

# HEALTH DISRUPTIONS

THE INTERSECTION OF HEALTH AND OTHER INDUSTRIES WILL IMPACT YOUR ORGANIZATION

Consumer power, availability of individualized products and services, and access to technology, information, and connectivity continue to drive the intersection, blurring, and merging of previously disparate markets and industries. This creates disruption in the market, ultimately expanding customers' expectations of quality, individualization, timeliness and variety of offerings available to them - increasing their buying power.

POWER TO THE INDIVIDUAL

"one size fits all" solution. Individuals are curating their unique healthy lifestyle, and employers are creating a culture of health. Product and service providers must decide their role in this movement. Let's examine various trends that point to how individuals are being empowered

The future of health and wellness is what the individual makes of it – there is no

in different aspects of health.

**PHYSICAL** 

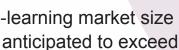


411 million smart wearable

devices, worth a staggering \$34 billion, are anticipated to be sold in 2020.1

INTELLECTUAL

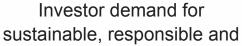
# E-learning market size is



240 billion dollars by 2023.2

**SPIRITUAL** 

# Investor demand for



impact investing has grown by 33% since 2014.3

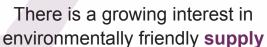
## 19% of smartphone owners



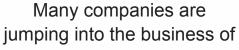
**SOCIAL** 

have at least one health app on their phone.4

**ENVIRONMENTAL** 



chain and product sourcing from consumers. **EMOTIONAL** 



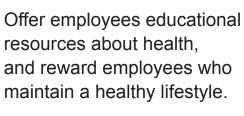
online therapy – through better access to video conferencing technology and more accepting insurance policies.

amongst the multitude of market options available to them. These options allow them to curate their unique health and wellness profile. While the roles your organization could

Individuals across your consumer and workforce bases hold the power to choose

**EMPOWER YOUR ORGANIZATION** 

play may be varied, the offerings and benefits you provide could be very impactful to your workforce and your financial model - the potential for cost mitigation and revenue generation. Here are a few examples of roles an organization may play in this environment.



Reward healthy lifestyles that result in decreased insurance

resources, lowering the cost

associated with "down times."

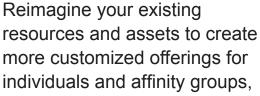
Encourage behaviors that result

**COST MITIGATION** 

**OFFERINGS** 

### and benefit costs. Incentivize behaviors that result in the usage of under-utilized

in a decreased dependency on energy resources, lowering consumption and cost.



**REVENUE GENERATION** 

**BENEFITS** 

### driving demand. Explore and leverage an

understanding of future trends

to proactively meet your customers where they will be in their health and wellness journeys. Advertise your approach

to health, wellness, and

where they are.

environmental stewardship,

meeting likeminded customers

driving usage and patronage by both consumers and workforce.

Gamify health and wellness,

The power shift to the consumer increases the number of product and service options that successful organizations must explore to proactively optimize the benefits for workforce health and organizational finance levers. Organizations must not only

ls your organization ready to address the health disruptions of

understand and decide how to best address their workforce health

growth into a potentially new adjacency.

needs and expectations, but also determine the best business systems to support that future direction. Vision is not enough, critical actions

must take place to align cost structure and revenue forecasts to support

today's society?

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Sources: 1 CCS Insight http://www.ccsinsight.com/press/company-news/2516-wearables-momentum-continues/

2 Global Market Insights https://www.gminsights.com/industry-analysis/elearning-market-size 3 Forum for Sustainable and Responsible Investment

http://www.ussif.org/trends 4 Demi & Cooper Advertising and DC Interactive Group http://thesparkreport.com/infographic-social-mobile-healthcare/