WORLD HEALTH INNOVATION SUMMIT CIC

Global Social Prescribing Alliance (GSPA)

The Future Trends of Value-Based Healthcare

A WHIS & GSPA Report | 2026

Transforming Health Through Prevention, Social Prescribing & Innovation

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World Health Innovation Summit CIC (2026).

The Future Trends of Value-Based Healthcare: A WHIS & GSPA Report. www.whis.world

Foreword

Value-based healthcare the principle that health systems should be organised around outcomes that matter to people, not the volume of services delivered has moved from aspiration to urgent necessity. Across health economics research, corporate sustainability reporting, and community health innovation, the same insight is emerging: health value must be defined more broadly, measured more rigorously, and delivered more equitably than it has been in the past.

World Health Innovation Summit CIC and the Global Social Prescribing Alliance have been building the practical infrastructure for whole-health delivery This report places that work in the context of the global trends now converging to reshape healthcare.

We offer this report as a contribution to the conversation and as an invitation to policymakers, health system leaders, investors, corporations, and communities to join us in building the future of value-based healthcare together.

Gareth Presch ***CEO & Founder, World Health Innovation Summit CIC***

CEO, Global Social Prescribing Alliance

Executive Summary

This report presents eleven defining trends shaping the future of value-based healthcare, named in WHIS and GSPA's own language: Technology That Serves People; Proof That Prevention Works; Paying for Outcomes, Not Appointments; Invest Upstream or Pay Downstream; Community Is the Innovation; Health Starts With a Conversation; Evidence for Everyone; Assess the Full Value of Health; Measure What Makes Life Worth Living; Digital Tools, Human Connections; and Finance the Future of Prevention. Together they map the direction of travel for health systems, investors, and communities worldwide.

30+	5	5	11
CountriesActive	WHIS Programmes	GSPA Resources	Defining Trends

Social prescribing sits at the intersection of all eleven trends. It generates real-world evidence; delivers value-based outcomes; amplifies patient and community centricity; applies digital innovation responsibly; measures whole-health value; and is now directly fundable through outcome-based payment models and social impact bonds. Every WHIS programme and every GSPA resource contributes to this agenda together representing one of the most comprehensive, evidence-based, and scalable community health ecosystems in the world.

About World Health Innovation Summit CIC and GSPA

The World Health Innovation Summit (WHIS) is a Community Interest Company registered in England and Wales, and the world's largest global health innovation platform, active in over 30 countries. WHIS drives the shift from reactive sick-care to proactive, preventive health systems through global summits, strategic advisory, and community programmes. Contact: info@whis.world | www.whis.world

The Global Social Prescribing Alliance (GSPA), launched by the UK Secretary of State for Health and Social Care in 2021, is the world's leading international body advancing social prescribing as a cornerstone of preventive, people-centred healthcare across 30+ countries. Social prescribing connects individuals to non-clinical community activities and services arts, nature, volunteering, peer support addressing the wider determinants of health that clinical care alone cannot reach.

"WHIS and the Global Social Prescribing Alliance with partners are creating a sustainable health model, improving wellbeing while generating meaningful jobs at scale." Gareth Presch, CEO, GSPA, Founder, WHIS

"We have recognised for many years that whilst medicine and modern healthcare is one of our greatest assets as humanity, we also need to acknowledge that health does not start in a hospital. We know that social factors represent the biggest challenges for the future in creating a healthy world and social problems need a social not a biomedical solution."
James Sanderson, Chair, Global Social Prescribing Alliance

WHIS Programmes

World Health Innovation Summit CIC delivers five flagship programmes, each targeting a distinct population and life stage. Together they form a comprehensive, whole-life approach to preventive health from childhood through working life, into older age, and across the environmental systems that underpin human wellbeing. All programmes are ISO policy-aligned, community-centred, and designed to generate measurable social value at scale. (Source: www.whis.world)

WHISKids *From Surviving to Thriving — Children & Young People*

Globally, 1 in 7 young people (10–19 years) experiences a mental disorder (WHO), and suicide is the 4th leading cause of death among 15–29 year olds. WHISKids delivers community-based, school-linked mental health programmes, early intervention, peer support, and resilience-building reaching young people before crisis point and empowering them to manage their own mental and emotional wellbeing.

