
WHISTech

Transforming Health & Wellbeing
Through Digital Innovation and AI

A Global Platform for 8 Billion People

"Technology alone does not transform health. People do, when they are equipped with the right tools, supported by trusted frameworks, and empowered within their communities."

— Gareth Presch, Founder & CEO, World Health Innovation Summit

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2026 · Values-Aligned Edition

Empowering every person to manage their own health and wellbeing

IWHIS CIC · Data never sold · Accessible to all

*Subject to change and updates.



Foreword: Technology as an Act of Justice

We are living through the most significant convergence of technology and human health in history. Artificial intelligence is detecting cancer before symptoms appear. Wearables are measuring stress in real time. Gene editing is rewriting the code of inherited disease. For the first time, it is genuinely possible to imagine a world where every person—regardless of where they were born or how much they earn—has access to personalized, proactive health tools.

Yet, technology alone does not transform health. People do—when they are equipped with the right tools, supported by trusted frameworks, and empowered within their communities.

For too long, healthcare has operated in a reactive, expensive "sick-care" model. The World Health Innovation Summit (WHIS) was founded to accelerate a shift toward proactive, preventive systems that improve wellbeing and reduce inequalities for future generations. As a trusted pioneer advising at the highest levels of global health and co-founding the Global Social Prescribing Alliance (GSPA), WHIS has always focused on what matters most: people.

WHISTech is the digital engine of this global movement.

One Ecosystem. One Global Platform.

WHISTech is not merely a product or an app; it is a philosophy made digital. It serves as the connective tissue linking our six transformative programmes into a single, unified digital infrastructure:

- WHISKids: Catching mental health problems early, when intervention is most powerful.
- WHISatWork: Transforming occupational health from surviving to thriving.
- WHISSeniors: Supporting healthy ageing with independence and dignity.
- WHISGreen: Quantifying and optimizing the critical balance between environmental and human health.
- GSPA: Scaling the human connections of social prescribing into a universal right.
- WHISTech: Providing the underlying AI, data governance, and secure infrastructure.

To deliver this, the platform unites five emerging technologies—Artificial Intelligence, Wearables, Genomics, Digital Twins, and Robotic-Assisted Care. But unlike traditional tech platforms, every single technology we deploy is strictly governed by internationally recognized ISO standards and evaluated first and foremost for its alignment with human dignity, equity, and universal accessibility.

The WHIS Decision Test

When building a platform designed to eventually reach 100 million people across 50 countries, trust is our only currency. Because WHIS is a registered Community Interest Company (CIC), our values are legally locked into our operating model, not just written on a page:

Three Non-Negotiables:

1. WHIS CIC retains full ownership of all WHISTech platform IP. The platform is built for all, owned by none other than the community interest it serves.
2. People's data is never sold, never monetized, and never used for advertising. This is a legal covenant embedded in our CIC structure.
3. The platform must be accessible to everyone, explicitly designed to function for the least-connected user on a low-bandwidth 2G network.

Foreword: Technology as an Act of Justice

Every project, solution, and strategy we deploy must first pass The WHIS Decision Test:

"When making decisions about new projects, solutions, services, strategies or models, we always ask: Is it in the best interest of society as a whole?"

A Commitment to Equity

True health innovation cannot exist without justice. When a child in rural Kenya gets the same quality of mental health support as a child in London because an AI-powered tool on a smartphone can screen, flag, and connect them to help, that is not just innovation. That is equity in action.

We invite you to read this white paper not simply as a technical roadmap, but as a shared commitment. We will build this future with honesty and integrity. We will protect people's data as if it were our own.

And through all of it, we will smile, and we will laugh, because this work is good for the heart, good for the soul, and good for our collective health.

"Our mission is nothing less than giving every single person on this planet the tools to understand, protect, and improve their own health. Not as an aspiration. As a commitment."

