



GLOBAL WELLNESS
SUMMIT 2017



Wellness 2030

Key Trends for a Growing Economy
in a Rapidly Changing World

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GOTTLIEB DUTTWEILER
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ECONOMIC AND SOCIAL STUDIES

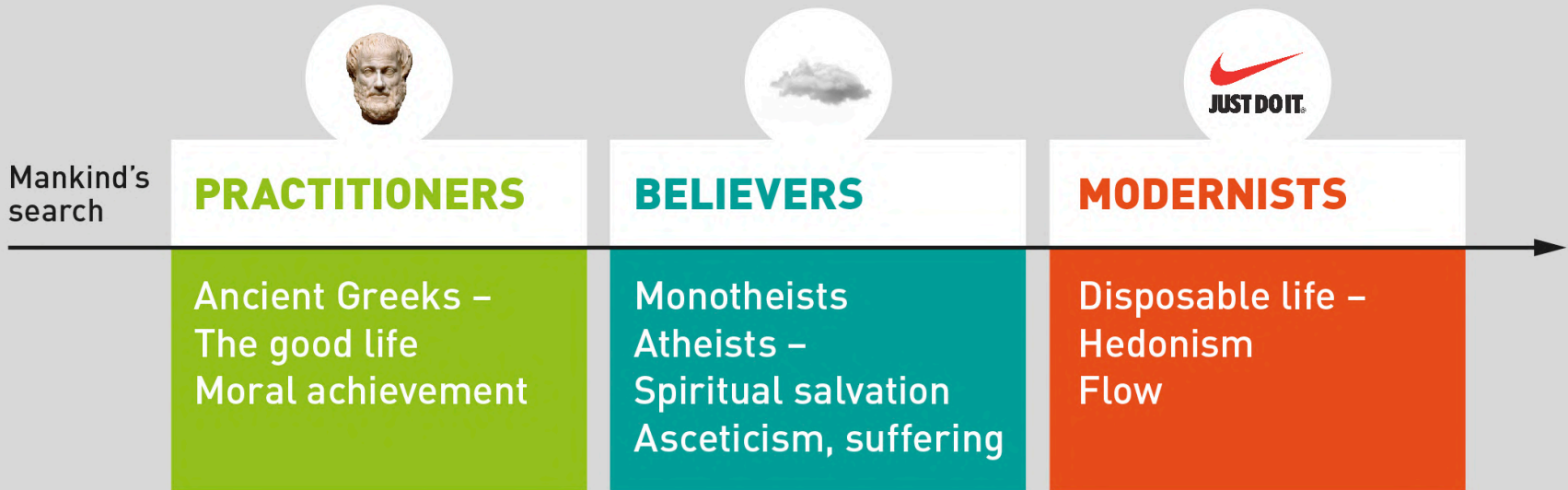
Global Wellness Summit 2017 Palm Beach

Wellness 2030: Technologies of Happiness

Dr. David Bosshart | 1309©GDI

October 9 – 11, 2017

Living a well life: Happiness through the ages



From illness to wellness to happiness

Clinical context → Consumer context

Treatment paradigm → Wellness paradigm

Premature death → Hyper wellness

Technologies of happiness

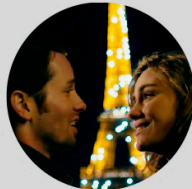
CULTURE



BIOHACKING



L'ART DE VIVRE



NATURE





From Buddhism to Data Buddhism

	BUDDHISM	DATA BUDDHISM
Path to happiness	Suffering, personal effort	One click to paradise
Scope	Becoming a part of something greater	Upgrade to your Super-Ego
Technology	Self-control, spiritualism	Engineering, tracking
Approach	Learn and practice	Decode and recode
Result	Ego dissolution	Ego dissolution as a side effect

