



2022 서울의료관광 국제트래블마트

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The Blurring Line Between Healthcare & Wellness

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Wellness Is A Waste Of Time

How "wellness" is often one big con



Gideon M-K; Health Nerd

Follow

Jan 22, 2019 · 5 min read ★





The COVID pandemic is calling out the hospitality industry on its biggest bluff: wellness

Lina Batarags Mar 29, 2021, 6:31 AM





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Wellness is the new purpose



Every brand has a wellness role to play

73% say brands need a wellness strategy as part of their core mission. They're prioritising wellness when they shop, and are acutely aware of the gap.



Consumers have clear expectations that brands should contribute to their wellness

80% are taking action to prioritise their wellness, and 75% feel brands could do more to make wellness easier for them to achieve.



Wellness is less selfish and personal. Social and purposeful are the new aspects.

More and more people say their wellness is linked to other people's wellness, including social connections and purposefulness.



Wellness washing and claim complexity lowers credibility

Consumer's trust in "wellness marketing" is at risk. They want brands to be authentic and clear, with ingredients and benefits they can understand.





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Ogilvy

The Availability Gap:
the product or service that
consumers expect does not exist

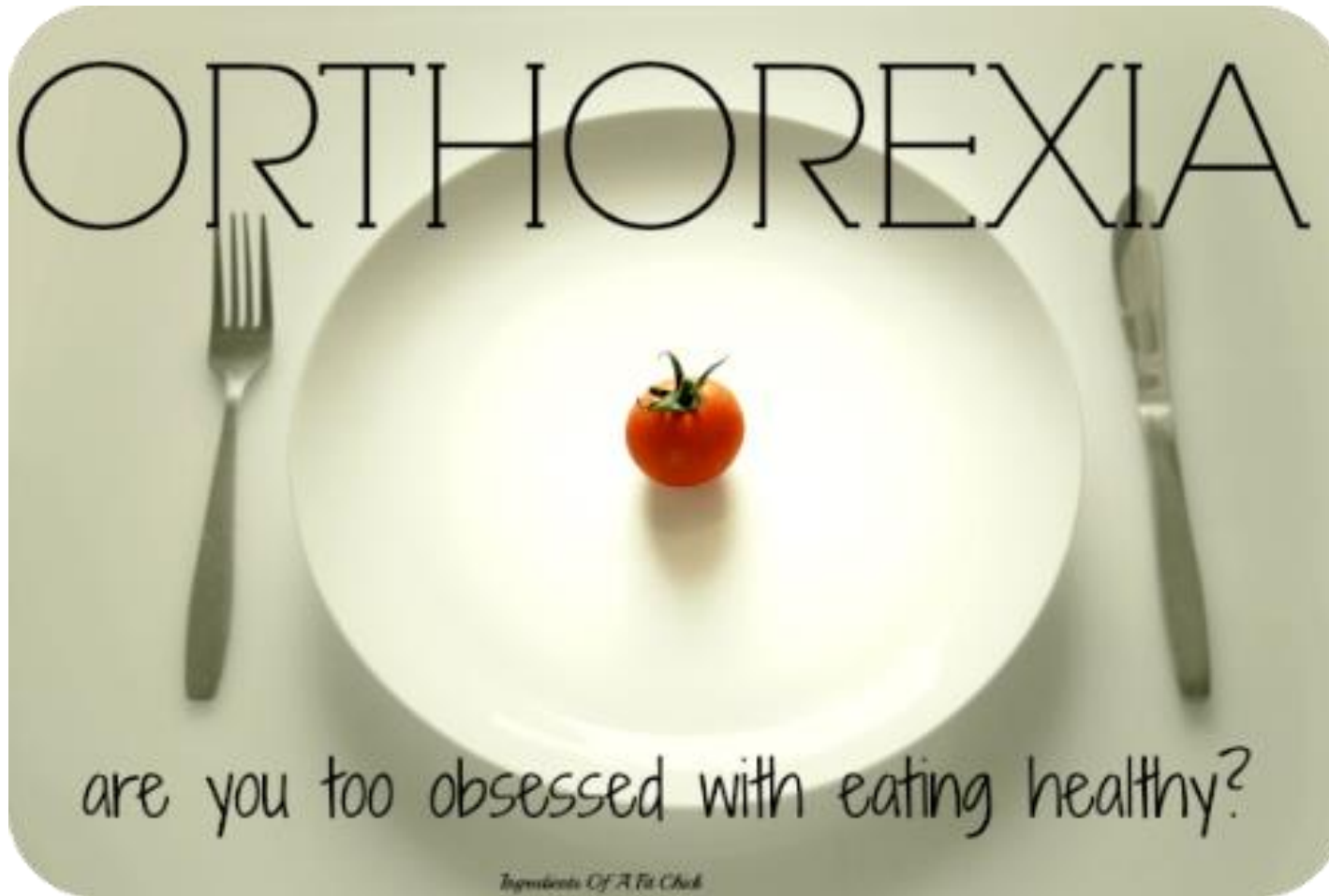
The Authenticity Gap:
wellness claims need to be
understandable and believable

