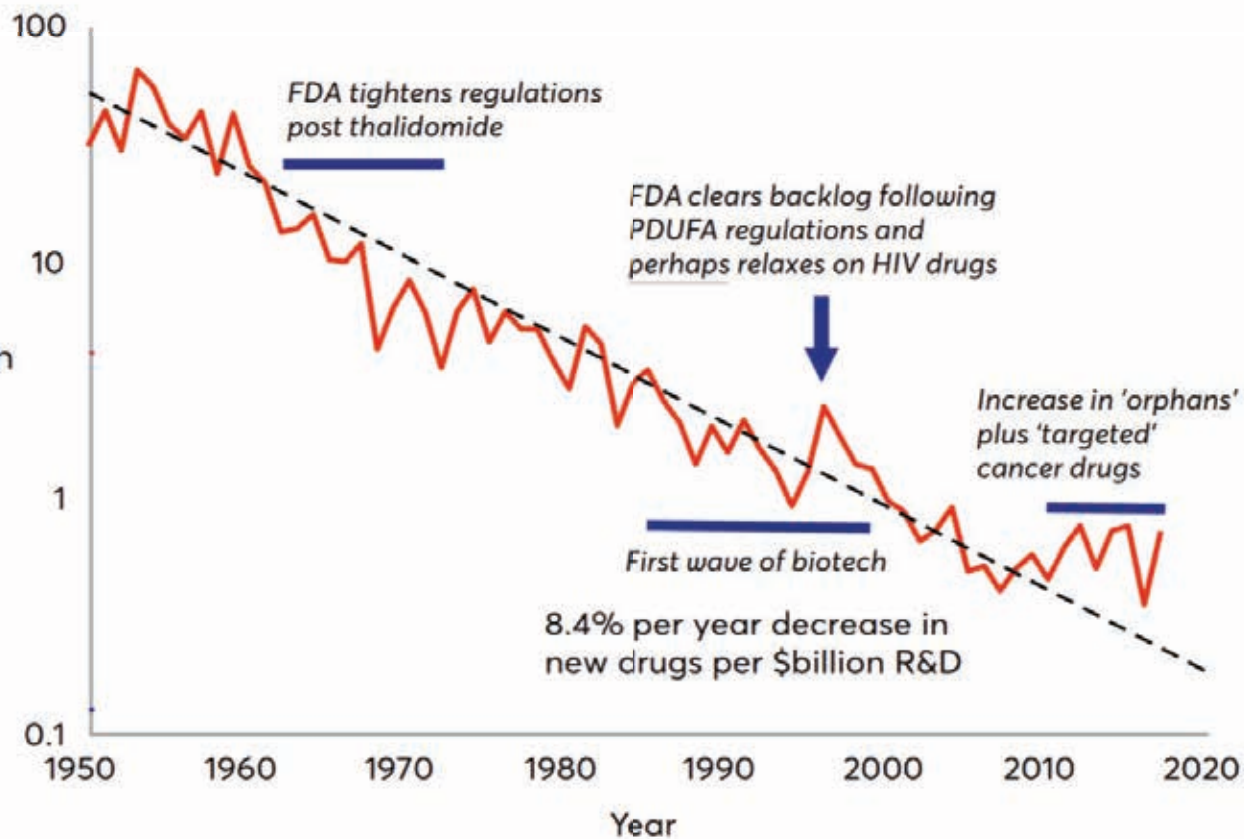
5.4% prevention

90+% biomedical &
health services
research

What priorities?



New drugs per \$billion R&D (log scale)



The Nightingale Centre



A new initiative to promote systematic research, experiment and action on the **behavioural, social** and **environmental** influences on health.



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