

3 approaches to

making the future: a toolkit for reimagining

well-being



The future motivates us.

It is a space where individuals and organizations can reimagine who they are, what they value, and what they want to become.

Different people are motivated by the future in different ways. Pragmatic practices illustrate how people are repurposing everyday technologies to maximize the value of personal health data. Utopian visions of self-quantification stem from expectations that these practices will lead to greater self-awareness and, ultimately, better health. Speculative strategies and practices pioneered by health consumers have pushed a range of personal needs—from beauty to food to sleep—from the edges to the mainstream of health and health care.

These pragmatic, utopian, and speculative approaches to future health and well-being will define how people live in health information ecosystems over the next decade, as measuring even the most high-resolution details of our bodies will become almost unremarkable. Devices ranging from wearable sensors that measure stress and happiness to direct-to-consumer kits to sequence the DNA of bacteria in our bodies and environments will vastly expand the volume and variety of what we can know about ourselves. In this landscape, how we set goals, make choices, and navigate our lives as people, patients, and consumers will change radically—and demand new kinds of organizational responses.

This toolkit is a guide to jumpstart your thinking about how to respond. Use it to help you imagine how you can innovate to meet the needs of health consumers in the next decade.



Abundant Information: New Opportunities for Reimagining Well-being

In the course of any two given days, we now create a greater amount of data than the total amount that existed in the world in 2003. This growth of information shows no sign of slowing. In health, we've traditionally left it to medical professionals, academics, and public health agencies to interpret data for us, but, increasingly, they can't keep up. For instance, even as the price of sequencing a person's genome has plummeted from \$3 billion to \$1,000 in little more than a decade, the number of certified genetic counselors has lagged. And genetics is just one new source of data. As new low-cost tools to measure our brains, bodies, environments, and social networks bring an increasing array of health data into our daily lives, this gap between measurement and interpretation is growing.

It is in the gap between traditional data interpretation and the demand for meaning that people are creating new leading-edge health and well-being strategies. We call these everyday people creating new practices Health Pioneers. Some of their strategies respond to the big issues in health care, such as rising costs and insufficient emphasis on preventive care. But many strategies also respond to less familiar concerns, such as mitigating information overload and managing the digital information trails we leave behind. Many of these practices will mainstream, others simply reveal emerging issues that will require responses from traditional health and governance organizations.

As Health Pioneers reimagine health and well-being, their new values, concerns, and goals will redefine what they demand from health care and other organizations in the coming decade.

Approaching the Future of Health and Well-being

The future has always been a motivating space. It offers opportunities for people to try out new practices, experiment with new goals, and even expand the rules that govern their lives. **Three personal approaches to the future represent the spectrum of motivations that drive us to create or adopt new strategies as we pursue health and well-being in our daily lives:**



pragmatic

Work within constraints to maximize outcomes.



utopian

Seek out idealism within current frameworks.



speculative

Create change by rewriting or breaking current rules.

Even as people are primarily motivated by one of these personal approaches to the future, their health and well-being strategies may reflect multiple motivations. For example, someone might be pragmatic when it comes to interactions with the health care delivery system, trying to maximize the benefits of health insurance. At the same time, this person might engage in speculative eating practices to manage energy and productivity at work. And finally, he or she might express utopian views of technology's promise by adopting the latest health apps.

Together, these approaches and strategies will shape the broader ecosystems of well-being in the next decade, influencing what we value and what we demand from products, services, and organizations.

Health Pioneers: New Challenges

Over the next decade, new tools will usher in a world where we will all have access to an unprecedented abundance of health information. However, practices and tools for finding meaning in that data will still be in their infancy. This will create a shifting landscape, from which new well-being values and challenges emerge. These six cards explore these new values and challenges by grounding them in the lives of Health Pioneers, everyday people in 2022 who are pioneering new health strategies.

preserving community health

How can we use new understandings of the community and environmental health to enhance personal well-being?

Robert



managing data as a health asset

How can we turn rich personal health data into a strategic asset and manage it securely?

Barbara



outsourcing the mind

How can we allocate our mental energy and focus efficiently in a world of constant distraction?

Elizabeth



outperforming age

How do we tap the potential of high-resolution understandings of the body's inner workings to feel young and healthy as long as possible?

Jacob



redefining healthy

How can we use abundant information to create alternative definitions of health and well-being?

Melanie



designing away risk

How can we use new understandings of genetic, behavioral, and environmental risk factors to redesign our lives and beat fate?

Charles



pragmatic

utopian

speculative

Start Here: Make the Future

Use this toolkit to make your own innovation that meets the emerging health challenges of the future. By understanding the values, approaches, and strategies of your Health Pioneer, you can innovate to meet their needs in a setting of their daily life.

1

Pick a Challenge

Select a challenge from the left-hand side and pull out and read the corresponding card to get to know the Health Pioneer your innovation will help.

think Take a look at “how they got here” and think about what changed from 2002 to 2022. How has their approach to pursuing health and well-being shifted?

challenge | preserving community health

Robert is trying to use health data to enhance community health—and his own.

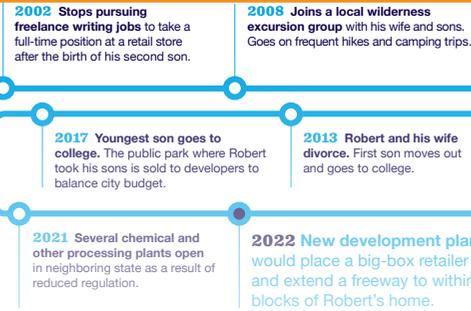


Robert

age 60
profession
Manager at
Outdoor Gear
Store
city
Boulder, CO

“I’m not about to let a freeway ruin the future health of my neighborhood.”