— Gareth Presch, CEO, World Health Innovation Summit (WHIS) & Global Social Prescribing Alliance (GSPA)



Our Values: The Foundation of Everything

WHISTech is not built on technology first. It is built on values first. Every platform decision, every governance choice, every line of code is filtered through one primary question — the same question WHIS has always asked:

The WHIS Decision Test

"When making decisions about new projects, solutions, services, strategies or models, we always ask: Is it in the best interest of society as a whole?" — WHIS Values

This is not a compliance statement. It is the operating system of WHIS. And it means WHISTech will always prioritise reaching more people over growing revenue, human connection over algorithmic efficiency, and community trust over platform scale.

The full WHIS values that govern WHISTech are:

We value each and every person we work with	We value patient safety and high quality care	We work with honesty and integrity
We are compassionate, caring and empathetic	We are committed to our communities	We are open-minded — no idea will be discarded
We value people's data and protect it as our own	We are accountable for our actions	We trust those who share our ethics and goals
We value balanced lives and a realistic pace	We share knowledge freely and expect it to be valued	And we have fun — we smile and we laugh

"Every section of this white paper is written with these values in view. Where a technology choice, commercial model, or governance decision conflicts with any of these values, the values win." Gareth Presch, Founder, CEO, World Health Innovation Summit

1. Executive Summary

WHISTech is the digital innovation and AI pillar of the World Health Innovation Summit (WHIS) — a registered Community Interest Company (CIC) whose mission is to give all 8 billion people on Earth the tools to manage their own health and wellbeing. WHISTech is the mechanism through which that mission is delivered digitally.

This document sets out the WHISTech strategic framework across six dimensions: values alignment, platform governance and IP ownership, operating and economic model, human-centred UI and workforce strategy, digital accessibility and inclusion, and global impact measurement. It covers all five WHIS programmes and the Global Social Prescribing Alliance (GSPA), and aligns all technology choices to internationally recognised ISO standards.

Three Non-Negotiables

1. WHIS CIC retains full ownership of all WHISTech platform IP. 2. People's data is never sold, never monetised, never used for advertising ever. 3. The platform must be accessible to everyone, including those with low connectivity, low literacy, and low income. Accessibility is a governance requirement, not a feature.



2. Vision, Mission & Values in Practice

2.1 Vision

A world where every person regardless of geography, income, language, or ability — has access to personalised, AI-enabled health tools that help them live longer, healthier, and more connected lives. Not as an aspiration. As a commitment.

2.2 Mission

WHISTech reaches more people — not scales a platform. The distinction matters. Every decision is grounded in community need, not growth metrics. This means:

- Building ethical, interoperable health platforms that are free to access for those who cannot pay
- Integrating emerging technologies across WHIS programmes to deliver measurable human impact
- Aligning all digital health solutions to ISO standards for safety, privacy, and quality
- Partnering with communities, governments, and health systems as collaborators — not customers
- Working at a pace that is realistic, practical, and sustainable for our people and partners

2.3 Values in Practice: What This Means for WHISTech

WHIS Value	WHISTech Application
We value each and every person	No person is a user segment or a data point. The platform is designed around individual dignity — every interaction, every interface, every algorithm serves a human being first.
We value people's data and protect it as our own	Data is never sold. Never monetised for advertising. Never shared without informed consent. This is legally embedded in the WHIS CIC governance structure, not merely a policy preference.
We are open-minded — no idea will be discarded	WHISTech uses open APIs and interoperable standards. No vendor lock-in. Future approaches, partners, and technologies must always be able to join the platform.
We are committed to our communities	The platform is built with communities, not for them. Co-design with link workers, patients, carers, and community health workers is a governance requirement, not an optional consultation.
We value balanced lives	WHISTech tools are designed to reduce burden on health workers, not increase it. Certification pathways are achievable. Interfaces are calm and clear. We do not build systems that create anxiety.
We have fun — we smile and we laugh	The platform must carry warmth, humanity, and joy — especially for WHISKids and WHISSeniors. Serious purpose does not require a serious face.

3. Platform Governance & IP Ownership

3.1 Who Owns the Platform

WHIS CIC owns all WHISTech platform IP in full the architecture, data standards, governance frameworks, outcome models, and brand. This ownership is non-transferable and is protected through the CIC legal structure, which prohibits asset-stripping or transfer of assets away from the community benefit purpose.

