

# Global Healthcare Market

## *Discover the Next*

László Puczkó

*Director of Industry Intelligence*

**RLA** RESOURCES *for*  
LEISURE ASSETS

Vienna San Francisco Dubai

[www.resourcesforleisureassets.com](http://www.resourcesforleisureassets.com)

**MEDICAL**  
2019 **KOREA**

**KHIDI**  
Korea Health Industry  
Development Institute

Smart Mobility

Smart Energy

Smart Infrastructure



# Smart City

Smart Retail

Internet of Things



Smart Health

Open Data



Smart Building



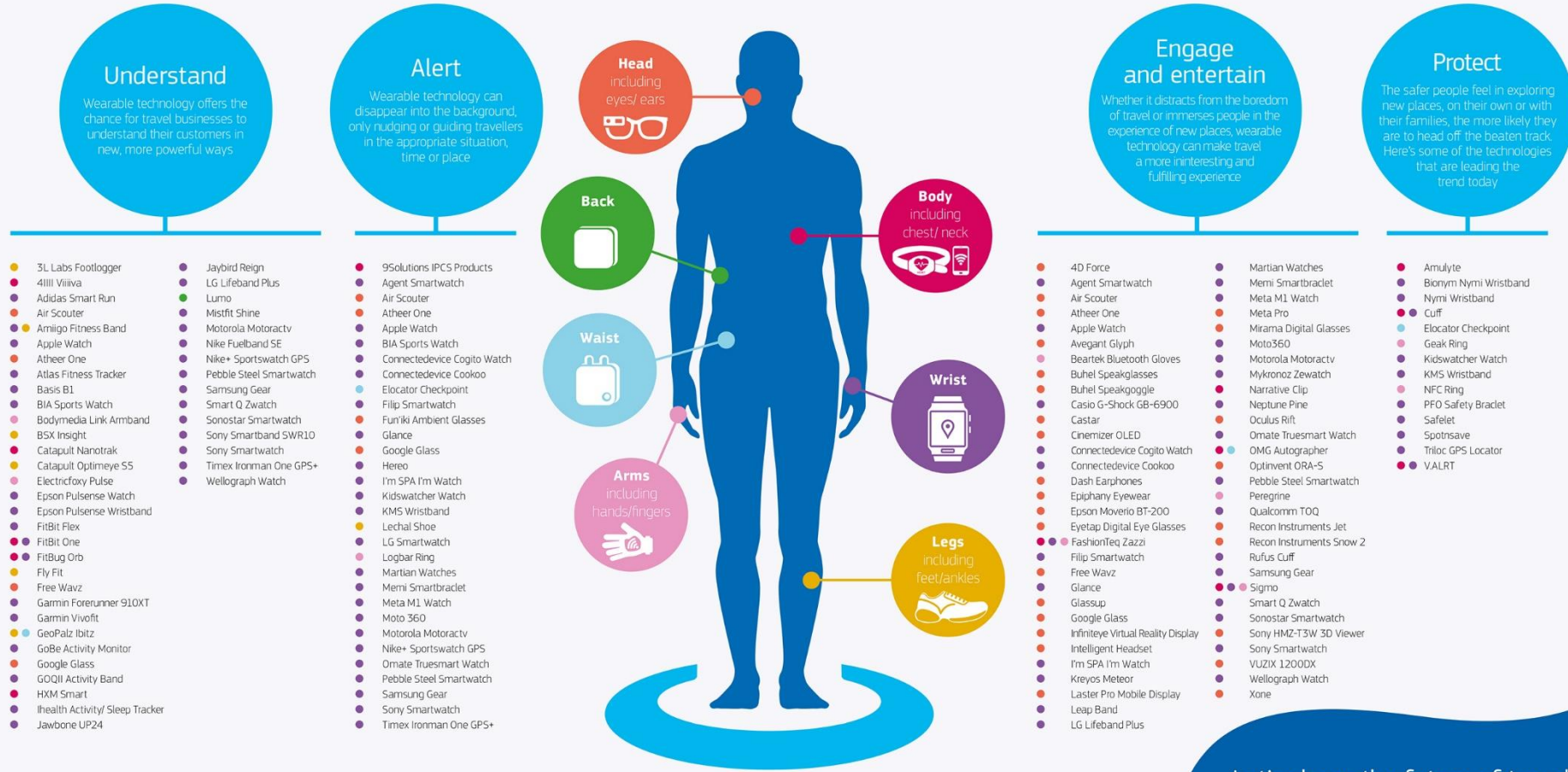
# Your wearable technology map

AMADEUS

## Where can we wear technology and what can it do?

### Opportunities for the travel industry

Wearable technologies open up the opportunity for travel businesses to expand and redefine their propositions. From developing bespoke wearable technologies themselves, to developing applications or services based on those that already exist. Explore the technologies below and think about how wearables could change your future.