How Robert got here



His strategies

sharing health devices | By designing community health devices, Robert brings transparency to the neighborhood’s health risks. This strengthens social connections and community well-being.

sharing health devices

Giving up data for social connection

What if medical devices become social tools? As consumer medical technology becomes increasingly powerful, patients will share their diagnostic tools and data with others as a way to save money and connect socially. People with chronic diseases or high-risk profiles will share health devices like blood glucose testers with friends and relatives to create or strengthen social connections. Others will make games around medical devices, like athletic sensors, or even genome sequencers, to surprise people with unexpected information about their own bodies and let them compare results. People repurposing health devices to create social experiences will still be using them for health and well-being purposes, just not the ones they were originally intended for.

SIGNAL spit parties > 23andMe promotes parties where people congregate to spit in vials for genetic testing.

Explore the Strategies

Examine the three new Health Strategy cards that your Health Pioneer is using to get a more in-depth understanding of their approach to health.

think What resources do these strategies leverage? What risks do these strategies expose your Health Pioneer to?

2

3

Choose a Setting

Pull the Setting cards out of the lower-right side; select one of your Health Pioneer’s three settings.

How does your Health Pioneer pursue well-being in this setting? What are their unmet needs?

ON-THE-GO the digital information layer

By 2022, the way people navigate their environment will be transformed by a ubiquitous layering of digital information on the physical world. Thanks to cheap sensors and citizen contributions, people will be able to see detailed information about businesses, as well as public spaces like parks and playgrounds, as they move through them or pass them on the street. This digital layer will not be limited to technical information or health statistics. Many people will make their own personal or collective contributions to the information layer of specific places, relating history or telling stories of the space, or in some cases creating completely new narratives of place.



Robert

Robert’s neighborhood is among the healthiest in the nation—and he’s committed to keeping it that way. When it was announced that a new big-box retailer was coming to his neighborhood, along with a freeway expansion, Robert joined a group that believes the development represents such a threat to the community’s health that it would make the entire population pre-sick. Now, in his free time, Robert facilitates the donation of old personal and home sensors and diagnostic tools so they can be turned into community health monitors by embedding them in public spaces. And he participates in outreach events to engage community members in mapping the area’s risks and resources. On the weekends, his group even plants trees and retrofits public structures to reduce blight and noise pollution.

Settings for Health

- ON-THE-GO the digital information layer
- HOME the connected apartment
- CLINICAL primary care reinvented

What Robert is tracking



4

Make your Innovation

Answer the following questions to create an innovation and a pitch for it.

what:

- Describe a new service, product, or initiative that could improve your Health Pioneer’s well-being in this Setting.
- Give your offering a compelling name or title.

why:

- Describe the barriers and health risks your Health Pioneer faces. Why do they need your offering?
- Why is your innovation better than existing options?

who:

- Would you benefit from collaborating with others? Who is already working in this field that you can partner with?

how:

- How does your Health Pioneer use or encounter this offering?
- How does it improve their experience of health?
- How will you know if your solution was successful?
- How can you adapt your offering for other settings?

when:

- What can you do to start working on this today?
- What resources—both internal and external—would you need to create this innovation today?

New Health Strategies

These nine cards forecast new health and well-being strategies that Health Pioneers will use in 2022.

profile pruning
optimizing health choices
sharing health devices

pragmatic



cognitive off-loading
future proofing
digital dieting

utopian



creating pre-sick identities
dropping out of health
taking the fiction cure

speculative



These ten cards forecast changes in the settings of everyday life where health and well-being happen.

CLINICAL

primary care reinvented
ubiquitous health interactions

WORK

optimized workspaces
anytime, anyplace work

HOME

the home health center
the connected apartment

RETAIL

automated shopping systems
data-driven supermarkets

ON-THE-GO

self-driving cars
the digital information layer

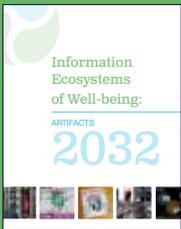
This toolkit is part of Health Horizons' year-long exploration of abundant data and how it will transform health and well-being.

These Health Horizons' 2012 research deliverables provide insight into how everyday people will pursue well-being in 2022 and beyond, in a world of abundant data. They were designed to help you think critically about the changes in information ecosystems and innovate strategies today that take the long-term future into account.

Below are descriptions of each of this year's research deliverables:



Information ecosystems for well-being | This **map of the decade** explores a future in which unprecedented amounts of data transform the health and well-being landscape. It describes three hotspots of innovation, in which we'll see new ways to make information actionable for well-being emerge. Use it to get a high-level overview to identify new innovation opportunities in the health and well-being landscape of 2022.



Artifacts 2032 | This **report** contains five artifacts from the future—visual forecast images—designed to make the long-term future tangible. Use this to immerse yourself in future possibilities and prepare by making better strategic decisions today.



3 approaches to making the future | This **toolkit** is a guide to thinking about how abundant information will transform how people set goals, make choices, and navigate their lives as people, patients, and consumers. Use it to explore how to innovate to meet emerging consumer values and needs.

Institute for the Future

We are an independent, nonprofit strategic research group with more than 44 years of forecasting experience. We offer clients a deep understanding of the trends and discontinuities that will reshape well-being and health in the next ten years.

Health Horizons Program

Our Health Program provides insight into the changing global health economy and the social forces that will shape health and health care in the next three to ten years. We identify and evaluate emerging trends, discontinuities, and innovations in consumer behavior and social media; health and medical technologies; health care delivery systems; and food, nutrition, and sustainability.

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