

World Innovation Summit for Health Announces Behavioural Insights Forum and Report for 2016 Conference

Report Will examine Advantages Of Applying Behavioural Insights In Healthcare And Offer Concrete Policy Recommendations

Doha, Qatar, 18 January 2016: The World Innovation Summit for Health (WISH), a global initiative of Qatar Foundation for Education, Science and Community Development (QF), announced that a 'Behavioural Insights' Forum will be held during its 2016 conference on the 29th and 30th November in Doha, Qatar.

The Behavioural Insights Forum will present groundbreaking, evidence-based research showing how citizen's health can be maintained and improved through better understanding and application of the latest evidence on the factors which influence behaviour, led by a UK government-owned social purpose company, The Behavioural Insights Team.

Using a broad definition of health, the report will cover three main areas: quality of life and wellbeing, public health, and delivery of healthcare. It will further demonstrate how behavioural insights can be applied at the macro level of high-level policies and system design, as well as at the micro level of experimentation, in order to achieve incremental improvements for the benefit of societies.

WISH, an initiative of QF, is closely aligned with the mission of reinforcing Qatar's pioneering role as an emerging centre for healthcare innovation while also unlocking human potential. In addition, WISH serves as a key platform for the dissemination of healthcare innovation and best practices, and brings together thousands of high-level policymakers, academics, and professionals.

David Halpern, Chief Executive of the Behavioural Insights Team and Board Director, and chair of the forum said, "Behavioural factors - such as around diet, smoking, and accidents – now account for the majority of healthy years of life lost. Within medical practice, behavioural factors also loom large in the transmission of infectious disease, medical adherence, and clinical errors. Yet these behavioural factors have received comparatively little attention, and the behavioural models within the medical community remain surprisingly undeveloped."



مؤتمر القمة العالمي للابتكار في الرعاية الصحية
World Innovation Summit for Health
An Initiative of Qatar Foundation

“This forum and report will draw out the practical implications in recent advances in behavioural science for medical commissioners and practitioners for prevention, treatment and well-being,” added Halpern.

The report will also present a shortlist of the interventions that have the most potential, while stressing the importance of continually testing new ideas and adapting to the results they generate.

Commenting on the announcement, WISH’s CEO Egbert Schillings said: “As with previous summits, WISH seeks to present pioneering and comprehensive scientific research that provides answers to some of the toughest questions facing the healthcare sector today. The Behavioural Insights Forum will no doubt be an important component in the body of research that will be presented at the 2016 conference.”

The WISH 2016 Summit will feature six groundbreaking research forums that highlight and address some of the world’s most pressing healthcare challenges. In addition to Behavioural Insights, the forums will generate interdisciplinary, evidence-based reports on topics including Autism, Cardiovascular Disease, Healthy Populations, the Economic Benefits of Investing in Health, and Precision Medicine. Internationally renowned experts will chair the forums. For the first time, WISH will also report on its ongoing impact locally and globally on issues previously highlighted at the Summit, such as Diabetes, Accountable Care, and Patient Safety.

Along with new health policy research forums, the summit will also feature innovation showcases from around the world that shape the design, delivery, and financing of care, as well as a cohort of young innovators; emerging health care leaders under the age of 30, whose contributions to global health deserve wider recognition.

The second WISH Summit was held in February 2015, bringing together more than 1,200 delegates from 93 countries to discuss and debate practical, lasting, and innovative solutions to global healthcare challenges.

For further information about WISH, please visit www.wish-qatar.org and [Twitter @WISHQatar](https://twitter.com/WISHQatar)

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About the World Innovation Summit for Health

The World Innovation Summit for Health (WISH) is a global healthcare community dedicated to capturing and disseminating the best evidence-based ideas and practices. WISH is an initiative of Qatar Foundation for Education, Science and Community Development (QF) and is under the patronage of Her Highness Sheikha Moza bint Nasser, its Chairperson.

The inaugural WISH Summit took place in Doha in 2013 and convened more than 1,000 global healthcare leaders. Through international summits and a range of on-going initiatives, WISH is creating a global community of leading innovators in healthcare policy, research and industry.

Together, they are harnessing the power of innovation to overcome the world's most urgent healthcare challenges and inspire other stakeholders to action.

Qatar Foundation – Unlocking Human Potential

Qatar Foundation for Education, Science and Community Development is a private, non-profit organisation that is supporting Qatar on its journey from a carbon economy to knowledge economy by unlocking human potential for the benefit of not only Qatar, but the world. Founded in 1995 by His Highness Sheikh Hamad Bin Khalifa Al Thani, the Father Amir of Qatar, QF is chaired by Her Highness Sheikha Moza bint Nasser.

QF carries out its mission through three strategic pillars: education, science and research, and community development. QF's education pillar brings world-class universities to Qatar to help create an education sector in which young people can develop the attitudes and skills required for a knowledge economy. Meanwhile, its science and research pillar builds Qatar's innovation and technology capacity by developing and commercialising solutions through key sciences. Finally, its community development pillar helps foster a progressive society while also enhancing cultural life, protecting Qatar's heritage and addressing immediate social needs in the community.

For a complete list of QF's initiatives and projects, visit <http://www.qf.org.qa>

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