



GLOBAL WELLNESS
SUMMIT 2017



Wellness 2030

Key Trends for a Growing Economy
in a Rapidly Changing World

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Global Wellness Summit 2017 Palm Beach

Wellness 2030: Technologies of Happiness

Dr. David Bosshart | 1309©GDI

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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

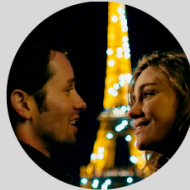
CULTURE



BIOHACKING



L'ART DE VIVRE



NATURE



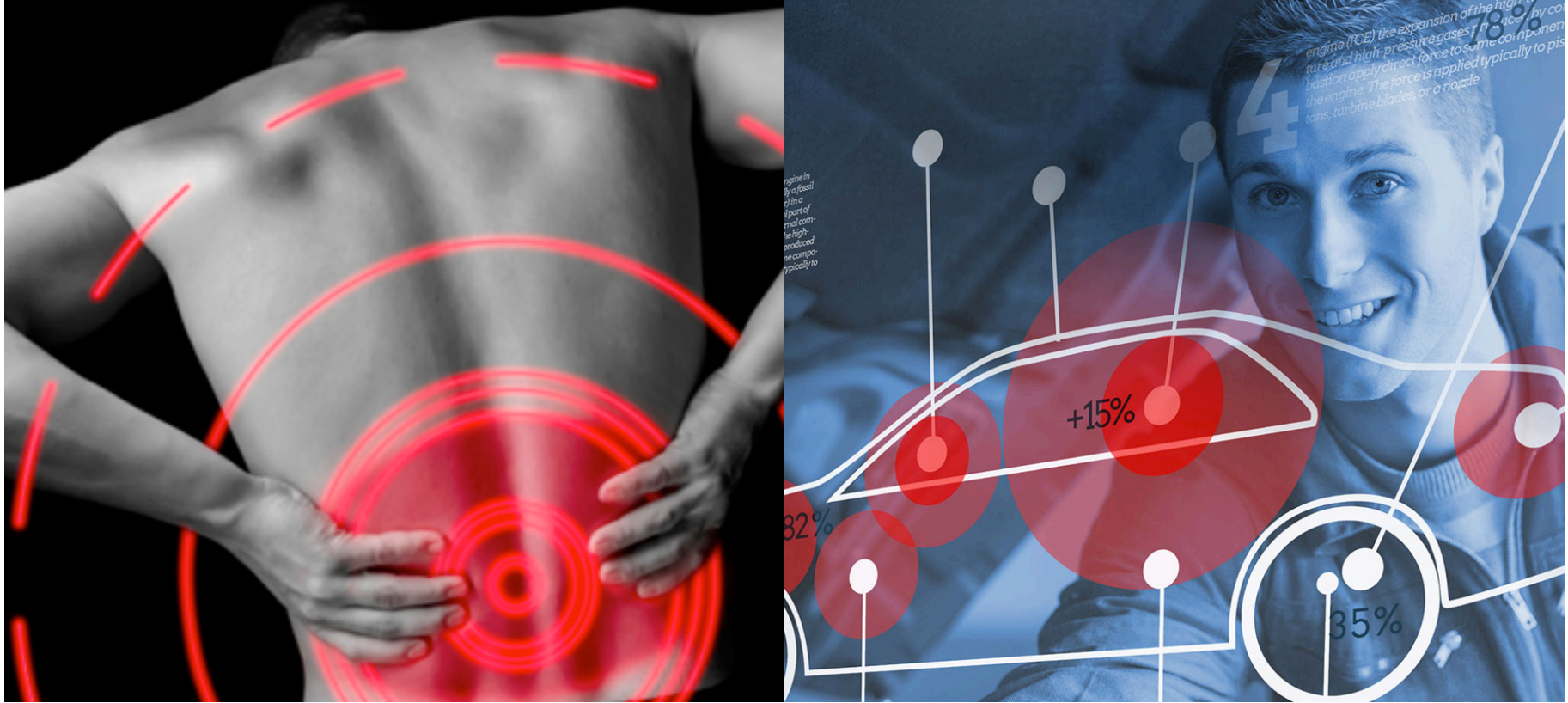


Source: massappeal.com/meet-the-worlds-first-legal-cyborg/

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

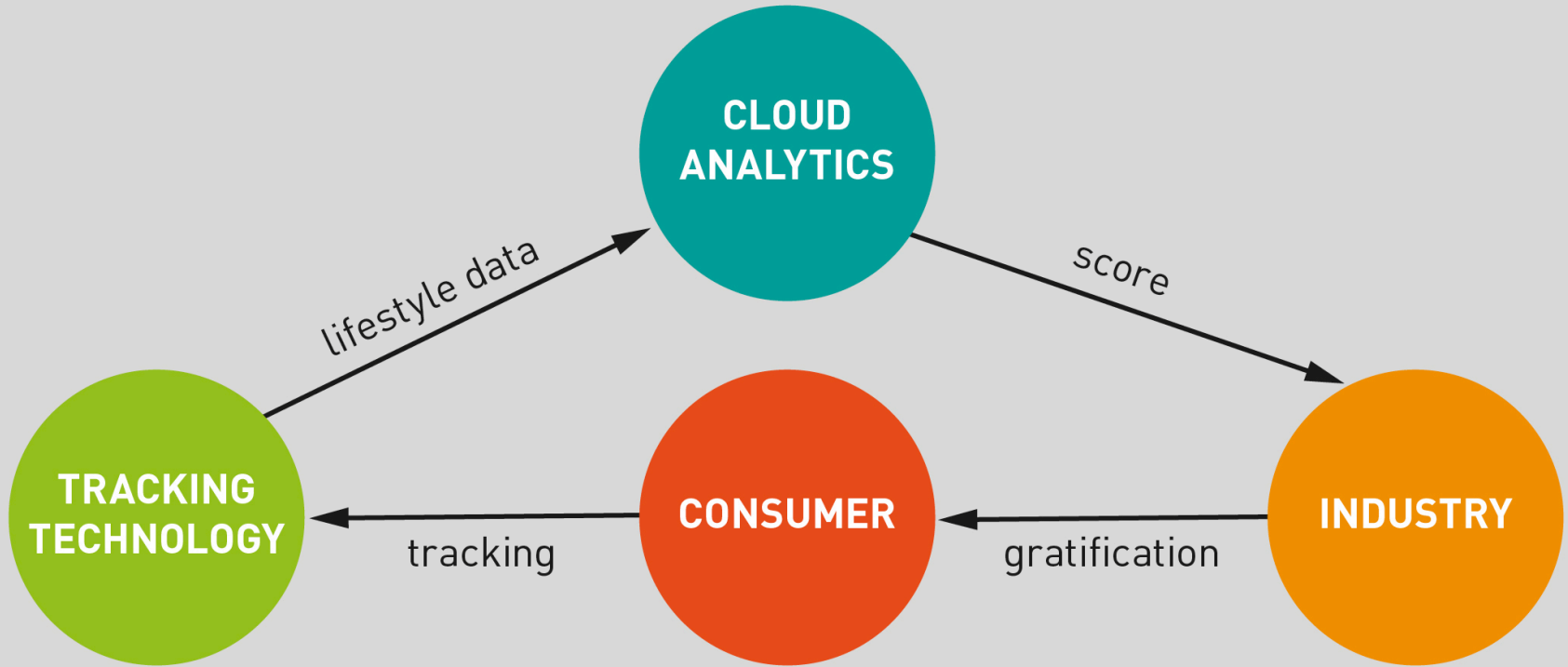
How does it work



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

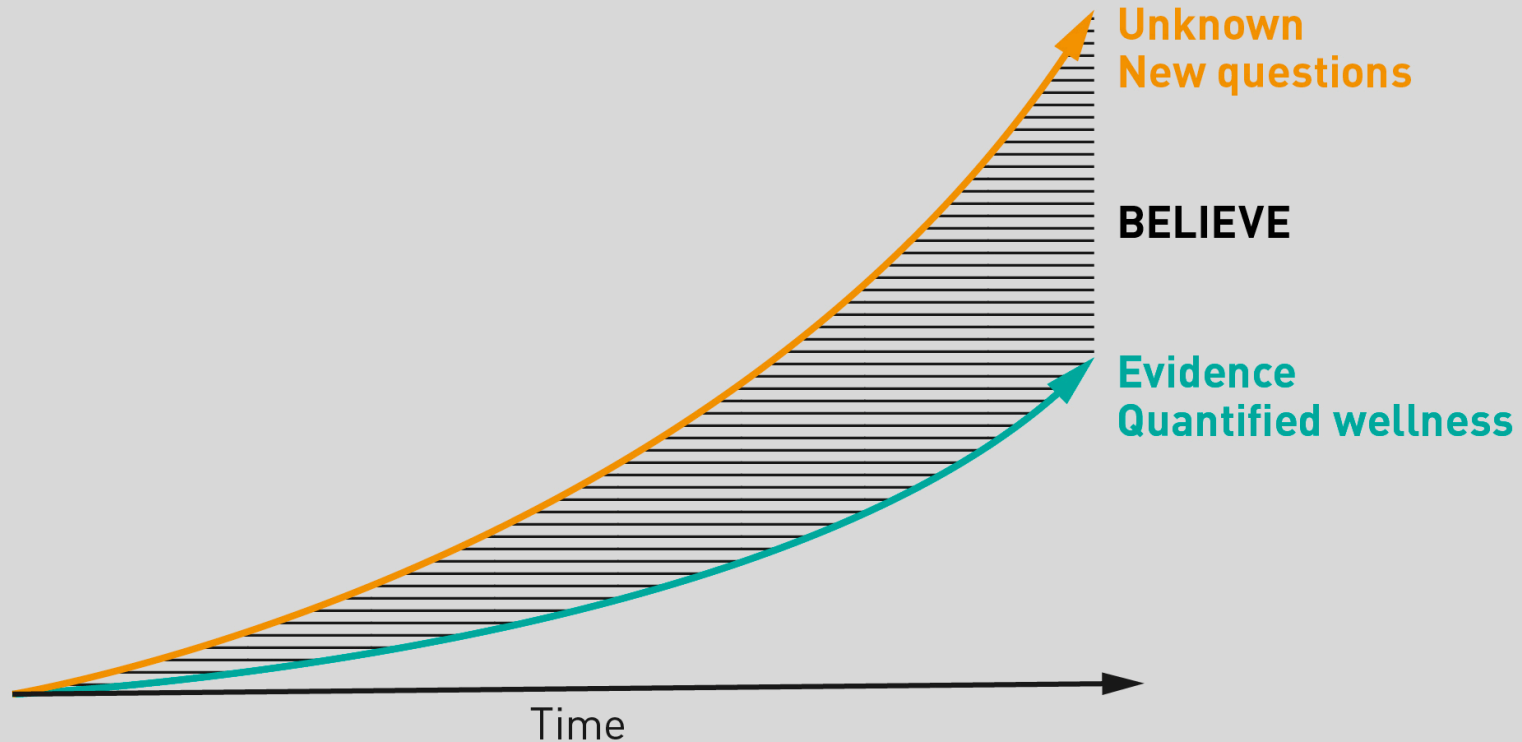


Data selfie: How machines see us



«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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