The Value Gap:
wellness needs to balance being
good value for money, good for the
consumer, and good for the
environment



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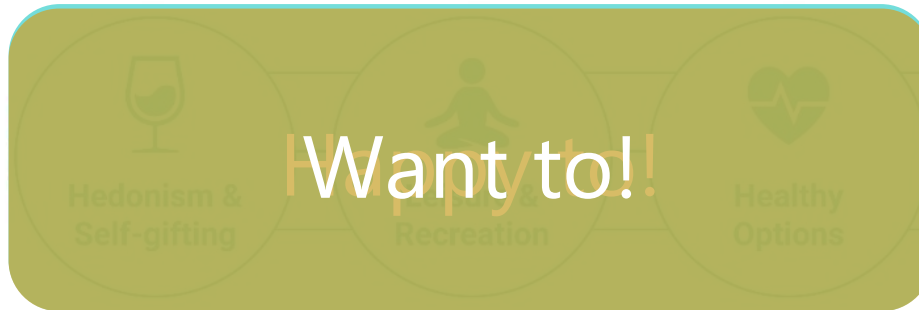
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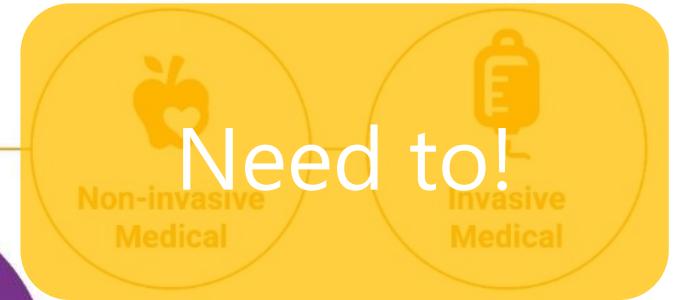
Healthy Services



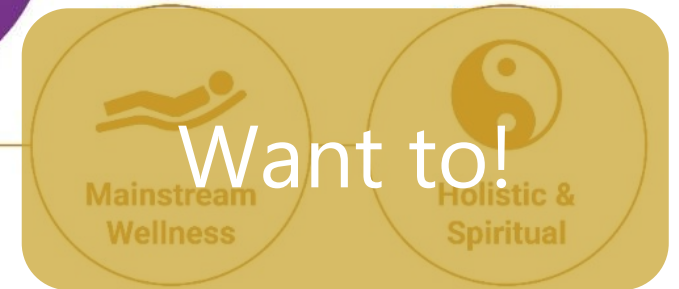
Health Tourism



Want to!



Need to!



Want to!

