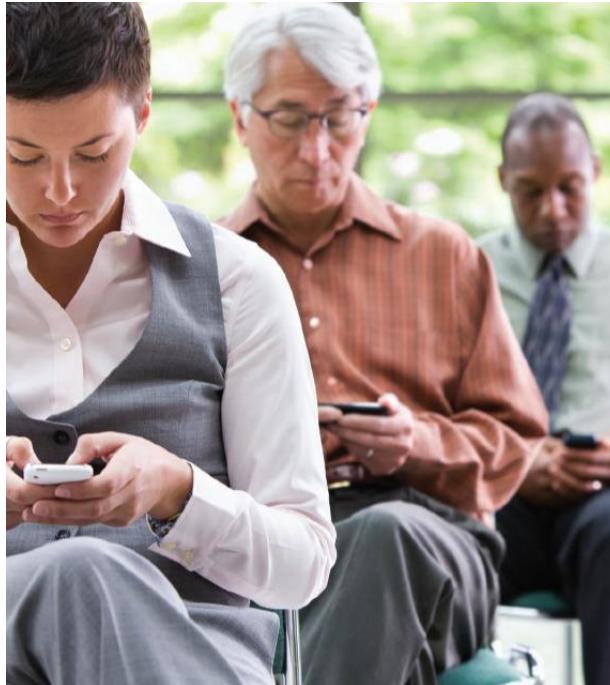


The Business of Wellness: Leveraging Mobile Technology (extracts)



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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?