

## Call out to interested parties: A social prescribing exercise programme to facilitate fitness for health

### Context

Anticipatory Health Limited is a UK company directed by Dr Sean Radford. Sean is a medical doctor and athlete with a specialist interest in artificial intelligence and machine learning. The primary ambition of Anticipatory Health has been to embed artificial intelligence into its technology to promote fitness and health amongst its service users, taking into account their own unique physiological performance and personal commitments to exercise. Sean is interested in health interventions that use exercise to address physical and/or mental health and wellbeing priorities. This can be achieved by working in collaboration, within partnerships and multidisciplinary teams from statutory and voluntary and community sector organisations.

### Social prescribing programme

Anticipatory Health has been working with London Sport, the University of Bath and has started preliminary conversations statutory health services about the development of a walking and running programme for people as part of a social prescribing initiative. The individual monitoring of outcomes will be integrated into the technology and accessible to health care professionals in real-time. The primary intended outcomes include increased physical activity, increased independence and motivation to manage physical activity, increased fitness, improved cardio vascular, respiratory and endocrinological outcomes and a significant reduction in the incidence of exercise related injuries. The secondary intended outcomes include improved mental health, reduction in anxiety and depression symptoms, improved mental and physical well-being and improved work and social adjustment.

### Call out

Dr Radford is interested in meeting professionals who work with people who might benefit from exercise programmes. Initially the call out will involve conversations about the further development of the programme and its potential adaptation to the needs of interested organisations. Ultimately, the plan is to work with primary health care and/or community organisations to deliver a guided exercise programme that uses artificial intelligence and to provide individual data that demonstrates the contribution of exercise to tackling health issues. The ambition is to improve people's fitness and health at an individual and population level. This can be achieved by combining effective services, along with support and interventions that match people's individual needs.

If you're interested in meeting with Dr Radford, please email: [sean@trainasone.com](mailto:sean@trainasone.com) Thank you.

Anticipatory Health Limited: *Facilitating Fitness,  
Harnessing Health*

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