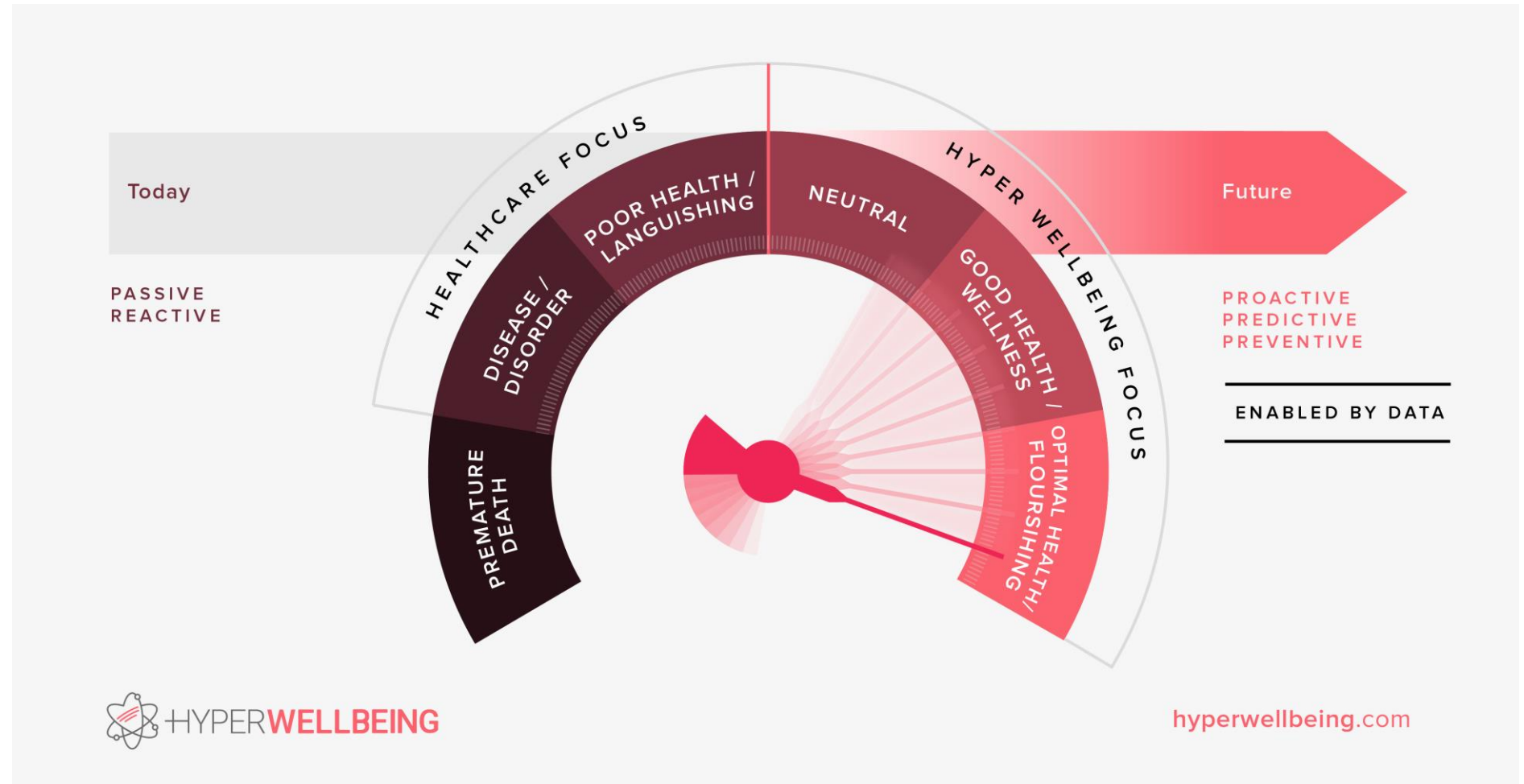


The Health Continuum





Optimal Health & Flourishing





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Growth Opportunities – Far East

Segments	Facilities/Properties	Services/Treatments
Guests looking for healthy options	Mineral/hot springs spa/bath	New Age
Couples	Holistic retreat	Therapies based on natural resources & Traditional healing approaches
Groups of friends	Workplace wellness trips	Beauty treatments
	Wellness real estate	Non-invasive plastic surgery



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Integrative Healthcare & Health Prevention 4.0

Evidence-Based Healing

Resort Medicine (e.g. healing
local natural resources)

Food & Plant-based Medicine

Indigenous Healing

Traditional Healing
Modalities / Concepts (e.g. TCM)