Let's shape the future of travel  
shapethefutureoftravel.com

## FORMER PARADIGM: THE REACTIVE PATIENT

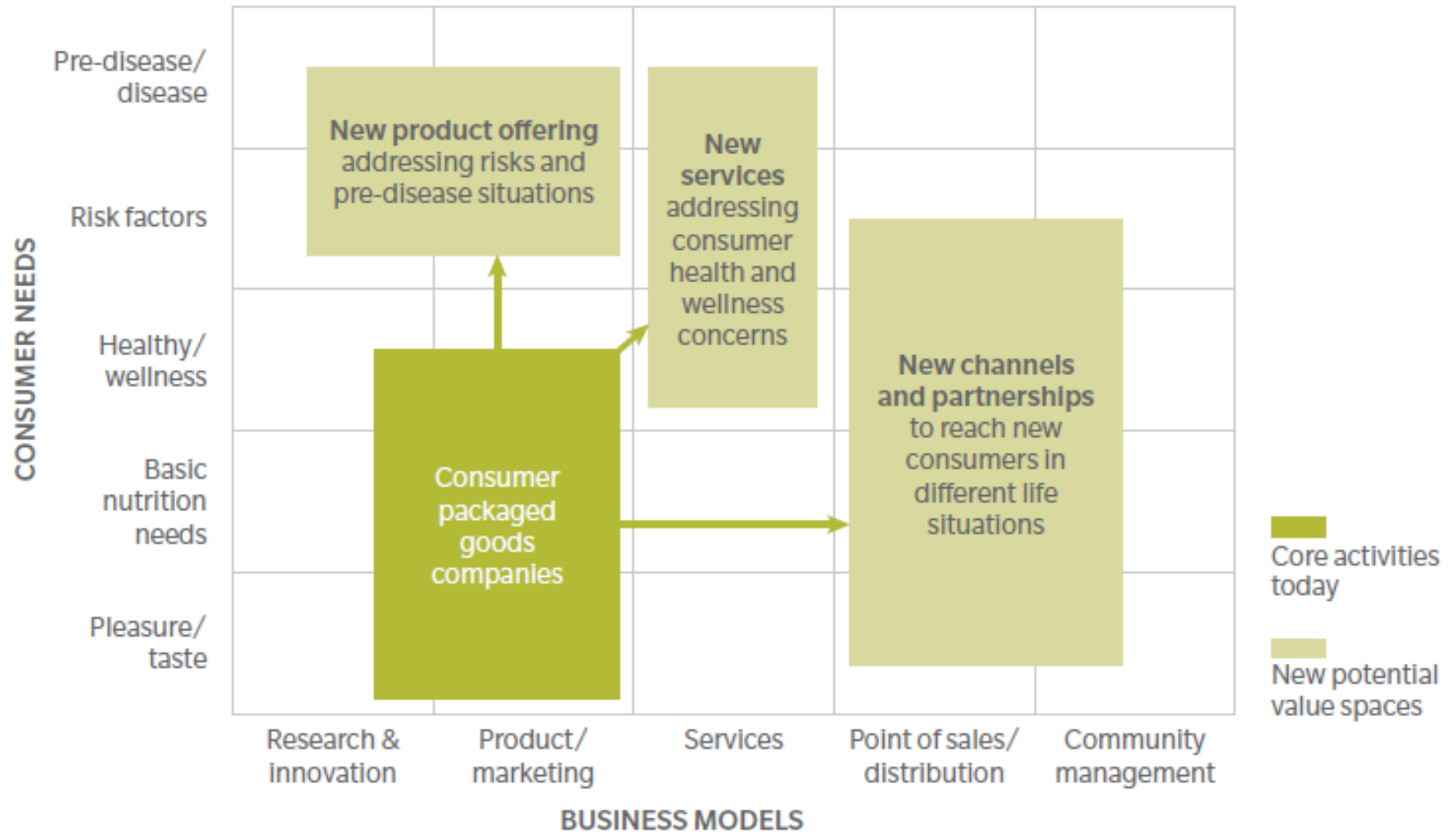


People used to worry about their condition only when they were sick and react accordingly

## NEW PARADIGM: A PROACTIVE CONSUMER



Innovations and new technologies allow a more effective condition and wellness management, regardless of health status



