HEALTH HORIZONS PROGRAM

product or service we might see sometime in the
to style and are lauded as expressions of personal identity, rites of pas

result in hospitalization will be prevented and patients will become less
surgeons, even financial planners, and now a location in your

and nutrition for example, and to a final category of better-than-well for
Adapting to the demands of your so-called life

are lauded as expressions of personal identity, rites of pas

for patients and provide targeted drugs based on one's genotype.

or have rejected those delivery systems

will open new platforms, which enable companies to overcome the
diffusion in underserved global markets.

from training aid and performance augmentation. Enhanced-vision

may be used on or in the body, taking form in mobile phones, wear

be reconfigured as a broader perspective on health that spans local,

among community members, creating vibrant and ongoing epidemiol

will result in a fragment

be initially marketed in developed economies, yet capable of subsidizing
cost centers for innovation, developing medical technologies that will

Personal health technologies support self-management

the body—even extending the lifespan—as new products, services,

New innovation ecosystems emerge

As diet and nutrition concerns move away from being simply about

will likely extend to amateur agriculture. New food production methods

will drive creativity in new business models and clashes over safety, bio

narios and therapeutics will promote a resurgence of homegrown rem

for patients and provide targeted drugs based on one's genotype.

device that fits into health care and enhance and support the diabetic

Personal health technologies support self-management

patients will become less

Although many users manage their health under physician's guidance,

new technologies, applications, and categories, resulting in a fragmen

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be reconfigured as a broader perspective on health that spans local,

and helps them to make new ones. Groups rely on each other
to develop location-based information and messaging. Such technolo

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