

Joint opportunity assembly (H-I JOA™)

Health, wellness and ageing population

Situation

Leading organisations are facing fundamental changes to their business environments as technology and consumer profiles continue to evolve. For example, the UK is facing an ageing population; the number of people over the age of 50 rose by 6 million between 1951 and 2003 and is predicted to continue to rise by a further 7 million by 2031. As these profiles change so do consumer demands, and more and more people are demanding healthier lifestyles. At the same time IT and bio-tech capabilities are advancing. This creates both opportunities and challenges for business and society.

Objectives

The objective of this H-I Joint Opportunity Assembly (H-I JOA™) was to bring together executives from leading organisations to address the issues and challenges in the health and wellness space. The expectation of participants was to:

- gain perspectives from other organisations
- exchange views on trends and technologies
- develop and challenge business models
- judge how other organisations perceive your capabilities
- unlock the potential from partners
- provide an opportunity to create new joint opportunities



Axa PPP, GSK, HPA, Philips, Premier Foods, Kodak, Cambridge University, Unilever

Approach

H-I Network utilised its H-I JOA™ approach

- Understand the aspirations and capabilities of leading corporates
- Bring together complimentary organisations around a topic of mutual importance
- Conduct structured interviews and capture a common model
- Structure a programme and working meetings
- Bring stimulating and innovative contributors
- Build trust and understanding in participants
- Provide meeting notes and next step actions

Results

The programme achieved the objectives and received good feedback scores. Participants have new sights to influence their organisation strategies and are also progressing specific new business opportunities and product collaborations.

The JOA created insight for the participants. *" Good first session "* *"Great to have identified quick wins and gain medium term deliverable ideas"* *"Thought provoking input from the presenter and the discussion"*

We are delighted to be continuing the JOA with these organisations and developing JOAs in new ITC technology, nano-tech, bio technology and other leading issues.

