



GLOBAL WELLNESS
SUMMIT **MEXICO**
CITY 2015

Outlook for a World Where Wellness May Become Mandatory

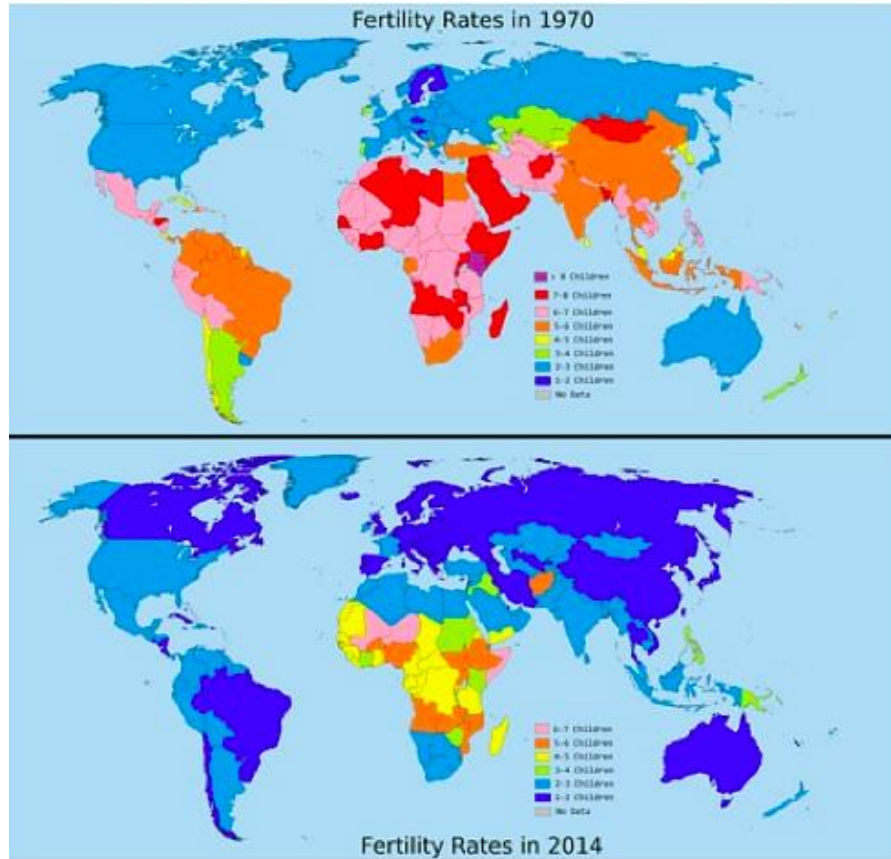
Thierry Malleret

The macro world is “unwell”

- Economic outlook: poor and uncertain
- Geopolitical outlook: conflicted and divisive
- Societal outlook: fragmented – retrenchment + rising inequalities
- Environmental outlook: worrying