WHISatWork *From Surviving to Thriving — Workforce Wellbeing*

Poor workforce mental health costs economies billions in lost productivity every year. WHISatWork delivers evidence-based preventive health strategies and stress management programmes that reduce sickness absence, improve productivity, and build cultures of health and belonging transforming organisations and their people from surviving to genuinely thriving.

WHISSeniors *Turning Ageing Into Opportunity — Healthy Ageing*

WHISSeniors supports healthy ageing through falls prevention, social connection, and community-based care reducing avoidable hospital admissions, loneliness, and frailty while building purpose, dignity, and independence in later life. Co-designed with older adults and their communities, WHISSeniors turns ageing into an opportunity for contribution, connection, and continued flourishing.

WHISGreen *Restoring Balance — Environment & Human Health*

Environmental health and human health are inseparable and both are under unprecedented pressure. WHISGreen addresses ecological determinants of wellbeing at community level through energy, water, and waste innovation. Ecological restoration is investment in long-term population health, and WHISGreen is building the evidence and the practice that makes this case globally.

WHISTech *Transforming Health — Digital Innovation & AI*

WHISTech develops digital health tools that extend the reach of community health without replacing its human core. The WHIS Health and Wellbeing App (in pilot) offers personalised activities for all ages, community connection, social prescribing resources, and progress tracking. All WHISTech tools are ISO policy-aligned, equity-focused, and governed by the GSPA's published AI framework.

"To treat a patient after they have become sick," says the Yellow Emperor's Classic of Traditional Chinese Medicine, "is like beginning to dig a well after one is already thirsty." The World Health Innovation Summit and Global Social Prescribing Alliance are building global reservoirs to irrigate a world parched for preventive medicine, offering functional pipelines of meaningful purpose and well being so that current and future generations can not just survive but truly thrive."

Sheva Carr
CEO, Executive Director Heart Ambassadors
Fyera! The Fyera Foundation, Sunflower SunPower Kids, Operation Big Sister
Co-Director HeartMath Healthcare and Co-VP of UN Peace Messenger Pathways To Peace

GSPA Key Resources

The Global Social Prescribing Alliance has developed flagship resources that together provide the evidence, methodology, workforce, technology governance, investment case, and next-generation engagement infrastructure for social prescribing at scale. These resources are freely available and actively used by governments, health systems, practitioners, researchers, and students across 30+ countries.
(Source: www.whis.world/gspa)

1. **Global Playbook for Social Prescribing**
   International standards, implementation models, and evidence frameworks for social prescribing across 30+ countries. Used by governments and health systems worldwide.
   www.whis.world/gspa

2. **Global Social Prescribing Alliance Evaluation**
   GSPA can support measuring, analysing, and reporting social prescribing outcomes enabling comparable, transparent evidence generation at programme level.
   www.whis.world/gspa

3. **Artificial Intelligence in Digital Health and Social Prescribing (2026)**
   GSPA's definitive guidance on responsibleAI integration within socialprescribing and community health pathways, ensuring technology serves human relationships, not replaces them.
   www.whis.world/gspa

4. **Global Social Prescribing Workforce Development & Opportunities (2026)**
   Frameworks for training, growing, and sustaining the global social prescribing workforce from link workers to strategic leaders across diverse health system contexts.
   www.whis.world/gspa

5. **Prevention as an Investable Asset Class**
   Building Health, Wealth,and Sustainable Systems. The economic and investment case for social prescribing and preventive community health, with monetised evidence of return on investment.
   www.whis.world/gspa

6. **Global Social Prescribing Alliance Student Movement Playbook 2026**
   Engaging students andearly-career healthprofessionals worldwidein socialprescribing building the evidence base, the workforce, and the policy environment for the next generation.
   www.whis.world/gspa

“Social prescribing shifts the focus from "What is the matter with you?" to "What matters to you and your family?" By integrating clinical care with tailored community support, we can finally address the root social causes of poor health and achieve better outcomes for individuals while creating sustainable value for the whole health and social care system.”
Patricia Welch Saleeby, Social Worker, WHIS USA

Types of Social Prescribing

Social prescribing is not a single intervention it is a personalised approach that draws on a rich ecosystem of community activities and support, chosen by and with the individual. GSPA recognises eight principal types, each addressing different dimensions of whole-health wellbeing. The type used is always determined by the person themselves, in conversation with their link worker making social prescribing genuinely person-centred by design.

