These ten cards forecast changes in the settings of everyday life:

**ON-THE-GO**
- creating pre-sick identities
- sharing health devices
- cognitive off-loading
- New Health Strategies
- future proofing
- digital dieting
- the digital information layer
- the connected apartment
- utopian
- speculative

These pragmatic, utopian, and speculative approaches to future health and well-being will define what people are repurposing everyday technologies to maximize the value of personal health data.

**Settings for Health**

**Approaching the Future of Health and 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. As Health Pioneers reimagine health and well-being, their new values, concerns, and 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 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 genome and return results—this growth of information shows no sign of stopping. 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.

These three personal approaches to the future represent the spectrum of new practices, experiment with new goals, and even expand the rules that govern technology’s promise by adopting the latest health apps.

**3 approaches to making the future a reality**

1. **Pragmatic**
   - Focus on practical, real-world challenges.
   - Goal: Maximize the value of personal health data.
   - Strategies: Repurposing everyday technologies.

2. **Utopian**
   - Seek out idealism within current frameworks.
   - Goal: Reimagine who we are, what we value, and what we want to become.
   - Strategies: Speculative eating practices to manage health care delivery systems and self-awareness.

3. **Speculative**
   - As Health Pioneers reimagine health and well-being, their new values, concerns, and 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 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 genome and return results—this growth of information shows no sign of stopping. 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.

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 strategies show how we can reimagine who we are, what we value, and what we want to become. Speculative strategies and practices pioneered by everyday people creating new practices Health Pioneers. Some of their strategies are repurposing everyday technologies to maximize the value of personal health data.
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.
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
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.

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.

How has their approach to pursuing health and well-being shifted?

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?

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.

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

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?
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
- cognitive off-loading
- future proofing
- digital dieting
- creating pre-sick identities
- dropping out of health
- taking the fiction cure

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
These ten cards forecast changes in the settings of everyday life Health Pioneers will use in 2022.

- on-the-go optimizing health choices
- sharing health devices
- taking the fiction cure
- cognitive off-loading
- New Health Strategies digital dieting
- anytime, anyplace work
- managing data as a health asset
- outsourcing the mind
- world of constant distraction
- outperforming age
- and environmental risk factors to redesign our lives and beat fate?

The future motivates us. Abundant Information: New Opportunities for Remaking Well-being

In the midst of the digital data deluge, processing all the glitz and glamor means the future is bright, but the problem is that we can't keep up. It is in the gap between traditional data interpretation and the demand for meaning that new health and well-being strategies may emerge. These six cards 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 map the territory.

Health Pioneers: New Challenges

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