The platform is built for all but owned by none other than the community interest it serves. This is the legal expression of the WHIS value: "we are committed to our communities."

3.2 Licensing Architecture

WHISTech operates a tiered licence model that protects IP while enabling global access:

Tier	Who	Model
Community Access	Low-income countries, community groups, voluntary sector	Free access — cross-subsidised by commercial licence revenue. This is the values commitment made real.
Public Sector Licence	NHS bodies, government health agencies, national programmes	Subsidised SaaS licence. Platform IP remains with WHIS CIC. Data stays within national jurisdiction.
Commercial Licence	Private employers (WHISatWork), insurers, corporate partners	Full commercial SaaS licence. Revenue cross-subsidises community and public sector access.
Philanthropic / Grant	Foundations, DFIs, impact investors	Grant or blended finance for country-level deployment. No equity. No data rights. No commercial returns.

3.3 Sovereign Data Strategy

Data sovereignty is a governance principle, not a technical feature. WHISTech operates a federated architecture:

- Each country's health data remains within its own legal jurisdiction at all times
- WHIS CIC holds interoperability standards and anonymised aggregate insights only — never individual records
- Country-level WHIS affiliates operate the platform under a governance charter that legally binds them to the data covenant
- No data sharing across borders without explicit informed consent from both the individual and the relevant national authority

The Data Covenant

People's data given to us is protected as if it were our own. It is never sold. Never used for advertising. Never shared without consent. This is not a policy. It is a legal commitment embedded in the WHISCIC structure and in every affiliate licence agreement.

4. Economic Model — Prevention Economics Framework

WHISTech must be financially sustainable to fulfil its mission. But the economic model is built around stewardship of society's resources not returns for investors. The language is cost-avoidance, not ROI. The metric is lives improved per pound invested, not platform growth rate.

4.1 The Prevention Dividend

The economic case for WHISTech rests on a simple truth: preventing illness is dramatically cheaper than treating it. Every programme generates a measurable prevention dividend — money that health systems and employers do not have to spend because WHISTech helped people stay healthier for longer.

Programme	Intervention	Prevention Dividend	Evidence Base
WHISKids	Early mental health screening	£5–£8 saved per £1 invested in avoided adult system costs	Centre for Mental Health SROI evidence
WHISatWork	Workforce wellbeing & stress prevention	£3–£9 return per £1 invested in reduced absence and presenteeism	Deloitte Mental Health & Employers report
WHISSeniors	Falls prevention wearables	~£28,000 saved per avoided hospital admission (UK)	NHS England falls prevention evidence
GSPA	Social prescribing at scale	20–30% reduction in GP visits among referred patients	NASP / University of Westminster evidence

4.2 Cost Per Capita for Deployment

Based on comparable federated digital health platforms in middle-income country contexts, WHISTech estimates a deployment cost of \$2–\$8 per capita per year at scale, depending on

device penetration, digital infrastructure maturity, and local workforce capacity. This figure will be independently validated through pilot deployments in Year 1.

4.3 Outcome-Based Finance

The WHISKids SROI pilot establishes the methodology for outcome-based finance. WHISTech will pursue social impact bonds, development finance institution (DFI) funding, and blended finance structures across all programmes — structured so that financial return is contingent on verified health outcomes, not platform usage metrics.

The Prevention Economics Framework

A standalone Prevention Economics Framework document — aligned to ISO, WHO, SDG3, and peer-reviewed health economic evidence — is in development as the next deliverable. This is the document that converts a health minister's interest into a budget line, and a foundation's grant into a multi-year programme partnership.



5. The Human Layer — Workforce, UI & AI Governance

WHISTech is built on a belief shared with the GSPA AI Policy Paper: AI must augment human relationships, never replace them. Social prescribing works because of trust between people. The WHISTech platform must protect and strengthen that trust not quietly erode it through algorithmic efficiency.

5.1 Workforce Augmentation Strategy

The platform's role is to give human workers better information, more time, and less administrative burden — so they can invest more of themselves in the relationships that actually change lives. The platform surfaces recommendations; a trained human makes every decision.