Green Social Prescribing Community gardening, nature walks, forest bathing, outdoor conservation.	**Blue Social Prescribing** Wild swimming, coastal walks, river mindfulness, water-based activities.
Arts & Culture Art classes, music therapy, theatre, creative writing, museum visits.	**Physical Activity** Walking groups, yoga, swimming, dance, sports, tailored exercise.
Social & Community Friendship clubs, volunteering, peer support, community belonging.	**Mental Health & Wellbeing** Mindfulness, meditation, resilience workshops, non-clinical support.
Work & Skills Job clubs, mentoring, skills workshops, confidence-building, purpose.	**Practical Support** Housing advice, debt support, food access, transport, daily life help.

Social Prescribing in Practice

A link worker a trained community health professional sits at the heart of social prescribing. They take time to get to know the person, understand their goals and challenges, and connect them with activities, groups, and services that match their individual needs and interests.

Social prescribing is available through GSPA's network across 30+ countries. To find out more or connect with a local programme: info@whis.world | www.whis.world/gspa

"The future of value-based healthcare will be decided in communities, not clinics. Social prescribing and community activation are not peripheral to health systems they are their foundation. The Sociedade Portuguesa de Literacia em Saúde has demonstrated this through an integrated, interdisciplinary model that brings together health, education, social sciences, communication, and public policy to generate real impact. Through programmes in health literacy, community activation, citizen engagement, youth participation, and wellbeing promotion, SPLS builds the bridges between people, services, and institutions that no clinical intervention can build alone. This is what paying for outcomes looks like in practice: empowered communities, informed citizens, resilient societies and health systems that finally work for everyone."

Cristina Vaz de Almeida President, Sociedade Portuguesa de Literacia em Saúde (SPLS)

WHIS: A Living Lab for the Future of Value-Based Healthcare

The future of value-based healthcare is not a theoretical proposition for WHIS and GSPA it is something we have been building, testing, and demonstrating in practice for years. Through our global summits, community programmes, and cross-sector partnerships across 30+ countries, WHIS functions as a living laboratory for the very trends this report describes. We don't just advocate for a more preventive, community-centred, outcome-focused health system. We run one.

Every WHIS summit is a proof of concept: bringing together policymakers, clinicians, investors, innovators, and community leaders to co-create solutions, share evidence, and forge partnerships that translate into action on the ground. GSPA summits have directly informed national social prescribing policies, shaped international health frameworks, and connected communities in Ireland, the UK, India, the USA, Italy, Portugal, Argentina, and beyond with the tools, resources, and networks they need to scale social prescribing in their own contexts.

Our programmes are not pilots awaiting scale they are operating systems for community health that are already running at scale. WHISKids, WHISatWork, WHISSeniors, WHISGreen, and WHISTech are each generating real-world evidence, demonstrating return on investment, and building the workforce and the infrastructure that the eleven trends in this report require. WHIS is not watching the future of value-based healthcare arrive we are helping to build it.

