



The Healthy Future Programme

Earn Your Health Community Interest Company Limited is dedicated to **helping overweight and obese people** in the UK to benefit from The Healthy Future Programme. This Programme aims to lead to **weight loss and a healthier lifestyle**, by adopting a holistic approach.



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Help for those whose health and lives are threatened due to excess weight and obesity

The available evidence suggests that millions of people find it difficult, if not impossible, to lose weight: it is that single barrier that must be overcome.

The solution, 'The Healthy Future Programme', aims to take place in the GP Surgery or clinic. It's designed to ensure that patients diagnosed as being clinically overweight or obese receive guidance and are incentivised to help them face the battles ahead.

The goal is to help put the patient on the road to a healthy lifestyle enabling them to regain a healthy weight, whilst countering the consequences of excess weight and/or obesity.

● The Healthy Future Programme - How it works ●

Patient A visits their GP who recognises that they are overweight or obese. In the past the doctor has tried to help this patient by offering advice and dietary guidance but the patient fails to lose weight.

Patient A weighs twelve stones, two pounds and with the GP, they agree between them a target weight of nine stones is achievable and desirable, a loss of forty-four pounds. The doctor suggests enrolling the patient to join 'The Healthy Future Programme' and provides literature in the form of an explanatory brochure and a series of handouts explaining the prevalence of excess weight, obesity and dietary guidelines.

If in agreement of the concept Patient A consents to joining The Healthy Future Programme. On joining their weight is recorded at the Surgery by a Health Care Professional (HCP) who agrees regular check-ups and weigh-ins on a fortnightly basis.

A key to the success of the concept is the involvement of staff at the GP Surgery. Staff are further incentivised to motivate patients and are awarded cash bonuses. For example, when a patient reaches a first target of losing 14 lbs, the staff share a bonus of £1,000 (and again for the second and third 14 lbs losses) and when a patient reaches an agreed target, the Surgery receives £5,000. The staff themselves will be eligible to join the scheme.

The total outlay for Patient A achieving the agreed weight loss:

£6,900	Payment to patient for weight loss
£3,000	Six half-yearly £500 stability payments to patient for staying within weight loss target
£8,000	Bonuses to Surgery staff
Total	£17,900

Q Are the financial incentives subject to taxation?

This proposal contains a recommendation that Her Majesty's Revenue and Customs ("HMRC") are asked by the Department of Health and Social Care to give an exemption to the financial incentives received from this scheme.

Q How much will the scheme cost?

It is only possible to provide an estimation because there are two variables - number of patients and weight lost.

In the example given above, a GP's Surgery where four doctors place ten patients each on the scheme (forty in all) and those patients individually lose 44 lbs, the costs are, over (say) four years, as follows in the next page...

Financial incentives paid to patient to achieve the target weight

£6,900

- £3,000 Payments (over 3 years) for staying within 3 lbs of the agreed weight.
- £3,000 Payment to Surgery staff 3 x £1,000 for weight loss.
- £5,000 Payment to Surgery for achieving overall target.
- £17,900 Total potential payment per patient.
- £716,000 Total payments from the Surgery budget 40 x £17,900 over (say) 3 years.

£179,000 Cost per year

£ Initial financial summary

For an annual investment of £179,000 forty patients can be incentivised to achieve a target weight which the doctors believe is in their best interests.

The figure quoted is probably a maximum as many patients will either need to lose less than the forty-four pounds used in the example above or will not actually achieve the full target loss. A few may lose more than the forty-four pounds but they are likely to be exceptions to the general target range. Some will not manage to lose any weight. It is one of the hardest challenges any human being can face.



What is the total cost?

There are around 7,000 GP Surgeries in England with an average of 8,000 patients registered. If one third of Practices over time decide to introduce The Healthy Future Programme, the total potential cost is:

£1,646,800,000	2,300 Practices x £716,000 over four years
£411,700,000	Cost per year
92,000	Total patients achieving weight loss targets
£17,900	Cost per patient (over four years)
£4,475	Cost per patient (each year)



Who pays for the scheme?

There are three possibilities:

The Clinical Commissioning Groups (CCGs)

This is unlikely as most CCGs face huge pressures funding the current demands being made on them.

The National Health Service

This is the obvious source. Since 2013, local government have become responsible for improving the health of their population supported by the public health grant and specialist public health teams. However, the coronavirus pandemic caused the tearing up of the rule book. There is an obesity crisis. Perhaps it's time for the government to step in again.