Source: Oliver Wyman analysis

Satisfaction

Healthspan

Harmony

Quality of Life

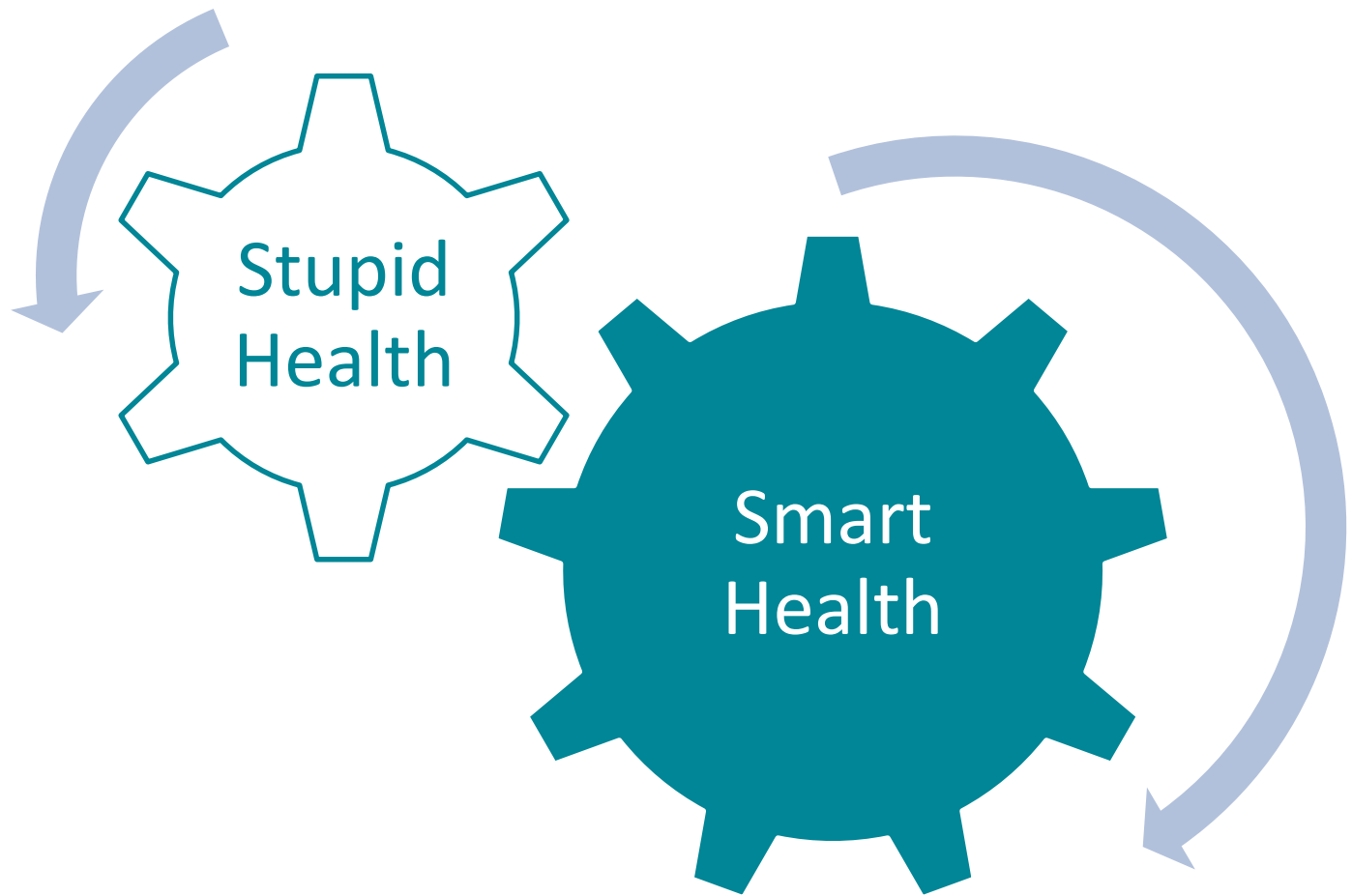
Happiness



Smart  
Health



Stupid  
Health





# Take Home Messages

## AVOID

- Treating health as a ,problem'
- Using technology as an end result
- Forgetting traditional healing

## CONSIDER, DO & APPLY

- It requires a lifelong approach
- Integrative healthcare and health management
- Simplicity
- Being ,smart' may require more than just technology

Thank you! 고맙습니다!

**László Puczko**

laszlo@resourcesforleisureassets.com

twitter: @lpuczko

**RLA** RESOURCES *for*  
LEISURE ASSETS

Sonoma Budapest Vienna Dubai

[www.resourcesforleisureassets.com](http://www.resourcesforleisureassets.com)