The first gathering of the newly formed (and still growing) Guiding Coalition took place October 7-8, 2014. At that meeting, called Escape Velocity to a Culture of Health, the gathering of 200 officially adopted the shared goal of supporting 100 million people living healthier lives. The event brought together some of the most forward-thinking and committed leaders in the country across health care, community health, public health, employers, policymakers, funders, patients, and community members to build on our history and co-create a shared vision and plan around improving health and well-being together, across sectors. We began to understand the complexity and beauty of our collective vision for health. We recognized that every person has their own definition and perspective of what health is, and we decided to be inclusive in our approach.

We explored six core strategies to get there:

- Creating a health care system that’s good at health and good at care
- Building bridges between the health care system, community, and public health
- Creating healthy communities
- Promoting peer-to-peer supports to improve health
• Creating enabling conditions, such as sustainable business models
• Developing new mindsets — about partnership, co-design with the people we are hoping to serve, collaboration, and servant leadership

On October 8, 2014, at 2:52pm, we made a commitment: 100 million people living healthier lives by 2020.