The challenges are not limited to these startling statistics and the rising cost outcomes—they also lie in the fundamental organization of our current health care system. Our traditional hospital-centered, third-party-payer health care model is simply not designed to support the continuous care chronic conditions now demand. And despite recent efforts by educators, public health officials, and the media to think about the future, it charts the important directions of change to help you respond to the challenges and opportunities of the coming decade.

What if we shifted our collective thinking from the abrupt, dramatic, and often chaotic forces of the immediate present to the steady, quiet, but profound forces of the distant future? What if we focused on the near-term picture and not merely the far-distant forecast? What if we turned our attention from the here-now to the next-next? What if we worked with the signs of change and not just on its symptoms? What if we applied the foresight of the future to the health and health care system today? What if we made the new science of forecasting the primary sensor for the future health and health care system of tomorrow? What if we crafted health and health care with foresight rather than a reflex to reaction? What if we moved the health and health care system from a focus on the symptoms to a focus on the primary cause, in this decade? What if we were wise?
HOW TO USE THIS MAP

This map presents a vision of what the future may look like—what we call the future landscape of health and health care. Start at the top of the map on the future landscape of health and health care. Start at the top of the map on the future landscape of health and health care.

The map is a “roadmap” for the future landscape of health and health care. It is divided into four quadrants, each representing a different aspect of the future landscape: health and health care needs, and their response strategies. The map also includes a set of roadblocks and facilitators for each quadrant, providing guidance on how to navigate the future landscape of health and health care.

WHAT IF ... you could anticipate your future risk of disease?

WHAT IF ... your genetics define your community?

WHAT IF ... self-tracking goes mainstream?

WHAT IF ... your employer could nudge you?

WHAT IF ... cross-sector strategies to deliberately influence workers' decisions will cut health and health care needs?

WHAT IF ... coordinated, participatory solutions are feasible?

WHAT IF ... new information in research and self-tracking leads to integration of health financing and medical resources?

WHAT IF ... medical resources are maldistributed?

WHAT IF ... patients suffer from chronic illness and despite recent efforts by educators, public health officials, and the media to encourage healthier lifestyles, one in five American 4-year-olds is now obese?

WHAT IF ... the health care system is more uncertain than ever before? The possibilities of the coming decade are full of potential. Commons, market, and policy approaches—focus on self-organized and participatory solutions.

WHAT IF ... the future of health and health care is full of potential. Commons, market, and policy approaches—focus on self-organized and participatory solutions.
Looking ahead over the next decade, the future of health and health care seems more uncertain than ever before. The possibilities for change are endless.

What if thinking about the future. It charts the important directions of change to help you respond to the challenges and opportunities of the coming decade.

The signs of change are everywhere, but now is not the time to be overwhelmed by the complexity of what may lie ahead. This map of signals and forecasts was designed as a tool to help you systematically focus attention on the problem, one in five American 4-year-olds is now obese.

Despite these grim realities, the future of health and health care is full of potential. Commons, market, trust fund may be insolvent as soon as 2017. Overall health care spending is projected to exceed 20% of Gross Domestic Product. Even today, while the health care industry creates more jobs than any other sector, it also ranks second only to tobacco as a major cause of premature death in the United States.

The challenges are not limited to these startling statistics and the rising cost outcomes—they also lie in the fundamental organization of our current health care system. Our traditional hospital-centered, third-party-payer health care model is simply not designed to support the continuous care chronic conditions and innovations. Already, stakeholders across the health and health care economy, enabled by new technologies and medical discoveries, are forging a new landscape of product and service offerings, and health financing and delivery systems.

One thing we all agree on, the challenges we face are daunting. At a glance, the United States seems to be the healthiest nation in the world per cap for longevity and other indicators of health. We spend more of our disposable income on health care than any other country, a quarter of which is paid for by employers. Longevity is at historically low levels, and our health care delivery model is not equipped to provide the care needed for the millions of Americans living with chronic illness. And despite recent efforts by educators, public health officials, and the media to treat obesity as a health crisis, one in five American 4-year-olds is now obese.

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RESPONSE STRATEGIES

CHALLENGE AREAS

SUSTAINING ENVIRONMENTS

TRANSPRENNING HOODS & SAFETY NETS

MAKING INFORMATION ACTIONABLE

DEVELOPING OPPORTUNITIES & VALUE

REINVENTING CLINICAL PRACTICES

CONNECTING WORK & HEALTH

COMMUNICATE

Self-organized and participatory solutions

A new culture of participation, cooperation, and common ownership generates participatory and networked responses to health and health care challenges.

MARKETS

Demand- and supply-driven offerings and experiences

Market innovations meet consumer and business needs in an evolving global health economy.

POLICY

Government oversight and intervention

Government responds to the nation’s health and health care burden aimed at addressing market failures, evolving global health economy.

SCIENCE & TECHNOLOGY

Research- and knowledge-intensive innovations

 Mobilization of science and technology resources addresses health and health care challenges and results in new industries in neighborhoods, life span, and economy.
**Eco-Risk Tracking**
What if ... you could make the invisible visible?

**Ecological Health**
What if ... you could manage health at different scales?

**Nerouintrventions**
What if ... you could have brain surgery for weight loss?

**Health Previews**
What if ... you could get a sneak preview of your future health?

**Information Ecology Continents**
What if ... your health data were available any time, any place?

**Networked Health**
What if ... your genetics define your community?

**Probabilistic Medicine**
What if ... you could anticipate your future risk of disease?

**Sublime Patients and Care**
What if ... your care came with a warranty?

**Validation of Quantified Selves**
What if ... self-tracking goes mainstream?

**Employer as Choice Architects**
What if ... your employer could nudge you to better health?
What if you could make the invisible visible?

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