

**Kelton**

**UNPACKING  
HEALTHCARE**

# **THE SCIENCE OF ME**



## GETTING PERSONAL

As consumers grow accustomed to products that can be tailored to meet individual needs, they've come to expect the same from every aspect of their lives—especially in the pursuit of improved health and well-being.

Almost any aspect of a person's life can now be tracked, measured, and analyzed, prompting a rapid evolution of technology and treatment options.

This collection of personal data isn't new, of course. The big shift lies in activating on this data. Physicians and researchers are now able to use information to track and monitor changes, improve communication, and make tailored recommendations to optimize health.

In **Unpacking Healthcare: The Science of Me**, the second book in our three part series on healthcare, we explore recent developments in personalized health that are affecting patients, physicians, and consumers.



**Kelton Global** is an insights and strategy consultancy with deep expertise in research and storytelling. We fuse research, strategy design and communications into smart solutions for the world's biggest, most well-loved brands.

# KEY THINGS TO KNOW ABOUT PERSONALIZED HEALTH

01

**Personalization:** How does your product or service impact the individual? How will consumers interpret the level of personalization that you offer?

02

**System:** Connectivity is key. Consumers expect and appreciate when one product or service is integrated into their broader life, and lifestyle. How does your development connect?

03

**Simplify:** A desire for more personalized data doesn't mean consumers desire complex data. Use research to determine the vital data streams that consumers can interpret and use.

04

**End Benefit:** Identify the core user benefit and place that front and center in product development. Do the derived benefits all map back to a core consumer need?

05

**Multiple users and inputs:** If your product or service is intended for multiple user types (and requires multiple input sources), how are those developed in a cohesive way?



IDENTIFY + PREVENT



## THEN

Early commercially available genetic tests largely focused on tracing one's personal ancestry, rather than on health and wellness.

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## CONSUMER-FACING GENETIC CONSULTANTS

Never before has DNA testing been so accessible to the average consumer. Numerous services have emerged enabling consumers to drill down to the genetic level to make a personal health and wellness plan, prevent chronic illness, mitigate risk, or effectively manage important life events and transitions (such pregnancy or aging).

## NOW

Providers like **Pathway Genetics** go one step further, activating test results with personalized recommendations for almost every aspect of health and well-being, all based on a person's specific DNA.

## CUSTOM MEDICAL SOLUTIONS

Pharmaceutical companies and researchers are actively working on ways to decode variances at the individual patient level to design more effective treatments. By examining biomarkers, genetic make-up, and individual biological ecosystems, physicians are better able to prescribe treatment for the specific patient, rather than for the broader ailment.

### THEN

Medications were initially designed to treat a broad set of patients, with composition decisions based on average reactions, ignoring outliers.

### NOW

Pfizer's **Xalkori** offers highly targeted treatment through biomarker identification, while scientists at **Jackson Laboratory** are actively working on tailoring medicine based on individual genetic makeup.



MONITOR + INTERVENE

## BIOWEARABLES

As prosthetics and implants become more responsive and sophisticated, wearables are following suit. New advances allow wearables to rest either on the skin or just below the surface. These bio-wearables extend the cords beyond the practitioner's office, providing a more accurate account of patients' conditions and progress over time and insight into concerning deviations.

### THEN

Monitoring vitals and physical state responses required wiring up the patient, observing them in-house, and interpreting the results based on that moment in time.

### NOW

**Tech Tats**, made of electro-conductive paint embedded with microcontrollers that use sensors to monitor vital health functions, can send data to doctors in real-time via Bluetooth.

## THEN

Drug efficacy was measured and monitored by extracting and testing blood and other samples.



## NOW

The **Proteus Ingestible Sensor** monitors the stomach, tracking personal body chemistry to measure adherence, as well as any adverse reactions.

Image Source: proteus.com

## INGESTIBLE EFFICACY TESTS

New methods of observing patients' internal systems and reactions offer easier, and in some cases more efficient, alternatives to invasive cameras and blood tests. Digital pills coated in digestible materials can communicate with adhesive patches placed on the skin, relaying information about patients' vitals and tracking tolerance of a given medication.

A close-up, low-angle shot of a woman's face and upper body as she runs outdoors. She has blonde hair and is wearing a light-colored athletic top. Her right arm is visible, wearing a bright green smartwatch. The background shows a clear blue sky and a rocky, hilly landscape. A white rectangular box is overlaid on the center of the image, containing the text "OPTIMIZE + PERSONALIZE".

OPTIMIZE + PERSONALIZE

## DIGITAL COACHES

Fitness trackers are going beyond collecting and measuring to provide analysis, pinpoint problem areas, aid in setting goals, and motivate consumers to meet them. This new wave of wearables also leverages inputs from different systems (e.g. motion, heart rate, sweat, muscle tension) and weaves these data points together to provide the user with a more holistic picture of their progress.

### THEN

Early fitness monitoring devices propelled a movement of personal health data collection, enabling the user to develop their own analysis and optimization strategy.

### NOW

**Sensoria's** Smart T-shirt monitors the wearer's performance against their pre-set goals. The tech garment is connected to a virtual coach that responds with tailored guidance and encouragement.

Image Source: [sensoriafitness.com](http://sensoriafitness.com)

## THEN

Meal planners and diets offered fixed recommendations based on broad categories like gender and height/weight.



