



Initiative for Public Health Outcomes (InPHORM)

Pilot Outreach



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- Public Health (PH) → refers to all organized measures, both public and private, to prevent disease, promote health, and prolong life among the population as a whole (WHO).

Unhealthy lifestyles are:

- increasingly eroding PH systems & human well-being
- hampering socio-economic development in many countries
- threatening the sustainability healthcare structures

There is an urgent need to develop & promote appropriate HTA approaches in the PH field



Rationale behind InPHORM pilot outreach

- The reach of HTA is expanding, in particular in the broad PH area.
- Overall synergy between various organisations is lacking which hampers the efficient development of harmonized methodologies & approaches.

HTAi, as a pluri-disciplinary umbrella organization, launches a pilot project to ENGAGE a new kind of organizational partners (e.g. large nutrition companies, big equipment manufacturers etc.)



to join forces and face together the increasing challenges in the fields of PH & prevention



HTAi & InPHORM announcement

To be completed depending on

- the feedback to come from McKinsey
- the readiness of HTAi to get out of its comfort zone and let us know what they are willing to do for the 2019 conference, for example
 - Active promotion of a specific PH track as part of the official program
 - Focus the traditional key note on HTA & Public health
 - Large dissemination of sponsor packages to the big (serious) food companies, IT developers, big (population) data professionals at an early stage (August 2018)

HTA BEYOND 2020: READY FOR THE NEW DECADE?

Join us now for launching Public Health HTA in Cologne 2019!

For expressions of interest and requests: add e-mail address



Thank You

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