



Industry Briefing Papers 2016

NORTH AMERICA: UNITED STATES

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

Functional Medicine continues to grow, as do spa services related to medical office and hospital care, most notably within cancer treatment centers and women's' health offices.

2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

Spas:

Collaborative efforts between spas and conventional medical centers are slowly advancing.

Beauty:

Growing awareness by consumers that not all beauty products are healthy.

Fitness:

Group fitness / cross-training remains extremely popular, and there remains growth in functional and outdoor fitness activities.

Nutrition:

Little has changed in the past year - Paleo and Gluten-free continue to rule, organics continue to grow as a percentage of supermarket shelving.

Wellness Tourism:

In combination with service / sustainability emphases, increased growth both among millennial and retirees.

Wellness Communities or Real Estate:

Great hope that these will be incubators for new health initiatives and research.

3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?

Efforts to control global warming and expand nature preserves (though they may be weakened in the future).

4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?

Our political situation, and the fact that insurance does not reimburse for preventive strategies - it reimburses for intervention.

5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.

Wellness is a great term that to a large extent has been coopted to fit into corporate needs / employee health / HR and the Affordable Care Act. Well-being has both a personal and communal, even global, connotation that is preferable.

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