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## THE 'YOU' DIET

Gone is the food pyramid of yesteryear. New services are leveraging genetic data and blood typing to help consumers create meal plans that better meet individual nutritional needs. These services consider biological information as well as the user's specific goals and needs to help them identify an optimal diet.

## NOW

The **Sage** platform analyzes nutritional label information and explains it in terms of the user's personal needs, restrictions, and preferences, to aid in better dietary management.

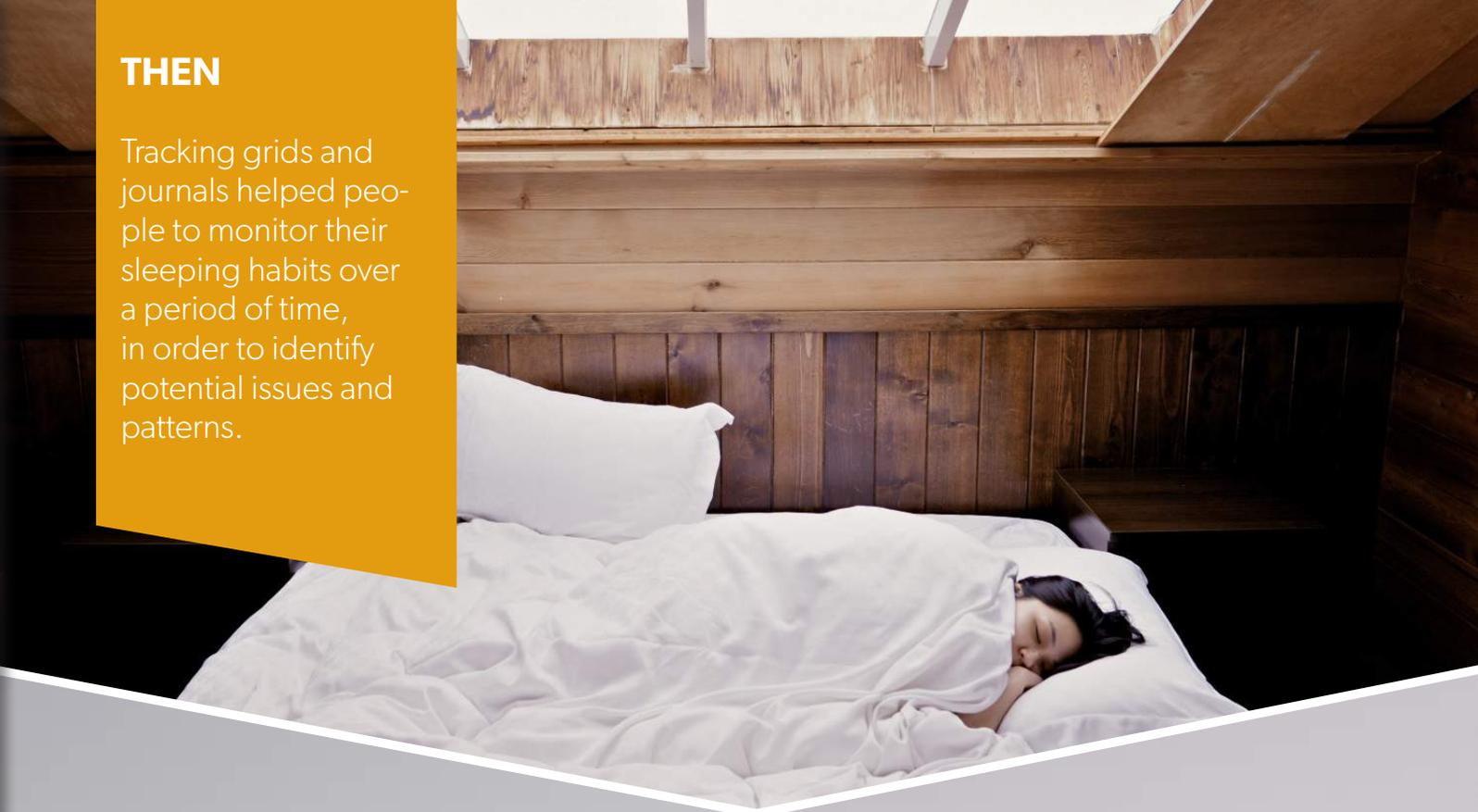


## SPOTLIGHT ON SLEEP

As research confirms that sleep is a critical component of overall health, more attention is being paid to the art of snoozing. Wearables, apps, and devices have emerged that track sleeping conditions and behaviors, empowering consumers to better understand sleep quality and diagnose disruptions in REM cycles.

### THEN

Tracking grids and journals helped people to monitor their sleeping habits over a period of time, in order to identify potential issues and patterns.



### NOW

**Sense's** devices monitor sleep cycles and bedroom conditions, and use that information to make recommendations on how consumers can optimize their environments and habits to improve snooze sessions.



Image Source: hello.is

## UNPACKING HEALTHCARE

Researched by Kelton's Cultural Insights practice and informed by rich experience with healthcare and pharmaceutical brands, **Unpacking Healthcare** is a 3 part series exploring the massive shifts reshaping the Healthcare industry. See all three downloadable e-books at [KeltonGlobal.com/Thought-Leadership](http://KeltonGlobal.com/Thought-Leadership)

1. The Additive Health Movement
2. The Science of Me
3. Part 3 – Coming September 2016

**Let's continue the conversation.**

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