Aging: trumps all other trends

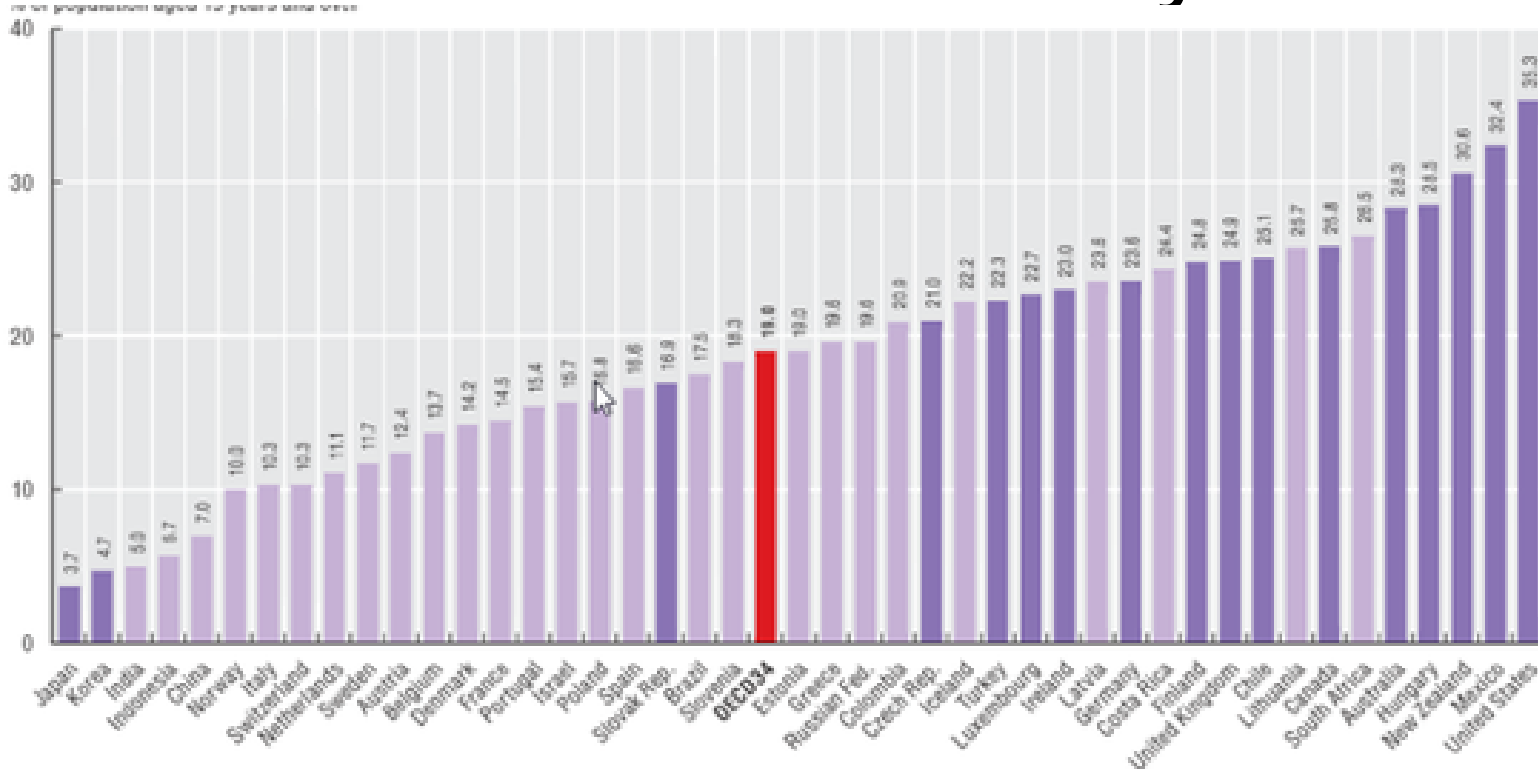


Aging and health spending

Life expectancy at birth and health spending per capita, 2013 (or latest year)



Adult obesity



Source: OECD Health Statistics 2015

The pressure to be “well” – A few reasons why

- In the US, 30 cents of every \$ spent by the government goes to aging
- Global cost of obesity: \$2tr / year (2.8% of global GDP)
- NCDs burden = cumulative output loss of USD 47tr over the next 20 years

It can't go on like this

- Soaring health costs (a proxy of “unwellness”)...
- At a time when fiscal policies under unprecedented pressure and over-indebtedness
- Pension funds black holes



Why wellness will become mandatory

Only two ways to fix the problem:

1. A sudden increase in productivity triggered by technology
2. Preventive healthcare to reduce costs through wellness

1 is uncertain. This makes 2 inevitable. Different countries will address the challenge in different ways

The coming convergence between wellness and wellbeing

- Happiness, wellbeing and wellness
- Wellness is critical to wellbeing...
- ...But wellbeing has predictive power over wellness
- The “hedonic treadmill hypothesis”: Eudaimonic wellbeing will replace hedonistic wellbeing –
SUPPORTIVE FOR WELLNESS