



A LIFE IN BALANCE

A new model for the healthcare system of the future – closer to citizens and building on results

A Life in Balance is an innovative public-private partnership that improves quality of life and health for citizens living with severe obesity. Based in Lolland Municipality, the aim is to develop and test a new model for the healthcare system of the future – where treatment, prevention and community are brought closer to people – and where success pays off through social impact bonds.

This partnership brings together strong actors across sectors: Zealand University Hospital, Health Innovation Region Zealand, Lolland Municipality, Novo Nordisk Denmark, Den Sociale Kapitalfond, and the Foundation FIERS – Life Science Innovation.



Background and purpose

A Life in Balance paves the way for a new approach:

- We bring healthcare closer to citizens through local services in Nakskov and tailored programmes with medical obesity treatment, health literacy and social communities.
- We invest in people with a financing model where the municipality and the region only pay for the documented effect achieved in the collaboration.
- We think holistically, placing the citizen's wellbeing, health literacy, and independence at the centre – while ensuring that solutions can be scaled across the entire country.

The purpose is to develop a sustainable and effective effort that creates value for the individual citizen and relieves the healthcare system as a whole.

Target group and intervention: A holistic path to better health

A Life in Balance offers an individual, holistic programme to approx. 100 citizens in Lolland Municipality aged 30–59 with a BMI over 35 and one or more comorbidities. The citizens' programme extends over two years and is locally anchored in a new health clinic in Nakskov – close to their everyday life.

Here, medical obesity treatment is combined with practical training in health literacy and strong social communities. The goal is to support citizens in achieving lasting weight loss and greater wellbeing – physically, mentally and socially – while at the same time reducing pressure on the healthcare system.

The programme consists of the following elements:

- **Consultations and follow-up**
The health clinic offers monthly follow-ups focusing on the citizen's development, weight, wellbeing and disease control. Medical support is continuously adjusted based on data and clinical evaluation.
- **Training in health literacy**
Citizens participate in practical training that strengthens their ability to take care of their own health and wellbeing. The programmes cover topics such as healthy habits, nutrition, exercise and self-image. The training is continuously adapted to the individual's needs and life situation.
- **Social networks and group programmes**
Community is a central part of the effort. Citizens participate in network groups where they can share experiences and support each other in maintaining new habits. The social relationships create motivation and counteract loneliness and relapse.
- **Long-term maintenance of the healthy development**
After the intensive programme, citizens are supported in the transition to everyday life without close support. The goal is to equip them to maintain a healthy lifestyle in the long term.

Financing: Paying for what works



A Life in Balance is financed as a social impact bond – an innovative model where private investors temporarily finance a public initiative, and where the municipality and the region only pay when there is documented effect. This means that the public sector does not bear the financial risk – but only pays if the initiative creates measurable results.

Den Sociale Kapitalfond provides capital and functions as the impact investor. When the project documents results such as fewer hospital admissions or stronger attachment to the labour market, the region and municipality repay the investment based on the savings achieved.

This model creates a strong economic incentive structure, namely that it pays off to succeed – both socially and economically – and ensures focus on long-term sustainability rather than temporary solutions.

By documenting effect along the way and developing a model that works in practice, A Life in Balance paves the way for broader dissemination. The experiences will form the basis for scaling the model to more municipalities and regions – and thereby demonstrate how the healthcare system of the future can solve complex challenges with both social and economic responsibility.

Partners' contribution

The effort is driven by close collaboration between public and private partners, who all bring important experience, competences and contributions to the table – which are crucial for achieving the desired effect:

- **Zealand University Hospital** is responsible for consultations and follow-up in the health clinic.
- **FIERS** coordinates the project and ensures data collection and knowledge sharing.
- **Lolland Municipality** is responsible for health literacy training and facilitation of network groups.
- **Novo Nordisk Denmark** provides innovation support, method development and financing of the evaluation effort.
- **Den Sociale Kapitalfond** provides the required investment.

The way forward: Together we create lasting solutions

A Life in Balance shows how strong partnerships can create solutions to some of the healthcare system's most complex challenges. With focus on effect rather than volume, people before systems and action close to the citizen's everyday life, the project is a concrete model for the

healthcare and welfare services of the future – preventive and sustainable.

The experiences will form the basis for further dissemination. Together we can create a healthcare system where it pays to succeed – both socially and economically.

Timeline

The collaboration began in May 2024. The clinic in Nakskov opens in October 2025, and the programme for the individual citizen lasts 2 years. The overall effect is evaluated towards the end of 2029.