What WHIS Has Demonstrated Through Its Summits and Programmes

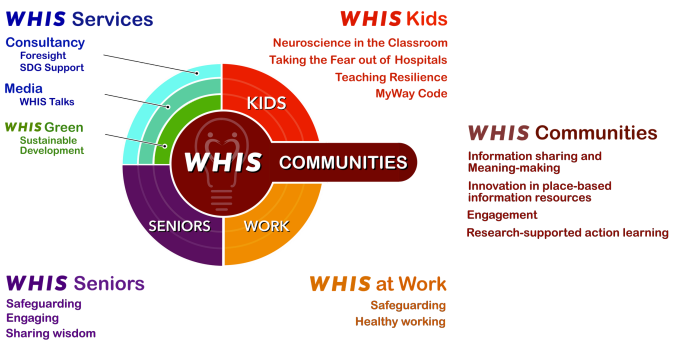
Prevention works and is measurable: WHIS and GSPA have demonstrated across multiple countries and contexts that community-based preventive health generates quantifiable improvements in wellbeing, reductions in avoidable healthcare use, and positive return on investment.

Cross-sector collaboration is the engine of health innovation: WHIS summits have brought together health systems, governments, corporations, investors, and communities demonstrating that the most powerful health solutions emerge at the intersections between sectors, not within any single one.

Social prescribing scales: Through GSPA's 30+ country network, WHIS has demonstrated that social prescribing is not a UK-specific phenomenon but a globally applicable model that adapts to diverse cultural, health system, and resource contexts while maintaining its essential human-centred character.

Outcome-based accountability is achievable: The WHIS programmes,
has demonstrated that community health interventions can be measured, compared, and evaluated to the standard that commissioners, investors, and HTA bodies require.

The convergence of health economics, corporate impact accounting, and community health innovation that this report describes is not happening in the abstract it is happening at WHIS summits, in GSPA working groups, in the communities where our programmes operate, and in the boardrooms of the corporations now adopting social value frameworks that speak the same language as our Evaluation Toolkit and Prevention investment case. WHIS is the living lab where the future of value-based healthcare is already being proven.



Corporate Partnership: The VBA Connection

Major corporations including Volkswagen, Michelin, Kirchhoff, and ZF through the Value Balancing Alliance's Social Value of Mobility framework (2026) are now monetising quality of life, economic enablement, and health outcomes across their value chains. This is the language WHIS and GSPA have always spoken.

WHIS summits have already convened corporate leaders alongside health system innovators demonstrating that the living lab works across sectors. The next step is formalising these partnerships through joint community programmes, shared social value measurement, and co-investment in outcome-based health initiatives. Contact info@whis.world to begin the conversation.

"The old system treats symptoms. The new one designs for thriving. The shift from 'patient' to 'person' from 'treatment' to 'health-ing' is not a trend. It is an evolution. And it is long overdue."

Ushma Issar Co-Founder & CEO, Rypple,
Global Lead for Volunteer Engagement,
World Health Innovation Summit CIC

Eleven Defining Trends: A WHIS & GSPA Perspective

The following presents eleven defining trends shaping the future of value-based healthcare. Each is named in WHIS and GSPA's own language because these are not academic categories but lived realities that our programmes, resources, and summits are already addressing. Community health is not waiting for the future. It is building it.

TREND #1

Technology That Serves People

Responsible Innovation at the Heart of Community Health

Artificial intelligence is reshaping every dimension of healthcare from systematic evidence synthesis to clinical decision support, predictive analytics, and personalised health guidance. For WHIS and GSPA, the central question is not whether to embrace AI but how to do so responsibly, equitably, and in ways that strengthen rather than erode the human relationships at the heart of social prescribing.

WHISTech is driving WHIS's AI agenda, developing tools that support link workers in identifying need earlier, connecting individuals with relevant community resources, and tracking outcomes over time. The GSPA resource **Artificial Intelligence in Digital Health and Social Prescribing (2026)** provides the definitive governance framework for responsible AI integration in community health covering data ethics, algorithmic bias, equity safeguards, and the irreplaceable role of human judgement.

WHISKids is exploring AI-enabled early mental health identification for children and young people, using technology to connect young people with community-based support before crisis point. Globally, one in seven young people aged 10–19 experiences a mental disorder (WHO), and the majority never receive any support. AI has the potential to transform early identification but only within trusted community frameworks that prioritise the child's wellbeing.

