

## Smart investments in health: A tool for improving the management of non-communicable diseases

Sir,

Investing in health refers to the investment in human resources, material, equipment, physical space, and intersectional and international interactions. One type of investment in the field of health is smart investment. Smart investment means informed decisions, making for investing in an accurate and accountable opportunity, so that an investor exactly supervised how to invest and the protection of capital.

<sup>[1]</sup> It is significant that the return on investment in health field is almost twice of that in oil and gas fields and with smart investment in a specified time period achieved optimal productivity. The world's largest economic companies are looking for investment in the health sector. One of the main issues in the health system in developing countries is lack of investment in this sector.<sup>[2]</sup>

One of the health threats is noncommunicable diseases. Noncommunicable diseases are the most important risk factor for early deaths and disability in communities, which in turn lead to serious productivity and economic losses. The phenomenon of urbanization and lifestyle changes is rapidly increasing the burden of noncommunicable diseases in developing countries; hence, investment and planning in noncommunicable diseases is important with regard to goals of social determinants of health to overcome health inequities and other unfair and avoidable differences in health status observed within and between countries.<sup>[3]</sup>

Health is a holistic and also a multidimensional concept requiring partnership and collaboration of the whole community for health promotion. It is important that providing, maintaining, and promoting the health of a community by just a ministry (health) will not be possible and preventive actions and response to noncommunicable diseases must be carried out by all existing systems in the community.<sup>[4]</sup> For example, insurance coverage plays an important role in the treatment and prevention of noncommunicable diseases. In the past, insurance organizations only

provided therapeutic services; however, now, it has become evident that if insurance organizations invest in the primary health by providing insurance services to healthy people, lots of future expenditures for the treatment of patients could be reduced. The optimal functioning of existing organizations in the society to better control diseases, to delay complications, and to increase the patient's quality of life need to be reassessed. Considering the avoidable nature of noncommunicable diseases and lack of enough resources for them, appropriate policies have not been developed in the field of smart investment in healthcare so far.<sup>[5]</sup>

As mentioned, smart investment in the field of noncommunicable diseases will have a direct impact on the economic, political, social, and cultural dimensions. The health system's performance in the field of noncommunicable disease will be promoted if the fundamental steps toward smart investment are taken. Smart investment steps are shown in Figure 1. The stages of the development and implementation of smart investment planning can include the dimensions described in Table 1 encompassing all aspects of noncommunicable disease. In the early phases of smart investment, one must know the idea and get the right understanding of the investment. In the field, all stakeholders are justified to understand investment procedures and to provide basic information. The health department should provide a simple, systematic, and organized solution for smart investment in noncommunicable diseases field and those solutions with regard to the current and future status. The smart investment describes the dilemmas and tips and points out how to ask smart questions from investment advisers and experts, and to set clear goals and to make the right decision in noncommunicable diseases field.



Figure 1: Development and implementation of smart investment

**Table 1: Domains of smart investment**

<p><b>Investment in the field of human resources</b></p>	<ul style="list-style-type: none"> <li>• Investing in the field of having healthy human resources, happy and successful role play</li> <li>• Investment in the field of training accountable and responsible individuals who are committed to ethical and professional issues</li> <li>• Investment in the field of health volunteers as auxiliary arm in the field of non-communicable diseases</li> <li>• Investing in the field of brainware instead of investing in hardware and software</li> </ul>
<p><b>Investment in the field of equipment and facilities</b></p>	<ul style="list-style-type: none"> <li>• Investment in the field of architecture, proper construction in the area of non-communicable service delivery centers</li> <li>• Investment in the medicine and equipment section for proper supply</li> <li>• Investment in the field of infrastructure and attention to justice in the development of health services</li> </ul>
<p><b>Investment in the political issues</b></p>	<ul style="list-style-type: none"> <li>• Investment in the field of legislation and law enforcement for prevention and treatment</li> </ul>
<p><b>Investment in the field economic</b></p>	<ul style="list-style-type: none"> <li>• Investment about cost management and an optimal payment system</li> <li>• Investment for access enhancements with the aim of justice in the proper allocation of resources</li> <li>• Investment in the field of attracting donors in the field of health</li> <li>• Investment about technologies like nanotechnology, bio Technology and cell therapy along with government incentives</li> </ul>
<p><b>Investment in the field social and cultural</b></p>	<ul style="list-style-type: none"> <li>• Investment in the media and information tools to inform in the field of non-communicable diseases</li> <li>• Investment in the field of doing research of non-communicable diseases management</li> <li>• Investment in the field of air pollution control of non-communicable diseases management</li> <li>• Investment in the field of cooperation with other domestic and international institutions of non-communicable diseases management</li> <li>• Investment in the field of change People's false beliefs by educating and informing</li> <li>• Investment in the way physical health, mental and community of people</li> <li>• Investment about reduce consumption incorrect service and increased correct service</li> <li>• The establishment of research institutes for non-communicable diseases</li> </ul>

**Financial support and sponsorship**

Nil.

**Conflicts of interest**

There are no conflicts of interest.

**Fatemeh Ataollahi<sup>1</sup>, Mohammadreza Amiresmaili<sup>2</sup>**

<sup>1</sup>PhD Student in Health Services Management, Faculty of Management and Medical Informatics, Kerman University of Medical Sciences, Kerman, Iran, <sup>2</sup>Professor, Department of Health Economics and Management, Kerman University of Medical Sciences, Kerman, Iran

**Address for correspondence:** Dr. Mohammadreza Amiresmaili, Assistant Professor, Department of Health Economics and Management, Kerman University of Medical Sciences, Kerman, Iran. E-mail: mohammadreza.amiresmaili@gmail.com


**REFERENCES**

1. Hosseinpoor AR, Bergen N, Schlottheuber A, Boerma T. National health inequality monitoring: Current challenges and opportunities. *Glob Health Action* 2018;11:1392216.
2. Nores M, Fernandez C. Building capacity in health and education systems to deliver interventions that strengthen early child development. *Ann N Y Acad Sci* 2018;1419:57-73.
3. Bickler SW, Wang A, Amin S, Halbach J, Lizardo R, Cauvi DM, *et al.* Urbanization in sub-Saharan Africa: Declining rates of chronic and recurrent infection and their possible role in the origins of

non-communicable diseases. *World J Surg* 2018;42:1617-28.

4. Rossi Mori A, Mazzeo M, Mercurio G, Verbicario R. Holistic health: Predicting our data future (from inter-operability among systems to co-operability among people). *Int J Med Inform* 2013;82:e14-28.
5. Rani M, Nusrat S, Hawken LH. A qualitative study of governance of evolving response to non-communicable diseases in low-and middle- income countries: Current status, risks and options. *BMC Public Health* 2012;12:877.

This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 License, which allows others to remix, tweak, and build upon the work non-commercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.

Access this article online	
<p>Quick Response Code:</p> 	<p>Website: www.jmsjournal.net</p> <hr/> <p>DOI: 10.4103/jrms.JRMS_42_19</p>

**How to cite this article:** Ataollahi F, Amiresmaili M. Smart investments in health: A tool for improving the management of non-communicable diseases. *J Res Med Sci* 2019;24:78.

© 2019 Journal of Research in Medical Sciences | Published by Wolters Kluwer - Medknow