- AI generates a suggestion, a confidence rating, and the reasoning behind it — then waits for human judgement
- Link workers and clinicians retain full authority to override any AI recommendation, without justification required
- Override patterns feed back into model improvement — human wisdom teaches the machine, not the other way around
- The interface must make human judgement feel empowered, never audited or second-guessed

5.2 Governance of Algorithmic Override

This is a critical safeguard. No clinician or link worker should ever feel that accepting an AI recommendation is the path of least resistance. The governance framework establishes:

- Override rights are unconditional — any certified worker may override at any time, for any reason
- Override data is never used to evaluate individual worker performance
- Aggregate override patterns are reviewed quarterly by an independent ethics panel
- Any algorithm that is overridden more than 30% of the time in a given context is automatically suspended for review

5.3 Certification Pathways for Digital Link Workers

WHIS Accreditations provides the framework. Three tiers of certification, each achievable without prior technical knowledge:

Level	Competencies	Audience
Level 1: Digital Health Literacy	Platform navigation, data privacy basics, digital safety, informed consent in digital contexts	All community and voluntary sector workers

Level	Competencies	Audience
Level 2: Certified Digital Link Worker	AI recommendation interpretation, override governance, outcome recording, safeguarding in digital settings	Social prescribing link workers and health coaches
Level 3: AI Governance Practitioner	Algorithmic bias review, ethics panel participation, community co-design facilitation, model oversight	Programme leads and senior practitioners

These credentials carry genuine market value — creating pull demand for training rather than imposing a compliance burden. In line with WHIS values, the training content is freely available; certification carries a modest fee that cross-subsidises access in lower-income contexts.



6. Digital Accessibility & Inclusion Strategy

Digital exclusion is not a problem to be solved after the platform is built. It is a governance requirement that must be embedded before a single line of code is written. WHISTech's commitment to reaching all 8 billion people is meaningless if the platform excludes the 3 billion who lack reliable internet, the 770 million adults who cannot read, or the billions using low-cost smartphones from 2018.

Accessibility as a Values Commitment

"We value each and every person we work with and come into contact with." — WHIS Values. This means the least connected, least literate, and least resourced person must be as central to the design process as the most connected. Accessibility is not a feature. It is the foundation.

6.1 Technical Accessibility Requirements

The following are minimum requirements — not aspirational targets — written into the WHISTech technical specification from day one:

Requirement	Specification
Offline-first architecture	Core functions must operate without internet connectivity and sync when connection is restored. This is a non-negotiable architectural decision that cannot be retrofitted cheaply.
Low-bandwidth operation	All core functions must operate on 2G connectivity. No feature requiring 4G or above is permitted in the core platform.
Device compatibility	Full functionality on Android devices from 2018 onwards. Maximum 50MB storage footprint for core application.
Voice AI for non-literate users	Voice-first interfaces in local languages — not translated English — for all core functions. Commissioned locally, not translated centrally.
WCAG 2.2 AA compliance	All interfaces meet Web Content Accessibility Guidelines for users with visual, auditory, motor, and cognitive impairments.
Multi-language support	Platform available in the 20 most spoken languages at launch, with a community translation model for additional languages.

6.2 Hardware Subsidy Model

Device access must not be a barrier to platform access. WHISTech will pursue a partnership model with device manufacturers and mobile network operators — structured through the GSPA country affiliate network — to ensure subsidised or donated device access in low-income contexts. This is consistent with WHIS's approach to non-monetary partnerships and the CIC mission.

6.3 Design Principle: Least-Connected User First

Every interface decision is tested against a single question: does this work for a community health worker in rural Uganda with three hours of training and a 2019 Android phone on a 2G connection? If the answer is no, the design is wrong — regardless of how elegant it looks on a London designer's laptop.



7. The Five Technologies — Values in Action

Each of the five emerging technologies deployed within WHISTech is assessed not only for its health impact potential, but for its alignment to WHIS values — particularly around accessibility, human dignity, data protection, and community benefit.

Technology 1: Artificial Intelligence & Machine Learning

AI is the platform's most powerful capability and its greatest responsibility. Used well, it reaches people earlier, more accurately, and at far greater scale than any human workforce alone could achieve. Used carelessly, it reproduces existing biases, excludes marginalised populations, and erodes the human trust that makes health interventions work.