The WHIS Health and Wellbeing App demonstrates what responsible AI looks like in practice: personalised, community-connected, human-centred, and built to extend the reach of social prescribing rather than replace it. WHIS and GSPA call on health technology assessment bodies and policymakers to develop AI governance frameworks that encompass community health interventions alongside pharmaceutical technologies.

TREND #2

Proof That Prevention Works

Social Prescribing as Evidence in Action

Real-world evidence is the foundation upon which the case for social prescribing is built and WHIS and GSPA are committed to generating, publishing, and sharing it at the highest standards. Every link worker encounter, every community referral, and every patient-reported outcome is a data point about what helps people thrive beyond the clinic.

The **Global Playbook for Social Prescribing** sets out implementation models and evidence standards enabling comparable data collection across the GSPA's 30+ country network.

7 steps to develop good social prescribing and the 4 zones of social prescribing (Arts, Nature, Physical Activity, Practice Help and Knowledge).

WHISatWork, **WHISSeniors**, and **WHISKids** each generate programme-level real-world data on workforce wellbeing, healthy ageing, and children's mental health respectively. This data is the evidence that commissioners, policymakers, and investors need to make the case for scaling social prescribing within health systems and beyond.

TREND #3

Paying for Outcomes, Not Appointments

Social Prescribing as Value-Based Healthcare in Action

Value-based healthcare aligning financial incentives with outcomes that matter to patients and communities, rather than the volume of services delivered is the organising principle of healthcare reform worldwide. Social prescribing embodies this principle more completely than almost any other health intervention: it begins with the person's goals; is evaluated by outcomes that matter to the individual; and delivers measurable improvements in wellbeing at a fraction of the cost of many pharmaceutical and procedural interventions.

The GSPA resource **Prevention as an Investable Asset Class — Building Health, Wealth, and Sustainable Systems (2026)** makes the comprehensive economic case: social prescribing delivers measurable return on investment for health systems, employers, and communities.

WHISatWork (From Surviving to Thriving) demonstrates value-based healthcare in the workplace, reducing sickness absence and improving productivity. **WHISSeniors** (Turning Ageing Into Opportunity) reduces falls, loneliness, and avoidable hospital admissions. Major corporations are now applying the same value-based logic to their products and services monetising quality of life, economic activity, and health outcomes across their entire value chains. WHIS and GSPA call for value-based healthcare frameworks to explicitly include non-clinical, community-based interventions.

TREND #4

Invest Upstream or Pay Downstream

Prevention as the Most Cost-Effective Medicine

Healthcare affordability is one of the defining challenges of our time and the debate is far broader than pharmaceutical pricing. The full cost of preventable ill health encompasses lost productivity, social care expenditure, emergency admissions, and the profound personal costs of conditions that upstream interventions could address. Investing in prevention is not a cost it is the most cost-effective strategy available to health systems under pressure.

WHISatWork addresses the economic productivity cost of poor workforce mental health. **WHISSeniors** reduces the healthcare and social care costs of preventable falls and loss of independence. **WHISKids** addresses the lifetime cost trajectory of childhood mental health conditions left unaddressed. **WHISGreen** builds the evidence that ecological restoration is investment in long-term population wellbeing.

TREND #5

Community Is the Innovation

Community Health as the Innovation Frontier

Innovation in healthcare is too often defined narrowly as new pharmaceutical compounds or medical devices. This systematically undervalues the most scalable and equitable innovations available: those that address upstream social, environmental, and behavioural determinants of health at community level.

Social prescribing is a health innovation of the first order systematically designed, internationally scaled, and evidence-generating across 30+ countries within a single decade. The **Global Playbook for Social Prescribing** is the innovation infrastructure that makes this scalable: translating complex community health approaches into replicable, adaptable models that health systems can adopt.

The **Global Social Prescribing Workforce Development & Opportunities report (2026)** addresses the innovation bottleneck that matters most: people. No health innovation scales without a trained and sustainable workforce. The **Global Social Prescribing Alliance Student Movement Playbook 2026** cultivates tomorrow's health innovators today engaging students worldwide in building the evidence base, workforce, and policy environment for community health innovation.

