

First Annual European Roundtable Table for Prevention in Health

Lifestyle Medicine: The Convergence of Industry Verticals to Ensure Optimal Health

Lifestyle Medicine is no longer just a term. A movement to organize healthcare professionals passionate about supporting the promotion of health, rather than the treatment of disease alone, is gaining traction in various regions of the globe.¹

In the US, payors like BlueCrossBlueShield of California have become corporate members of the American College of Lifestyle Medicine², signaling the desire to financially support ways to prevent and protect chronic diseases from further becoming part of the fabric of society.

In Europe, both at the regional level and the country level (England, Hungary, Germany, Italy, Lithuania, Romania), Lifestyle Medicine Colleges have been formed to organize membership for the movement.³ Partners include the European Medical Association and EcoFoodFertility alike, suggesting the science necessary to drive health prevention outcomes requires expertise from more than one industry vertical.

In 2017, the Permanente Journal came out with a position paper on Lifestyle Medicine, arguing quite boldly that:

*By ignoring the root causes of disease and neglecting to prioritize lifestyle measures for prevention, the medical community is placing people at harm.*⁴

Despite the inability to objectively measure the field of nutrition in the same vein as the field of medicine, evidence linked to root causes of inflammation and oxidative stress are apparent in numerous publications, calling for the field of health to include addressing the risk factors associated with chronic disease, not just direct links to the diseases themselves.

What does all of this mean then for the future of the field? Lines are blurring between evidence-based prevention in healthcare, and food/agriculture and nutrition. If the food we consume is linked to inflammation in the body, should we not then better understand what is truly on our plate? Is regenerative agriculture akin to regenerative medicine? As investments in MedTech decline⁵, will that capital shift to AgTech? FoodTech?⁶ Are governments and populations demanding answers beyond what private companies have been able to deliver thus far?

Incumbents take note: the shift towards improving population health and reducing chronic disease is becoming an evidence movement that has its mark in the fields of science, medicine, technology, food/ag, nutrition and public health. Collaborators, win.

So, where is this convergence physically taking place? Where are the interested parties across verticals and public and private interests getting together to work to improve health outcomes?

¹ <https://lifestylemedicineglobal.org/>

² https://lifestylemedicine.org/ACLM/Partners/Strategic_Partners/ACLM/Partners/Strategic_Partners.aspx?hkey=87164e4e-26ea-405e-9151-8ced82729c4c

³ <https://eulm.org/international-partners>

⁴ Lifestyle Medicine Health and Survival Position Paper, Permanente Journal, 2017.

⁵ <https://www2.deloitte.com/us/en/pages/life-sciences-and-health-care/articles/medtech-innovation-investments.html>

⁶ <http://www.m-ventures.com/portfolio/mosa-meat>