Values Alignment

AI is never a replacement for a human relationship. It is a tool that helps human workers serve more people, more effectively. All AI models are audited for bias across gender, ethnicity, age, and socioeconomic status before deployment. AI decisions affecting individuals are always explainable in plain language.

ISO alignment: ISO/IEC 42001 (AI management), ISO/IEC 23894 (AI risk), ISO 13131:2021 (telehealth quality), ISO 82304-1:2023 (health software safety).

Technology 2: Wearable Health Monitoring

Wearables put real-time health insight into people's own hands — which is precisely the WHISTech mission. But wearables also create new risks: data generated continuously, often without the user fully understanding what is being collected or how it is used.

Values Alignment

Wearable data is owned by the individual, not the platform. Users can view, download, and delete all data held about them at any time. No wearable data is shared with employers, insurers, or third parties without explicit, revocable informed consent. Hardware subsidy models ensure wearable access is not limited to those who can afford premium devices.

ISO alignment: ISO 13485:2016 (medical device quality), ISO/IEC 25237:2017 (health data pseudonymisation), ISO/IEC 80601-2-77 (wearable oxygen monitoring).

Technology 3: Gene Editing & Genomics

Genomics offers the most personalised medicine imaginable — but also the most sensitive data imaginable. A person's genome is uniquely theirs, immutable, and has implications not just for them but for their entire family. WHISTech treats genomic data with the highest level of protection in the platform.

Values Alignment

Genomic data is subject to the strictest consent protocols on the platform. It is stored separately from all other health data, with access restricted to directly involved clinical teams. No genomic data is used for research without specific, separate, informed consent. Genomic tools are deployed in ways that increase access for underserved populations — not concentrate benefits among those already advantaged.

ISO alignment: ISO 15189:2022 (medical laboratory quality), ISO 20387:2018 (biobanking), ISO/IEC 25237:2017 (anonymisation).

Technology 4: Digital Twins

Digital twins allow health systems to model interventions before applying them — reducing harm, improving outcomes, and making better use of limited resources. At community level, they can model the health impact of policy decisions before those decisions affect real people.

Values Alignment

Digital twin models are built using data that individuals have consented to share. Individuals have the right to access their own digital twin, understand how it was built, and request its deletion. Community-level twins are built with and for communities — not used to make decisions about communities without their knowledge or participation.

ISO alignment: ISO 23247 (digital twin framework), ISO 82304-1:2023 (health software), ISO/IEC 27001:2022 (data security).

Technology 5: Robotic-Assisted Care

Care robots can extend human capacity —providing companionship, medication reminders, and physical assistance to people who would otherwise go without. But robots must never be deployed as a substitute for human care when human care is what the person needs and wants.

Values Alignment

Robotic tools are always offered alongside human care, never instead of it. Individuals and families retain the right to decline robotic assistance at any time. Robot interaction data is subject to the same data covenant as all other platform data. Therapeutic robots for children are co-designed with child development specialists, parents, and the children themselves.

ISO alignment: ISO 13482:2014 (personal care robot safety), ISO 10218 (robot safety), IEC 80601-2-77 (surgical robotics).



8. Global Prevention Outcomes Framework

Impact measurement is a value commitment as much as a strategic one. We value accountability for our actions and that means being willing to measure honestly, report transparently, and change course when the evidence demands it. The WHISTech Global Prevention Outcomes Framework is built on four pillars:

8.1 Programme-Level KPIs

Programme	Core KPIs
WHISKids	Reduction in crisis presentations; improvement in self-reported wellbeing scores (Warwick-Edinburgh); school attendance and exclusion rates; time from referral to first intervention
WHISatWork	Employee wellbeing index scores; sickness absence rates; presenteeism measures; employer-reported productivity; staff retention rates
WHISeniors	Falls rates and severity; hospital admission rates; loneliness index scores (UCLA Loneliness Scale); independent living duration; carer burden measures
WHISGreen	Air quality exposure hours; reported respiratory symptoms; community environmental wellbeing index; carbon footprint per capita linked to health outcomes
GSPA	Social prescriptions completed; GP visit reduction rates; Patient Activation Measure (PAM) scores; link worker caseload and satisfaction; community asset utilisation rates

8.2 Unified Global Wellbeing Index

A single composite score adapted from the WHO WHOQOL framework and ONS wellbeing measures will allow cross-border comparison while accounting for local baseline differences. This is methodologically complex and will be developed in partnership with academic institutions already engaged with WHIS, with independent peer review before adoption.

