



# EAPM 2018

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**INNOVATIVE AND INTEGRATED APPROACHES  
TO PROMOTE MENTAL AND PHYSICAL HEALTH**  
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## **Making an economic case for innovative and integrated approaches to promote mental and physical health**

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**OBJECTIVE:** There is an economic as well as moral imperative for innovative and integrated approaches to promote better physical and mental health. This presentation sets out the economic case for investment, highlighting examples of the costs of not taking action, as well as promising cost effective actions to address somatic disorders and support the mental health of people living with chronic health problems.

**METHODS:** It draws on some preliminary work from two ongoing reviews on these topics, as well as recent economic modelling work in the UK.

**RESULTS:** The presentation highlights the substantial and potentially avoidable costs both related to excess presentations to health care services, for instance associated with some somatoform disorders, as well as the excess costs associated with multi-morbidity and premature mortality. It identifies cost effective actions that can be taken and emphasises the importance of better co-ordination/ collaboration in the mental/physical health workforce. Ways in which the economic evidence base may be strengthened are set out.

**CONCLUSIONS:** There is a strong economic case for a more holistic approach to the promotion and protection of physical and mental health. Economic incentives could also play a role as one element to help encourage organisational change for innovative and integrated approaches.

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