

Healthcare vs. Health



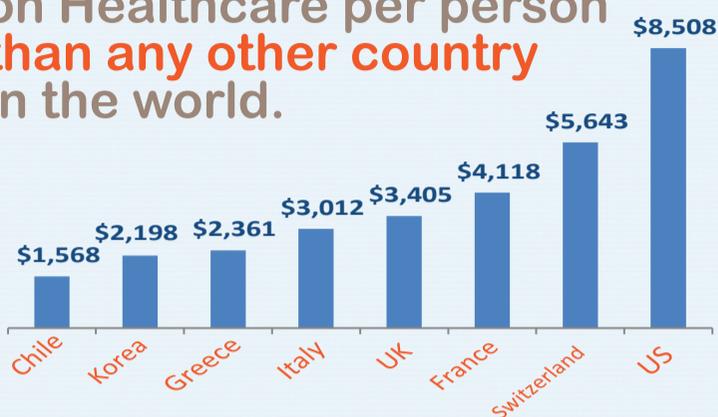
These terms are often conflated, but they refer to two very different ideas. Understanding the distinction is an important step towards creating a marketplace that values health.

The US spent **\$2.8 Trillion** On Healthcare in 2012.



This is equivalent to **17.2%** of our GDP.

We spend more on Healthcare per person than any other country in the world.



Despite these costs, the US is falling behind many other countries on a number of important health indicators, including life expectancy.

1982

Rank	Country	LE
1	Iceland	77.0
2	Japan	76.9
3	Sweden	76.3
4	Spain	76.1
5	Switzerland	76.0
.....		
15	United States	74.4

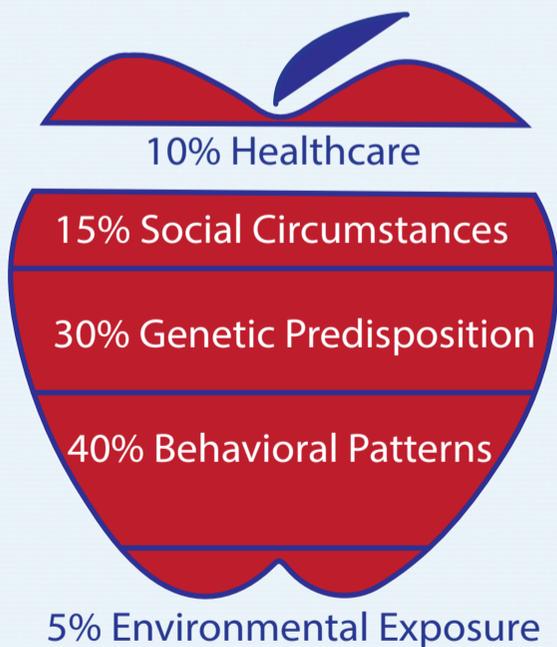
2012

Rank	Country	LE
1	Hong Kong	83.5
2	Japan	83.1
3	Italy	82.9
4	Iceland	82.9
5	Switzerland	82.7
.....		
43	United States	78.7



So what's the problem?

As it turns out, only **10%** of what affects our life expectancy is related to Healthcare.



We need to look beyond Healthcare at a **variety of factors** that influence health.

- Housing
- Jobs
- Schools
- Physical Activity
- Transportation

We need a **fresh approach** to health that turns these factors into **investable opportunities**. An approach that leverages the expertise of leaders in finance, health systems, community development, policy, and impact investing to create a **marketplace that values health**.

SOCAP HEALTH

June 25+26, 2014 The New York Academy of Medicine - New York, NY

CREATING THE MARKET THAT VALUES HEALTH

Join the discussion at **SOCAP Health**
<http://health.socialcapitalmarkets.net>

Sources: Centers for Medicare & Medicaid Services, Organisation for Economic Co-operation and Development, The World Bank

Infographic Compiled by the Community Development Department of the Federal Reserve Bank of San Francisco.