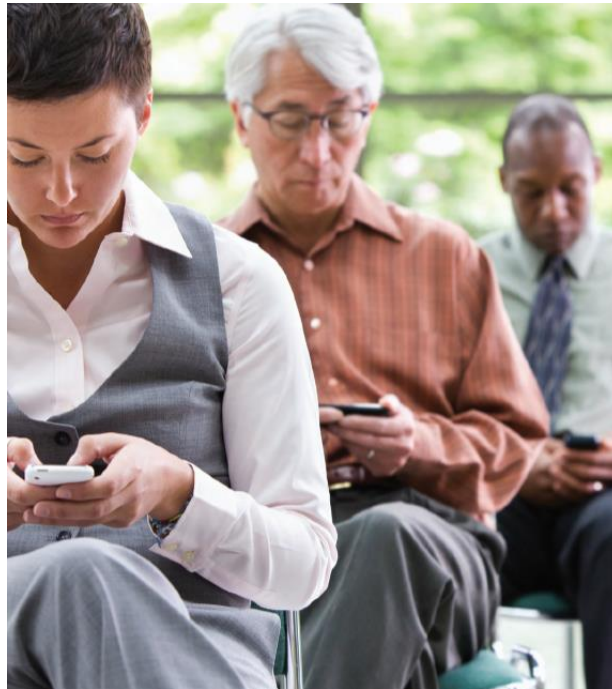


The Business of Wellness: Leveraging Mobile Technology *(extracts)*



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Wellness in the past...

“...tho' **vegetables** may be thought innocent, there are many cases in which they prove hurtful”

“Of succedaneums for **exercise**: The weather will sometimes deny the use of those kinds we have named: and in this case, any bustling about within doors, will answer the purpose. The adjusting of an escritoire, the new arranging of volumes in a bookcase, have often produced this good effect.”

“Six hours is as much as a person in the prime of life should **sleep**.”

From John HILL, *The Old Man's Guide to Health and Longer Life*,
originally published around 1750.

... Wellness today

World Health Organisation's definition:

“Wellness is the optimal state of **health** of individuals and groups. There are two focal concerns: the realisation of the fullest potential of an individual **physically, psychologically, socially, spiritually** and **economically**, and the fulfillment of one's role **expectations** in the family, community, place of worship, workplace and other settings.”

Source:

http://www.who.int/healthpromotion/about/HPR%20Glossary_New%20Terms.pdf

(Health Promotion Glossary update, new terms)

Industry insight...

By 2017: the health and wellness industry

is expected to be worth...

5.1 trillion US dollars

= one of the world's **largest** industries

What key industries focus on wellness?

- Healthcare
- Fitness
- Food and beverages
- Tourism (hospitality, spas...)
- Luxury
- Entertainment

They all offer various products and/or services.

FOCUS:

Health and Fitness in the Wellness Industry

The healthcare industry is a large part of the wellness sector.

The current « sickness-based » model...

(You're ill? This implies you get treatment)

...is in trouble both in developed and in developing countries.

The key understanding here...

« Active prevention » may be better / cheaper than cure:

Wellness is seen more and more as the path to affordable and sustainable health



this results in the hope to solve some of the issues faced by medical services in the developing and developed world...



... and in a unique, sizeable business opportunity.

Enter *Mobile Technologies*

2012: 6 billion mobile subscriptions around the world

2011: Sales of mobile devices exceeded those of personal computers for the first time

Developed countries: 50% or more of the population has a smartphone

Mobile phones are becoming ubiquitous in the developing world.

Welcome to « Mobile wellness »

Companies that leverage « mobile » in the business of wellness may:

- Provide information (apps or websites)
- Collect health or fitness data (through portable sensors)
- Analyse this data (in the mobile app or remotely)
- Provide results through apps, websites, text messages...

The Business of Wellness: Conclusion

- Pro: If people become willing to share their personal health data, the potential is mind-blowing
 - ➔ this may improve the standards of healthcare around the world
 - ➔ and lead to medical discoveries on rare diseases more quickly and more economically...
- Con: Who will be allowed to look into the data?