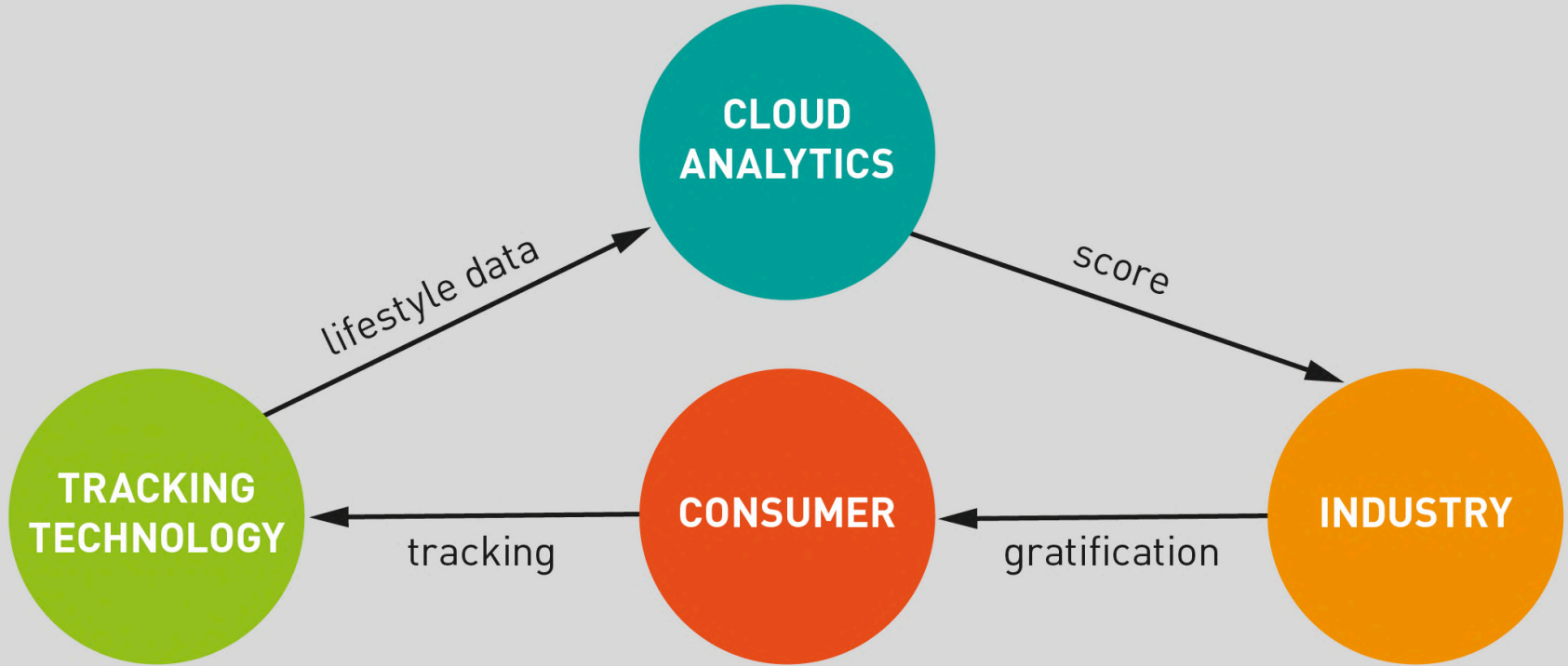
How does it work



Moving towards data wellness: Software eats wetware

WELLNESS INDUSTRY	2018 – 2024	2024 – 2030
Key product	Treatment, medicine	Data science Analytics, scoring, predictions
USP	Believe, cure, hope	Evidence, predictive maintenance, enhancement, hyper-wellbeing
Key interface	Spa, gym, shop, doctor	Smart devices, calm technologies, monitoring
Pricing	Pay per product or per hour	Pay-as-you-live
Key player	Specialists Individual providers	ICT, data companies Hyper-connected, mobile
Intervention	Acute medical issues	Real time monitoring, predictive