Charities

The coronavirus crisis demonstrated the general public's huge respect and admiration for NHS staff and their dedication to help their patients. It is quite conceivable that a charity can be established to raise the funds to enable the scheme to be introduced.



What are the risks of fraud?

The proposal is a low-risk exercise but there may be some individuals who see an opportunity -

The Patients - there will be a few individuals who will use ingenious methods to defraud the scheme. That will be a price worth paying because it is the benefits which accrue to the vast majority of patients who want to lose weight fairly, that matters.

The Surgeries - the personal integrity of medical staff is very high but there may be a few who see an opportunity to make money. One control is to appoint NHS inspectors who have the power to make unannounced visits to GP Practices to inspect their records. If there is any suspicion that the scheme is being misused the whole Practice will be debarred from ever taking part again. The patients who may be legitimately on the scheme will have their contracts ended but offered another GP's practice to resume their weight-loss efforts.



What are the medical benefits of the proposed scheme?

Many, if not most, overweight and obese individuals yearn to lose weight. They will have tried the many and innovative ideas marketed to them. They may well have taken up their doctor's time in trying to understand the issues and perhaps changed their dietary habits. Some, if not many, will have already required surgical help to counter the various consequences of being obese.

To the patient who uses the scheme and loses weight, a whole new world awaits them. There is the self-respect engendered by feeling healthier, by standing on the scales and not being scared to look at the reading, the joy of wearing clothes that were too tight.

For many the additional funds will enable making healthier food

choices when shopping or the chance to reward themselves with new clothes or a day-out for the family. It's also proven that weight-loss empowers people of all ages to become more physically active so the money could be used towards purchasing gym kits or joining a health club.

One of the greatest emotions in the world is to feel comfortable and attractive. The individual radiates self-confidence and self-respect. Their choice of clothing will be more appropriate and reflect their personalities rather than hide the bulges: bring back the bright colours!

To the Surgery

It is essential that staff are fully invested and committed to the scheme as a team. The decision to partake will invariably be taken by the senior partner who will want to ensure that all their colleagues are on side. Overlooked by GPs, practice manager(s), receptionists, and nurses will be involved from the start as their patients start to lose weight.

To the NHS

The Healthy Future Programme will improve public health outcomes and reduce the demand for hospitalisation and out-patient appointments.

There should be less complications, such as type 2 diabetes developing as a result of excess weight and obesity.

It is estimated that The Healthy Future Programme can save the NHS over £620 million as follows:

The Department of Health Policy Paper states that 'it is estimated that overweight and obesity related conditions across the UK are costing the NHS £6.1 billion each year. The data is taken from a paper published in 'The Journal of Public Health Advance Access' dated 11 May 2011 which set out NHS costs in 2006 - 2007. The figure for 'Overweight and Obesity' is given as £5,146,000,000 and assumed therefore to be updated to £6.1 billion.

The 'Daily Mail' (8 July '20), quoting the journal 'Obesity Surgery', stated that '3 million are so fat they qualify for stomach ops'. The procedures are costed at between £4,000 and £15,000. If the 3m stated to be in need of Surgery received treatment it could cost the NHS up to £45 billion. The study suggests that currently the NHS are providing 6,500 bariatric operations annually.

Using this latest study as a guide to calculating the possible economic benefits of 'The Healthy Future Programme' the qualification for bariatric Surgery is based on adults with a BMI of 40+ and 30+ for those patients suffering from Type 2 diabetes.

It is calculated that each doctor's list contains 1,960 adults who are obese. If, over time, 2,000 surgeries (out of 7,000) invoke 'The Healthy Future Programme' and five per cent of their obese patients (98) reduce their weight to below a BMI of 30 thereby avoiding bariatric Surgery and/or Type 2 diabetes, the potential saving to the NHS is 2,000 surgeries x 98 = 196,000 adults now under a BMI of 30. Assuming an average weight loss of two stones (twenty-eight pounds) the cost of the financial incentives is $196,000 \times £5,800 = £1.14$ billion.

The savings to the NHS assuming an average surgery cost of £9,000 = £1.76 billion

The cost saving to the NHS is £1.76bn - £1.14bn = £620m

The Proposed NHS Reforms

In February 2021 the Secretary of State for Health and Social Care, the Right Honourable Matt Hancock MP announced proposed changes to the NHS. These include structural reforms to introduce integrated care systems, with the objective of bringing together different parts of the health system to work together to plan future patient care. NHS bodies will have a duty to collaborate. Patients will get more rights to choose private providers for NHS care. The funding of the NHS is to be reformed.

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