Personalized Healthcare

DNA Medicine

Therapeutic Recreation

P4 Medical Model

Epigenetic Medicine

New Biology

Longevity Healthcare

Fit & Well Ageing

Healthy Lifestyle Programming

Wellness Healthcare

Vitality Management

Preventative Health Planning



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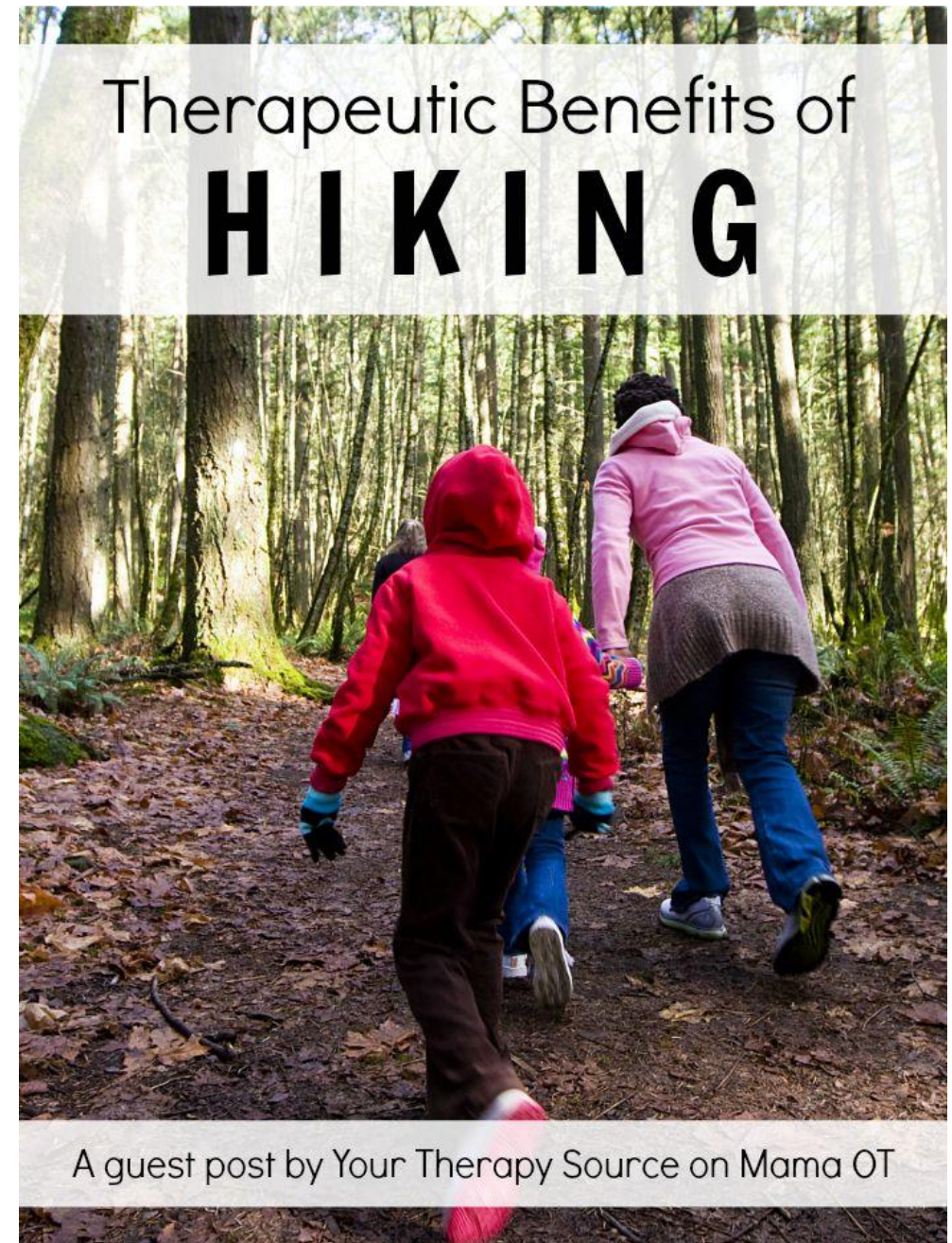
Sicilian Sorbet





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Therapeutic Benefits of **HIKING**

A guest post by Your Therapy Source on Mama OT



Animal Therapies





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Animal Therapies



Ernie Williams

hétfő @ 20:15 · 🌐



Sweet!!



4,2 E megtekintés





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Wellbeing vs. Health



in life that are more important than rules and regulations!



They wheeled his bed out to a **balcony**

3,9K megosztás 382K megtekintés



in life that are more important than rules and regulations!



Where he smoked his **favorite** cigaratte and drank **white wine**

3,9K megosztás 382K megtekintés



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Music Therapies





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Advocating and working for the development of live music in hospitals and institutions for disabled persons.

+334 94 07 76 19 – Hameaux du Château Vert, 27 placette Dronte 83110 Sanary sur Mer

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MUSIQUE & SANTÉ	TRAINING	PROJECTS IN FRANCE	PROJECTS IN EUROPE
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Our organisation

Although hospital is an excellent place for medical treatment, loneliness and depression can accompany illness when a person stays for a long period of time, cut off from family and friends.

Musique & Santé was founded in 1998. It is a French not-for-profit organisation **advocating and working for the development of live music in hospitals and institutions for disabled persons.**

Through **actions**, **training** sessions, **research**, and **mediation**, Musique & Santé engages with everyone – whatever their age and culture.

MUSIQUE & SANTÉ

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We care

Digital
Detox

LIFE

not your device

Residential Treatment for Problematic Use

Internet | video gaming | virtual reality | social media | gambling

Now Enrolling Adolescents ages 13-18 and Adults 18-30





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Traditional Healing





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Music & Nature Therapy





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Psychological Therapies





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Art Therapy





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The Bottom Line

AVOID

- Assuming that Wellness has Nothing to do with Healthcare
- Believing that Everything is Wellness
- Missing Less Mainstream Alternatives
- Being Locked in Labels & Categories

CONSIDER, DO & APPLY

- Evidence is Everything
- Making Proper Resources Review
- Define & Show Evidence
- Define Your **Medical Wellness Story (YWS)**
- Develop Wellbeing Experience Propositions (WX)
- Guests Look for Results and Not Terminologies





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고맙습니다!

More intelligence about wellbeing,
leisure & travel @htww.life

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