Macro Economic Changes Affecting Wellness
Who is at risk and who will be the winners?
A paradox

• We live in an age of abundance – why are the symptoms of un-wellness rising?
• An hypothesis about the role of fairness

https://www.youtube.com/watch?v=-KSryJXDpZo
The macro-eco world is feeling “unwell”

- Victim of the “risky trinity” of (1) unusually low productivity growth, (2) historically high global debt levels, (3) remarkably narrow room for policy manoeuvre

- Ultra-low interest rates are a symptom of apprehension about the future
The cost of “un-wellness”

- “Always-on”, hyper-connected societies take their toll on wellness: obesity epidemic, loneliness epidemic, rise in mental illness, etc. Each has an economic cost.
- Healthcare systems reeling from a combination of (1) ageing populations, (2) funding constraints, and (3) rising chronic disease levels
Wellness now an “obligatory option”

- In the private sector, workplace wellness programs becoming a strategic imperative
- In the public sector, policies taxing un-wellness and/or subsidizing and promoting wellness gaining traction
## The winners and losers

<table>
<thead>
<tr>
<th>The Winners</th>
<th>The Losers</th>
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</thead>
<tbody>
<tr>
<td>• All “wellness” related themes</td>
<td>• Companies that pollute</td>
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<tr>
<td>• Travel &amp; Tourism</td>
<td>• Large food &amp; beverage companies</td>
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<td>• Organic / high quality food companies</td>
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A few factoids to illustrate the points above

• In 2012, 12.6m people died as a result of living or working in an unhealthy environment – 1 in 4 of total global deaths
• Physical inactivity cost healthcare systems USD53.8bn worldwide (2013)
• 70% of all medical costs in the US related to smoking, physical inactivity, food choices, portion size, and stress
• Since 1975, global obesity has increased by 167%. 13% of the world’s population is now obese
• Global yearly cost of air pollution: USD5.1tr in welfare losses and USD225bn in lost labor income
• In the UK, more than 1 young woman in 4 have a mental health condition. Number of those with PTSD has trebled in 7 y. Estimated cost of mental illness: GBP 70-100bn per year

Sources: The Monthly Barometer – Wellness edition (WHO, UN, The Lancet, CDC, etc.)