



THE GLOBAL HEALTH ECONOMY 2016–2026

HEALTH HORIZONS

We’ve just experienced a decade in which people looked beyond the traditional health care delivery system and turned to the broader marketplace in pursuit of health and well-being. But this shift is far from over. Changes in society and technology are still reshaping the Global Health Economy. And the coming decade holds the potential for radical transformation. What is your place in the Global Health Economy of 2026?

Ten years ago, Health Horizons explored the emergent Global Health Economy as new entrants, from consumer electronics to beauty companies, claimed territory in health, well-being, and health care. Today, after a decade of people looking beyond just the traditional health care delivery system for solutions, this Global Health Economy is still undergoing dramatic change.

People—eaters, caregivers, citizen scientists, breakout innovators, patients—ultimately shape this economy. And looming shifts in demographics and changing values are altering their health and well-being wants and needs. At the same time, advances in technology and scientific understanding, from automation and cloud intelligence to open science and biotech, are changing the means we have to meet these new demands. It is the interplay of this social and technological change that will define the opportunities and challenges in the Global Health Economy over the next decade.

Join Institute for the Future’s Health Horizons program in mapping the new Global Health Economy. In 2016 we will address the following questions:

- › **HOW** will roles and responsibilities be redistributed in the next decade’s health economy?
- › **HOW** will individuals gain or lose control over their well-being and how will they seek it?
- › **WHAT** will the new domains of this economy be?
- › **WHAT** underlying forces are emerging to drive its evolution in the next decade?
- › **HOW** can we best seize its opportunities and meet its challenges?

2016 HEALTH HORIZONS DELIVERABLES

Forecast Map

In 2016, we will publish a forecast map of our research findings. In it, we will identify the forces driving change in health and well-being and map their most impactful possibilities across the domains of the Global Health Economy.

Foresight Retreat

On September 13–15, we will hold a foresight retreat and work directly with you to help you develop actionable insights for you and your organization.

MORE FROM THE HEALTH FUTURES LAB

Health Horizons is only one part of IFTF's Health Futures Lab. We offer foresight trainings, a health futures blog, and custom projects.

Alternative Health Futures Workshop

Please join us July 13–15 for a deep dive into building alternative health futures at our special health-focused Foresight Practitioner Training. This session with IFTF's Foresight Studio will help you learn a key forecasting methodology—alternative futures—with a particular emphasis on crafting future scenarios for health and health care.

Custom Projects

The Health Futures Lab offers a range of projects customized to meet your interests and needs: from Custom Forecast Memos, in which we identify key issues for your leadership group to discuss and use in strategy development, to Strategic Opportunity Maps in which we work together with you to map out your big-market opportunity, to hands-on Immersive Learning Experiences with leading thinkers and innovators in Silicon Valley.

Health Futures Blog

Health Futures Lab researchers post regularly on IFTF's blog, Future Now. Check us out on the Web and join the conversation: iftf.org/future-now

ABOUT HEALTH HORIZONS

No single organization can solve the complex challenges facing the world today, particularly in the fields of health and health care. At the Institute for the Future (ITF), we bring together a wide variety of stakeholders—from health care to food and retail—to work toward more resilient responses for the complex challenges facing global health. For more than 30 years IFTF's Health Horizons Program has brought futures thinking to the world of health and health care by looking for unexpected connections across this variety of stakeholders. Our research explores the social, scientific, economic and technological forces affecting health and grounds them with a deep understanding of the lives of individuals and families. By sensing large-scale connections between large-scale change and individual lives, we help organizations develop strategic insights and long-range initiatives to transcend boundaries and create person-centered approaches to supporting health and well-being.

ABOUT THE INSTITUTE FOR THE FUTURE

The Institute for the Future is an independent, nonprofit strategic research group with more than 45 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. The Institute for the Future is based in Palo Alto, California.

BECOME A MEMBER TODAY

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