Over the next decade, changing values, new economic incentives and regulatory standards, along with advancing technological capacities, point to a new ascending “second curve” of health care. It’s one that puts the person and family at the center, and coordinates around them. It allows us to rethink the health care models of today.

Change that’s been a Decade in the Making

We’ve been at a moment like this before. Over a decade ago, IFTF launched an exploration into the growing health care economy when the definition of health was expanding to include well-being. A new set of players—from financial services to retailers and technology companies—were actively moving into the health care space. Social media was on the rise, with pharmaceutical companies, payers, and providers all struggling to find the right way to engage with people discussing treatment and services in chat rooms and in what we then called “health-related social networking” sites. Patient engagement, health care consumerism, and what we termed the “burden of empowerment” were just popping up in health care circles.

New Health Care Models on the Horizon

Fast forward a decade and here we are yet again, facing another pivotal moment of change in how we understand and pursue health and well-being. Today’s septuagenarians, octogenarians, and nonagenarians are pursuing offerings that reflect their preferences, not the preferences of preceding generations. They are implementing new strategies for aging well and end-of-life care. Likewise, as more Millennials become parents and Generation Z enters adulthood, the expectations of younger cohorts will demand that players in health care adapt to new practices and values. Beyond demographics, advances in technology are propelling digital health and digital medicine to transform what we know about our bodies and our minds, and what we do to take care of others and ourselves. And while the abiding controversy over the Affordable Care Act shows no signs of resolution in the next few years, it has prompted new care and business models focused more on health outcomes and quality of care.

Navigate the Ascending Curve with IFTF:

› MAKE SENSE of the landscape of experiments, both inside and outside of health care which will shape care delivery as we know it

› GET A NATIONAL PERSPECTIVE on the range of emerging business models that will improve care delivery and overall community health

› MAP STRATEGIES to build strategic initiatives that enhance the individuals and communities your organization serves
Rethinking Health Care Models

Anticipating the Ascending Curve

We can begin to see a future in which, ten years from now, the most successful business and care models will be those that leverage powerful emerging technologies and novel partnerships to create a seamless experience for the people they serve. Models on the ascending curve put the person and family at the center, and coordinate around them.

In 2015, IFTF is launching a foresight project to imagine the ascending curve of health care. We’re surveying the range of emerging innovations to explore how these systems will co-evolve, to help sponsors identify opportunities to integrate the best ideas to form the business models of the future. By looking at this new landscape as one of opportunity rather than one of constraint, we can reimagine health care and create more sensitive, sustainable, and effective models together.

Research Process

IFTF will convene today’s pioneers in digital health startups, biohacker movements, social entrepreneurship, and systems thinking to survey today’s landscape and highlight the solutions with the most potential to scale. IFTF researchers and sponsors will meet to collaborate and map out the business models for the health care environment of the next decade. Using the foresight from this session, as well as perspectives and knowledge from seasoned experts in health care, IFTF will create a map of new business models on the ascending curve that leverage powerful emerging technologies and novel partnerships to improve the value, experience and the health of the people they serve.

DEVELOPERS

Immersion and Workshop: Mapping the New Landscape

On July 14, 2015, sponsors will participate in a forecasting workshop with some of the world’s most original health thinkers and innovators to collaboratively imagine solutions within the existing structures and assumptions and explore how we could design the ascending curve of health care.

Forecast Map: New Business Models on the Ascending Curve

Using learnings from the forecasting workshop and existing IFTF foresight, we’ll create a map to make business sense of the new realities in the health care landscape, forecasting entirely new models on the ascending curve of health care. This map will be delivered in the fall of 2015.

FutureNow, Health Care: External Forces Shaping Health Care

One-page briefings that draw links from IFTF’s cross industry research from our technology, education, retail, food, cities and work labs to provide a broader lens into future trends, drivers and discontinuities that will impact health care in the next decade.

+ OPTIONAL ADD-ON

Strategic Action Workshop: Making the Leap to the Ascending Curve, Creating the Future Today

Using our map and IFTF’s foresight-to-insight-to-action process, we’ll work together to understand how your organization can begin to generate new offerings and adjust your business model to thrive in the next decade and beyond.

For more information about our research, sponsorships, collaborations, and events, please contact:

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ABOUT THE INSTITUTE FOR THE FUTURE

The Institute for the Future is an independent, nonprofit strategic research group with over 46 years of forecasting experience. The core of our work is identifying emerging trends and discontinuities that will transform global society and the global marketplace. We provide our members with insights into business strategy, design process, innovation, and social dilemmas. Our research generates the foresight needed to create insights that lead to action. Our research spans a broad territory of deeply transformative trends, from health and health care to technology, the workplace, and human identity. Institute for the Future is based in Palo Alto, CA.