TREND #6

Health Starts With a Conversation

Putting People at the Heart of Health

The shift from healthcare delivered to patients towards healthcare designed with people is one of the most significant structural changes in the history of health systems. Social prescribing is one of its most powerful expressions beginning with a conversation, not a prescription; co-designed with the individual; evaluated by outcomes that matter to the person; and delivered by link workers who hold relationships, not protocols, at the centre of their practice.

WHISKids places the voices of children and young people at the centre of programme design. **WHISSeniors** is co-designed with older adults and their communities. **WHISatWork** engages employees as active participants in their own wellbeing. The eight types of social prescribing: Green, Blue, Arts and Culture, Physical Activity, Social and Community, Mental Health and Wellbeing, Work and Skills, and Practical Support are chosen by and with the individual.

TREND #7

Evidence for Everyone

Democratising the Science of What Works

The science of health value measurement has never been more sophisticated or more urgent. Health systems facing unsustainable cost pressures, ageing populations, and workforce shortages need rigorous, actionable evidence about what works. The challenge is ensuring that evidence reaches every level of the health ecosystem — not only specialist publications and HTA dossiers, but practitioners, commissioners, community

organisations, and citizens. WHIS and GSPA are committed to democratising health value evidence. The **Global Playbook for Social Prescribing** translates the international evidence base into practical implementation guidance accessible to practitioners and policymakers worldwide. WHIS's global webinar series, GSPA summits, and the **Student Movement Playbook 2026** are instruments for this democratisation ensuring the science of what works reaches the people who need it, wherever they are.

TREND #8

Assess the Full Value of Health

Building Pathways Fit for Community Health Innovation

Health technology assessment has been built largely around a pharmaceutical and device model poorly suited to evaluating complex, community-based interventions whose value is distributed across health, social, economic, and wellbeing domains. WHIS and GSPA call for a new generation of HTA frameworks proportionate, fit for purpose, and capable of capturing the full value of community health.

The **Global Playbook for Social Prescribing** provides the implementation evidence that assessors need.

The GSPA's presence across 30+ countries with active chapters in Ireland, the UK, India, the USA, Italy, Portugal, Argentina, and beyond provides the cross-country collaborative infrastructure essential for international HTA alignment. **WHISTech** is developing AI-enabled tools for evidence synthesis and programme evaluation, directly aligned with the emerging use of AI to support HTA workflows.

TREND #9

Measure What Makes Life Worth Living

Measuring What Actually Matters

Health is not the absence of disease but the presence of wellbeing physical, mental, social, financial, environmental, and spiritual. Whole health is the idea that has always underpinned social prescribing and the best traditions of public health. What is new is that it is entering the mainstream of health economics, HTA, and corporate impact accounting simultaneously.

Whole health is the conceptual foundation of every WHIS programme and GSPA resource. **WHISKids** addresses mental, emotional, and social wellbeing in children. **WHISatWork** covers physical, mental, and financial health in working populations. **WHISSeniors** encompasses physical health, social connection, and purposeful living. **WHISGreen** connects environmental and human health. Together they operationalise whole health across every life stage.

TREND #10 Digital Tools, Human Connections

Technology in the Service of Community

Digital health is transforming what is possible in community-centred care. For WHIS and GSPA, digital health tools must extend the reach of community health, reduce inequalities in access, and empower people to take charge of their wellbeing not replace human relationships or concentrate benefits among the already well-connected.

WHISTech is WHIS's dedicated digital health and AI programme. The WHIS Health and Wellbeing App, currently in pilot, integrates personalised wellbeing activities for children, adults, and seniors; community connection features; social prescribing resources; and progress tracking a digital gateway to the full WHIS and GSPA ecosystem, accessible to all ages and life stages.

The GSPA resource **Artificial Intelligence in Digital Health and Social Prescribing (2026)** provides the governance framework for responsible AI deployment covering algorithmic transparency, data ethics, equity by design, and the principle that technology serves human relationships, not replaces them. The potential of digital health to transform community health in low- and middle-income countries is particularly significant, and GSPA's global network provides the community infrastructure for equitable deployment.

