

2nd International Congress on**RESTORATIVE & ALTERNATIVE MEDICINE**

November 06-07, 2017 | Vienna, Austria

Chronic conditions specialist**Mike Jefferson**

Thunderbird School of Global Management, Sweden

The impact of lifestyle on the prevention and management of many chronic conditions has been thoroughly researched and investigated, with many incidences revealing that these interventions can be significantly more effective than pharmaceutical methods. Despite this, the shameful truth is that lifestyle interventions programmes in the UK still struggle to provide a meaningful impact due to a poor average competition rate of 20%. Leading more often than not, to large expenditure that fails to achieve a ROI and hence is still not a truly reliable resource for medical professionals to utilize. However, I believe that we are getting closer to turning the tables on this struggle and would like to share my experiences as a 'chronic conditions exercise referral specialist' and the work conducted by my team, The Medical Institute of Anglia Ruskin University and the NHS Innovations team. My team and I ran a pilot programme that demonstrated results 450% better than the previous UK average at 0 cost to the NHS and local government. I wish to talk to you through the methods that we took and how we utilized concepts from modern technology providers, to ensure a comprehensive, efficient patient service, while still being able to ensure it was affordable for all. I also wish to discuss the change I believe our industry must embark on for the health sector to be able to successfully combat the epidemic of lifestyle related chronic diseases; and most importantly, the role medical professionals can play in making this a reality.