Pay-as-you-live: New business models emerge

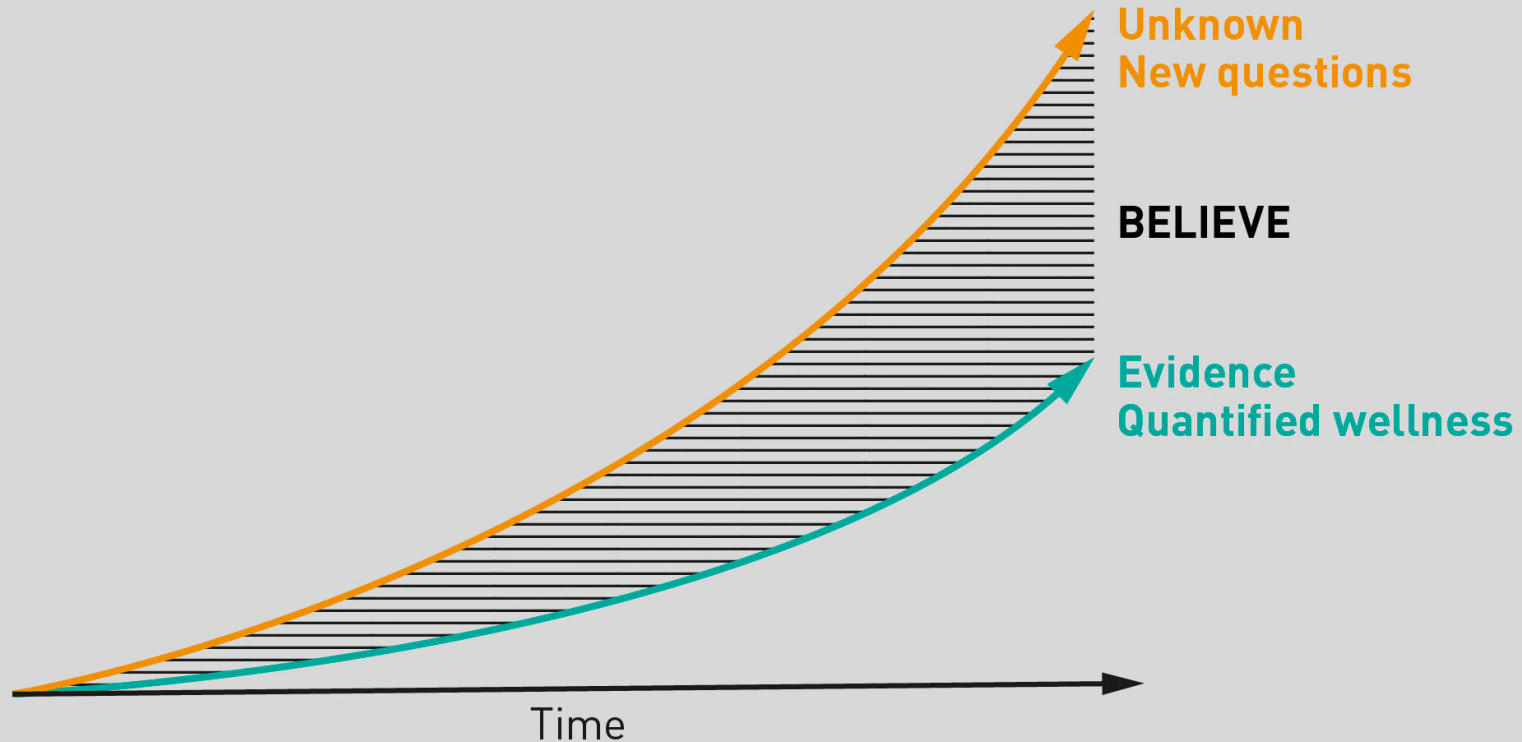


Data selfie: How machines see us



«We, the actual consumers, are the shadows of the personified simulations of ourselves.» Benjamin Bratton

The paradox of knowledge: More evidence = more belief



Conclusions

- The wellness industry will become an extension of the data economy
- The data selfie will become more important than your mirror reflection
- Biohackers will change the rules of the game
- Happiness will be decoded and recoded
- Expect entirely new wellness categories to emerge
- Shift from expert opinion to consumer data management
- But: Who will aggregate data? Own it? Control it? Program it?
- Beware: Regulations may slow down innovation speed, but will not stop it



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