TREND #11 Finance the Future of Prevention

Outcome-Based Payments and Social Impact Bonds

Financial Architecture: Prevention as an Investable Asset Class

Outcome-based payments and Social Impact Bonds (SIBs) are the financial mechanisms that make prevention as an investable asset class a reality. Where traditional healthcare funding pays for inputs: GP appointments, prescriptions, and hospital beds - outcome-based payment models pay for tangible results: reduced hospital admissions, improved mental health scores, people returning to work, and older adults remaining independent at home.

Social impact bonds attract private and impact investment to fund preventive community health programmes. Investors are repaid, and government savings are realised, only when agreed-upon outcomes are achieved.

For the World Health Innovation Summit (WHIS) and the Global Social Prescribing Alliance (GSPA), outcome-based payments and SIBs represent a fundamental alignment of incentives around the whole-health, prevention-focused, community-centred model we have always advocated. The shift from paying for activity to paying for outcomes rewards exactly what social prescribing delivers: sustained improvements in people's lives, not one-off clinical encounters.

World Health Service (WHS): Accelerating Global Health Equity Through Blended Capital

The World Health Service (WHS) is the financial and governance vehicle designed to scale these proven, community-based healthcare models. Operating as a component fund of Legacy Global Programs (a 501(c)(3) public charity), WHS bridges the gap between local health innovations and institutional global capital.

WHS is structured as a blended-capital vehicle that unites philanthropy, institutional investment, and public capital into a single funding architecture. This blended model de-risks prevention pilots, unlocks scale, and aligns every capital source to the same outcome-based mandate.

Our financial vehicle is uniquely structured to collaborate with:

Sovereign Wealth Funds & Institutional Investors: To unlock place-based, climate-resilient health economies and de-risk public health portfolios. **DAF support is available** to channel grant capital alongside institutional commitments, creating a blended pool that accelerates deployment.

Family Offices & Pension Funds: To secure long-term, values-aligned sustainable returns while driving generational health equity. **DAF support is available** to direct philanthropic capital in tandem with pension and family-office investment, reinforcing the blended-capital structure.

DAF Holders & Philanthropists: To direct grants seamlessly to our component fund to support and scale validated prevention pilots. DAF capital forms the philanthropic foundation of the WHS blended-capital model, working in concert with institutional and pension capital to fund outcome-based SIBs and scaled health programmes.

The WHS blended-capital advantage: by combining DAF philanthropy, sovereign and institutional capital, family offices, and pension funds into a single vehicle, WHS delivers the scale, stability, and alignment that outcome-based community health requires.

The 1% Health Pledge Opportunity

To further institutionalise preventive health funding, WHS features 1% Health Pledge opportunities. This initiative invites corporations, institutional funds, and asset managers to commit 1% of their capital, top-line revenue, or portfolio allocation directly to community-based prevention. This consistent capital flow supercharges the financial architecture required to scale social prescribing globally.

Sovereign Wealth / Pension Funds / Family Offices / DAFs

1% Health Pledge / Direct Gift

WHS Fund at Legacy Global (501(c)(3))

SIBs & Outcome-Based Scaled Health Programs

A Natural Partnership for Global Ecosystems

WHIS and GSPA are natural partners for governments, health systems, impact investors, and corporations seeking to design and fund outcome-based community health programmes.

- Proven Delivery Capability: Supported by our five core WHIS programmes (WHIS Kids, WHIS at Work, WHIS Seniors, and frontline Workforce Wellbeing frameworks).
- Infrastructure: Our WHIS & GSPA resources provide the rigorous evaluation and investment infrastructure necessary to track outcomes.
- Corporate Co-Investment: Major corporations already measuring and reporting social value using impact accounting frameworks are natural co-investors in community health SIBs that address the social determinants of health in the communities where they operate.

Call to Action

WHIS and GSPA call on governments, health systems, impact investors, and corporate partners to work with us in designing the next generation of outcome-based community health programmes using our evaluation and investment frameworks to structure, fund, and measure them with the rigour this moment demands.

