

Knowledge Into Action

An Independent Public Health Service

www.knowledgeintoaction.org

Knowledge is the enemy of disease; the application of what we know will have a bigger impact than any drug or technology likely to be introduced in the next decade.

Healthcare is in crisis in every society. The paradox is that it has never been better funded and more effective, or more mistrusted.

What is to be done? More of the same is not the answer. Need and demand are increasing but more money and recurrent reorganisations will not resolve the paradox. A revolution is needed - the Third Healthcare Revolution - and it has already started.

The First Health Revolution occurred in the 19th century, using, like the first industrial revolution, common sense rather than science. Clean water, adequate housing, and better food prevented the infectious epidemics of that time. The Second Health Revolution was science-based, like the second industrial revolution, and occupied the second half of the 20th century and provided clinicians with treatments of unprecedented power. Chemotherapy for childhood leukemia and transplantation are examples. Remarkable progress has been made but some problems remain unsolved, and are unlikely to be solved by further scientific advances.

The Legacy of 20th Century Healthcare

- Clinical errors
- Wasted resources
- Poor quality clinical practice
- Poor patient experience
- Unjustifiable variations in practice
- Too slow introduction of high value interventions
- Too fast introduction of low value interventions
- Failure to manage uncertainty and ignorance

A Third Healthcare Revolution, driven by citizens, information technology, and knowledge, is needed to solve the legacy of the 20th century and create new health services that:

- Prevent disease by tackling the physical and social determinants of health
- Have the patient at their centre
- Are safer and more effective
- Produce greater value from the resources invested

Knowledge Into Action is a charity registered in the UK focused on improving health and healthcare for individuals and populations. Our activities have two objectives:

- The prevention of disease for healthy people, and
- Better value healthcare for those who need treatment and care

We will achieve these objectives by harnessing the revolutionary power of citizens and the Internet to improve the three determinants of health – the physical environment, the social environment and healthcare

Knowledge Into Action will focus on those inter-related activities which its founders have pioneered in the 20th Century and which they believe are the key leadership and management skills for the 21st Century:

- Knowledge management
- Systems development, based on the Oxford Healthcare System
- The involvement of citizens and patients
- The intelligent use of IT in all its forms

Knowledge Into Action will provide knowledge and know-how to two groups:

- Citizens, both healthy citizens and those who have health problems
- People who pay for or manage health services

Knowledge Into Action currently has four programmes but others are being planned. The current programmes are: The National Campaign for Walking, Greening the NHS, and Oxford Health Systems, which includes a number of eLearning programmes. In addition, *Knowledge Into Action* supports innovators like Dr Neil Bacon, who will use the power of the mobile phone to mobilize knowledge in Africa.

The Executive Director of *Knowledge Into Action* is Sir Muir Gray. Sir Muir was the Company Secretary of the Cochrane Collaboration and has worked in the NHS public health service for over thirty years. He has been the Director of Public Health for Oxford, the creator and Programmes Director of the UK National Screening Committee, and the founding Director of the National Library for Health. Currently he is the Director of the National Knowledge Service and a Professor of Knowledge Management in the Nuffield Department of Surgery at Oxford University. Sir Muir is the author of a number of books including *Evidence-Based Healthcare*, *The Oxford Handbook of Public Health Practice*, *The Resourceful Patient*, *Evidence-Based Surgery* and *How To Get Better Value Healthcare*.