

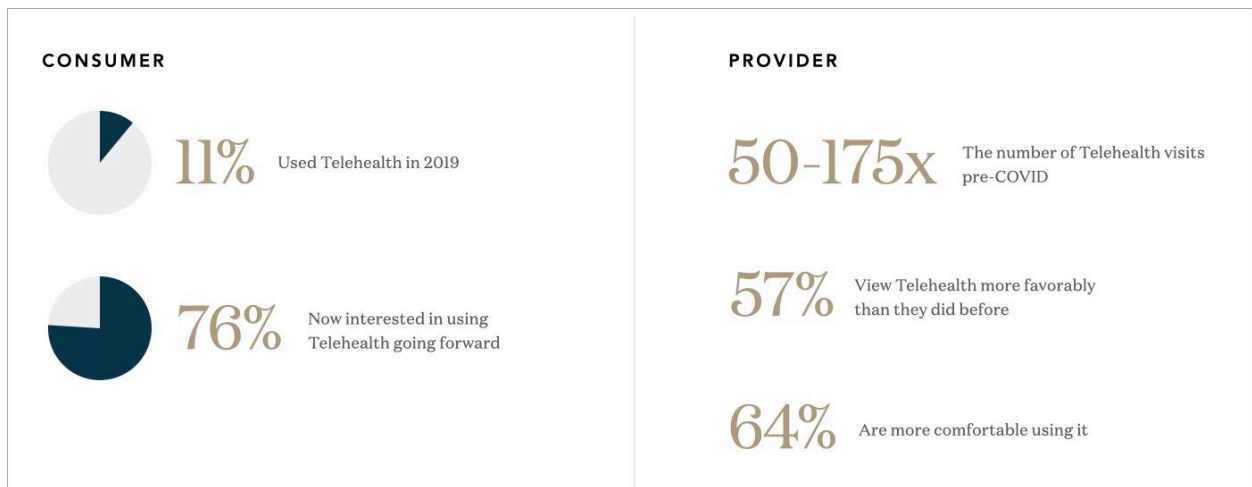
HEALTH AND WELLNESS



The Future of Health and Wellness

#1 Telehealth and MedTech

In 2019, just 11% of us consumers reported using telehealth services. Now, 76% of us consumers say they are interested in using telehealth services going forward, post pandemic. In addition, 57% of us consumers now view telehealth more favorably than they did before the pandemic, and 64% are more comfortable using it.



According to the centers for disease control and prevention (cdc), telehealth utilization spiked by more than 154% in late March of 2020 compared to the same period in 2019.⁴ additionally, the market is expected to rise to over \$397 billion usd by 2027 following current predictions made by fortune business insight.

While usage over time has subsided since the peak of the pandemic, it has become clear that telehealth is now an instrumental part of the future of healthcare delivery.



#2 Wearable Technology

This technology has been around for quite some time but it was mostly used by athletes to track training regimens and progress. Now more than ever people are using this technology to take control of their own day-to-day care.

This emerging category is on the rise, especially among older generations and those with chronic health conditions. Nearly 20% of Americans aged 50+ own wearable health-tracking devices, which is almost identical to the adoption rate of the 18-49 age group. The pandemic forced new technologies onto patients. Now that more and more people are comfortable with these new platforms, they won't want to give up their new-found sense of independence and empowerment.

Wearable health technology is more sophisticated than ever and easier to use. Here are some benefits of wearable health technology:

1. Real time data collection
2. Continuous monitoring
3. Predict and alert
4. Empowering patients

This means the data can link to the patients health app on their phone or computer and send real time data to the doctor. Since it is continuous monitoring, it can detect issues before the person is aware something may be going on, like o2 levels which became so important during the pandemic. It can alert the patient and even medical staff of complications. These devices can save lives and make families feel more secure in their care.

#3 From Fitness Brand to Fitness Lifestyle

For 2022, fitness companies are focused on nutrition, recovery, and mindfulness as new lanes in which they would like to play. Many fitness organizations are partnering up with meal delivery organizations to offer healthier, affordable meal choices. Apple has also stepped in to the fitness arena by offering ifit and ifit mind which offer guided mindfulness programs. The point is to create a more wholistic approach to health and wellness. In apple's new series of workouts, each class fuses movement, meditation, and mindfulness. These classes aren't just taught by trainers but also neuroscientists, sport psychologists and mental health professionals. The integration of wearable technology can even be our fitness tracker and let us know if our body hasn't fully recovered. It may suggest a low impact yoga class instead of a high impact spin class if it detects you need more time. Something we may not detect ourselves.

Fitness is no longer just about breaking a sweat, it's about a holistic approach. Fitness facilities and programs are branding a lifestyle from the inside out. It becomes who you are, not just something that you do.

#4 Employers are Prioritizing Mental Health Programs for Employees.

Mental health programs are seeing a rapid increase in adoption and investment in the workplace as the covid-19 pandemic triggers mental health conditions. The majority of employers surveyed are increasing their investment in mental health programs (90%), followed closely by stress management and resilience programs (76%), and mindfulness and meditation programs (71%) Wellable Labs jan 5, 2022

Based on the trends we're seeing in this year's employee wellness industry trends report, employers should focus on benefit selection and design through a lens of empathy, support, and expectation management, and they should emphasize rebuilding trust within their organization. Those who do will have the best chance of rebuilding their workforce for long-term success as we come out on the other side of the covid-19 pandemic."

#5 Customize Everything

This one really ties in to the first 4 trends of 2022. Although its taken years, the "one size fits all" approach has finally fallen short. There is a deeper appreciation for each person's uniqueness and individuality. Many brands are understanding this and now offering individualized services and products. Instead of the diet industry waging war on each other trying to convince us their way is the best, we now see it as a more holistic approach.

According to research by Accenture, consumers prefer to work with a brand that offers them recommendations and remembers their preferences. We don't all need the same benefits package, workout plan, daily food intake, or even pricing. Build an inclusive business model that serves various price points and lifestyles so you can offer a customized experience to a broader range of clientele.

Think about how you can create a unique experience for your customers. This has become the new normal in consumer desires and we will see an increase in personalized experiences in the next few years.