8.3 SDG3 Alignment

Every outcome metric maps explicitly to a SDG3 target. This alignment is what unlocks UN system funding, development finance institution interest, and long-term government commitment. The mapping is not retrospective SDG3 targets are embedded in KPI design from the outset.

8.4 Longitudinal Data Model & Independent Validation

A minimum five-year data commitment per population cohort, with independent academic validation partnerships. WHIS Kids SROI methodology provides the foundation. Independent validation is not optional; it is what converts programme data into policy evidence, and policy evidence into sustained funding. We value honesty and accountability; that means our own impact data must be independently scrutinised.

Global Prevention Outcomes Framework

A standalone Global Prevention Outcomes Framework document aligned to ISO, WHO, SDG3, and cost-avoidance metrics will be published alongside the Prevention Economics Framework as the second major WHISTech strategic deliverable. Together, these two documents form the evidence infrastructure that makes WHISTech fundable, scalable, and credible at the highest levels of global health policy.

9. WHIS Programmes — Values, Technology & ISO Alignment

Programme	Values Expression	WHISTech Role	Key ISO Standards
WHISKids	Every child valued. No idea discarded. Joy is built in.	AI mental health screening; gamified wellbeing tools; safeguarded youth data	ISO 13131, ISO/IEC 27001, ISO 82304-1
WHISatWork	Balanced lives. People before productivity metrics.	Wearable stress monitoring; burnout prediction; wellbeing dashboards	ISO 45003, ISO 45001, ISO 13485
WHISSeniors	Every older person valued. Ageing with dignity.	Falls detection wearables; AI frailty assessment; social connection tools	ISO 13482, ISO 13131, ISO/IEC 25237
WHISGreen	Community and planet in balance. Long-term thinking.	IoT environmental monitoring; AI waste optimisation; health-environment linkage	ISO 14001, ISO 50001, ISO 14064
WHISTech	Open-minded. Interoperable. No vendor lock-in.	Platform infrastructure, AI engine, data governance across all programmes	ISO/IEC 27001, ISO 82304-1, ISO/IEC 42001
GSPA	Human trust at the centre. AI augments, never replaces.	Digital social prescribing; outcome measurement; cross-border interoperability	ISO 9001, ISO 13131, ISO/IEC 25237

10. Conclusion — Values Make the Difference

There are many health technology platforms in the world. Most are built on the premise that better technology produces better health outcomes. WHISTech is built on a different premise: that better values produce better health outcomes, and technology is one of the tools through which values are expressed.

The difference is not semantic. A platform built on growth metrics will eventually compromise on data privacy when the commercial pressure is sufficient. A platform built on the legal commitment that data is protected as if it were our own will not because the values are embedded in the structure, not the strategy.

A platform built to scale will eventually deprioritise the least-connected user when resource constraints bite. A platform built on the commitment that every person is valued by the community health worker in Uganda as much as the GP in Birmingham will design for both from the very beginning.

WHISTech chooses the harder path because WHIS values demand it. And because the harder path is the only one that leads to a world where all 8 billion people genuinely have the tools to manage their own health and wellbeing.

The WHIS Commitment

We will build WHISTech with honesty and integrity. We will protect people's data as if it were our own. We will be accountable when we make mistakes. We will never stop asking: is this in the best interest of society as a whole? And through all of it — we will smile, and we will laugh, because this is good for the heart, the soul, and good for our health.

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The WHIS Commitment

We do not sell data. We do not monetise people.

We build technology that serves communities first.

IP is owned by WHIS CIC — always.

The difference is not semantic.