

Review of: "[Commentary] Healthspan Horizon — Pioneering Preventive Care as the New Standard of Healthcare"

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Potential competing interests: No potential competing interests to declare.

Dear Authors,

Absolutely! Global health systems are undergoing a shift towards a proactive healthcare approach centered around the 5P-model. In this paper, I noted that the authors succeeded in clarifying the imperatives and gradients to boost proactive healthcare systems. They provide interesting directions for investment and innovation. I provide four suggestions:

- The Introduction might be extended with definitions, information, and relevant references for the proactive approach and 5P-model to elucidate the core benefits.
- In the second paragraph, the authors can reply on Figure 1 for further developing functionality and challenging transformation to the proactive healthcare system and how the 5P-model could lead to needed treatments / shrinking costs.
- In paragraph 3, the engagement of investors and startups is outlined, but it needs to be supported by concrete actions that are connected to the 5P-model health ecosystem. Proactive startups can maybe find areas for innovation on the key risk factors (tobacco use, alcohol consumption, physical inactivity, unhealthy eating) for chronic disease. Reference suggested for precision medicine (Babu, M., Lautman, Z., Lin, X., Sobota, M.H. and Snyder, M.P., 2024. Wearable Devices: Implications for Precision Medicine and the Future of Health Care. *Annual Review of Medicine*, 75, pp.401-415).
- Instead of merely stating "no real business model in place," authors might discuss the essential pillars derived from ongoing efforts around precision medicine, prevention, and intersectionality to stimulate innovation and investment.