Contact Us to Begin the Conversation:

- General Inquiries: info@whis.world
- Gareth Presch — gareth@whis.world
- David Ruxin — davidruxin@montcalmtcr.com

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Contact: **info@whis.world** to begin the conversation.

Synthesis: Building the Future Together

Eleven trends. Five programmes. Multiple resources. Thirty-plus countries. One mission: transforming health through prevention, social prescribing, and innovation.

Technology That Serves People. Proof That Prevention Works. Paying for Outcomes, Not Appointments. Invest Upstream or Pay Downstream. Community Is the Innovation. Health Starts With a Conversation. Evidence for Everyone. Assess the Full Value of Health. Measure What Makes Life Worth Living. Digital Tools, Human Connections. Finance the Future of Prevention. These are not abstract trends they are the operating principles of WHIS and GSPA, already being demonstrated through our summits, programmes, and resources across 30+ countries.

Every WHIS programme contributes directly to this future: WHISKids building healthy foundations in childhood; WHISatWork sustaining healthy, productive working lives; WHISSeniors turning ageing into opportunity; WHISGreen restoring the environmental conditions for human health; and WHISTech deploying digital innovation in the service of community wellbeing. The GSPA's resources from the Global Playbook to the the Student Movement Playbook provide the evidence, the methods, and the workforce infrastructure needed to deliver this vision at scale.

Eight Strategic Priorities

- **Scale the WHIS Living Lab:** Expand WHIS summits, roundtables, and cross-sector convenings as the proof-of-concept platform where the future of value-based healthcare is designed, tested, and demonstrated then taken to scale.
- **Scale all five WHIS programmes:** WHISKids, WHISatWork, WHISSeniors, WHISGreen, and WHISTech address every life stage and dimension of whole-health deploy them in concert for comprehensive population health impact.
- **Deploy all GSPA resources globally:** The Playbook, AI guidance, Workforce Development report, Prevention investment case, and Student Playbook together constitute a complete ecosystem for social prescribing scale-up.
- **Pioneer outcome-based commissioning:** Use Prevention as an Investable Asset Class to structure and fund the next generation of outcome-based community health programmes and social impact bonds.
- **Invest in rigorous evaluation:** Commission multi-domain, monetised evidence of social prescribing outcomes aligned with both health economics standards and corporate impact accounting frameworks.
- **Engage the corporate sector:** Formalise partnerships with corporations already using social value measurement frameworks, building joint investment cases for community health using shared language and shared metrics.
- **Advocate for proportionate HTA pathways:** Work with HTA bodies to develop assessment frameworks fit for community health innovations using WHIS & GSPA's methodological starting point.
- **Champion the next generation:** The Student Movement Playbook 2026 is building tomorrow's social prescribing workforce today invest in it as the long-term foundation for sustainable system change.

Conclusion

The future of value-based healthcare is being written now in research labs, in corporate sustainability reports, in government HTA decisions, and in the community halls, parks, schools, and workplaces where WHIS and GSPA programmes are changing lives every day. Through WHISKids, WHISatWork, WHISSeniors, WHISGreen, and WHISTech; through the Global Playbook, the Workforce Development framework, the AI guidance, and the Student Movement WHIS CIC and GSPA are already delivering that future, one community and one person at a time.

We invite policymakers, health system leaders, investors, corporations, researchers, and communities to join us. The evidence is clear. The tools are ready. The future of healthcare is value-based, preventive, and community-powered and it is already happening.

Get Involved — Contact World Health Innovation Summit CIC

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www.whis.world | info@whis.world

Global Social Prescribing Alliance: www.whis.world/gspa

Programmes: WHISKids | WHISatWork | WHISSeniors | WHISGreen | WHISTech

Active in 30+ countries | Transforming health through prevention, social prescribing, and innovation

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All third-party findings in this report are paraphrased and properly attributed. No third-party content has been reproduced verbatim. Intellectual ownership of all analysis, commentary, and strategic framing rests with World Health Innovation Summit CIC.

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