



Wellness, Mayo Clinic and the Ultimate Success

Breakout Discussion Panel

Introductions by

Erica Orange, Executive Vice President & Chief Operating Officer, The Future Hunters, U.S.

Participants

Lisa M. Clarke, Executive Director, Destination Medical Center, U.S.

Jeff Kohl, Chief Operating Officer, Spa & Club Ideations, LLC, U.S.

Dr. Paul Limburg, Medical Director, Office of Wellness, Mayo Clinic, U.S.

Mayo Clinic as it Stands Today (Dr. Paul Limburg):

The session began with a presentation on the cutting-edge innovations that have occurred at Mayo Clinic throughout history, as well as a series of stats showcasing where it stands today:

- The institution is 150 years old with 60,000 employees, 4,200 physicians, 1.3 million patients from 144 countries annually, and 50 million online visits per month.
- It is the world's largest integrated group practice, with \$9.5 billion in annual revenue.
- It boasts a long series of pioneering medical firsts and accomplishments, including:
 - The first integrated group practice;
 - Creation of medical record;
 - First heart, lung, and liver transplant in the U.S.;
 - First hospital blood-bank; and the list goes on.

Underlying all of these stats, is one very fundamental core message, and that is that Mayo Clinic wants to transform itself from a health care organization to a health *knowledge* organization. They want to move from individual care to caring for families, communities and then eventually, extend that thinking out to the entire world (via website, books, newsletters, etc.)

Lastly, in a world of chronic disease, wellness becomes much more critically important. As such, in 2013, the Office of Wellness was established to move patients away from being just “patients,” and move them towards becoming “*health-seekers*.” Being a health-seeker (vs. a patient) is an ongoing experience versus just an episodic one – it lasts a lifetime, and includes diet, weight, sleep, and tobacco management as well as long-term preventative care.

Creation of the DMC: A Global Destination for Health & Healing (Lisa Clarke):

Given Mayo Clinic’s expanding focus and reach, a central aim was to stay ahead of the “health care curve” and build a community of health. With Mayo Clinic at its heart, the Destination Medical Center (DMC) public/private initiative is the catalyst to position Rochester, Minnesota as the world’s premier destination for health and wellness; attracting people, investment opportunities, and jobs to “America’s City for Health” and supporting the economic growth of Minnesota, its bioscience sector, and beyond. DMC is the largest economic development initiative in Minnesota history, and one of the largest in the U.S. It has attracted almost \$6 billion worth of investment, will create close to 35,000 jobs, and pull in ~\$2 billion in new net tax revenue.

Lisa highlighted the value of the DMC for visitors, and reported that 34% of visitors said they would return to Rochester when offered activities of interest. But visitors experience a quality gap between the community at-large and Mayo Clinic. As such, six separate sub-districts have been identified for infrastructure development in the community (e.g., downtown waterfront, mass transit, etc.)

Another central aim of the DMC is to provide visitors with the comforts of home. Many patients also come with caregivers, so it’s imperative to pay attention and cater to the needs of the caregivers, as well. The DMC is working closely with Delos to rethink what it means to be a wellness community.

Taking Wellness Global (Jeff Kohl):

What does it really mean to take wellness global? The DMC believes that the pursuit of wellness is the beginning of a lifelong relationship that anyone can have with Mayo Clinic anywhere in the world, at any time. This will be accomplished by introducing the effort through established relationship/partnership channels: airlines; private clubs; cruise lines; credit card companies; and hotels. The central aim is to offer expertise on: health information; health education; health guidance; health care; and business development. Additionally, the creation of healthy living centers (and programs) will focus on everything from employee wellness to sports medicine, biometrics, culinary centers and rejuvenation spas.

Fast Forward: What This Will Mean in the Future?

The fact that the Mayo Clinic is embracing wellness in a major way is profound, as we look to the future. In the words of Susie Ellis, “The Mayo Clinic is serious about embracing prevention, and are in pursuit of eventually earning the stellar reputation they currently enjoy for their medical/diagnostic/specialty side of things in the prevention and healthy living space. The world really is changing when the Mayo Clinic integrates wellness into its 150-year-old approach to medicine.”

The future will be increasingly urban. Currently, more than 50% of the world's population lives in cities. That is the first time in human history that we have exceeded that threshold. By mid-century, various projections put 60-75% of the world's population in urban environments. That fundamentally changes the way that we collectively, as humanity, live and achieve/define "wellness." As more people migrate to large cities, research shows that people feel more socially isolated than ever. And while social media allows us to effectively live alone, together, people still have an inborn need for real, tangible community. Rapid urbanization will only increase this need. And urban designers and developers are beginning to take heed of this. Close to follow may be other hospitals and well-established medical centers that see the need to push the needle from health to wellness.

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