

topic checklist

consumer health & wellness trends 26

Reframing health and wellness 28

- The health and wellness continuum 28
- Dimensions of health and wellness..... 29
- Wellbeing's transformation..... 29
- Delusional wellbeing..... 30

DIY healthcare..... 31

- Healthy skepticism..... 31
- Self-care..... 32
- Consumerism 33
- Emergence of the undoctorated 34

Overmedicalization..... 35

Public health vs science 36

- Good? Bad? Who can tell?!..... 36
- Big brother 38

Health curators..... 39

Solutions, not products..... 40

- Chinese restaurant syndrome..... 40
- What consumers really want 41
- The promise of integrative medicine 42
- Progressive & multi-stage programs..... 42
- When lifestyle change programs work 43
- Therapeutic lifestyle change professionals 44
- Health & wellness coaching..... 46

New venues & platforms 47

fitness, exercise & physical activity 49

Physical fitness: a big tent 51

- Fitness is cool again! 51
- The end of fitness myopia..... 52
- Mid-life exercise preferences 52

Redefining exercise 53

- Consistency vs intensity 53
- The activity to wellness model..... 54
- Exercise snacks 54
- How low will expectations go? 55
- Stepping stones..... 55

The medicalization of exercise	56
□ Exercise is a prescription.....	57
□ Outcomes-based exercise.....	58
□ This is your brain on exercise	60
□ The new osteoporosis	62
□ Exercise and behavioral medicine.....	63
From services to solutions	64
□ How customers think	64
□ Progressive & multi-stage programs.....	65
□ Unexpected health club competition.....	66
□ Segment, segment, segment.....	67
Shades of green	69
□ Walkability	69
□ Let's go for a ride	70
□ Tread lightly on the planet	71
Exercise like your ancestors - or not	73
□ Your body is a barbell.....	73
□ The way you do the things you do	74
□ No-win event training	75
□ Get out of the gym	76
□ Fitness arcades – health clubs of the future.....	76
□ Group fitness and personal training.....	77
□ Personal fitness technology.....	79
Emerging professions	79
□ The new exercise professional	80
□ Clinical exercise specialists	81
□ Licensure and certification.....	82
□ Fitness professionals: rough waters.....	83
nutrition, food & healthful eating	85
Eat like your ancestors	87
□ Diseases of civilization	87
□ Diet(s) of the caveman	87
Eating, intentionally	88
□ Small changes move the needle.....	88
□ Dieting through addition	89
□ Transparency's effect on behavior.....	90
□ It's b-a-a-a-c-k!	90
□ Happy together	91
□ Dinner's on.....	91
□ Better for you	92
Rethinking good and bad guys.....	94
□ Fat: the bad guy?.....	94
□ Carbs: not created equal.....	95

HEALTH & WELLNESS BUSINESS TRENDS: THE DECADE AHEAD

□ The new bad guys.....	96
Living without	100
□ Gluten-free	100
□ Allergens and sensitivities.....	101
□ “Free from”	101
□ The ironies of living without.....	102
Eating your politics	102
□ The labeling frenzy continues.....	102
□ Au naturel.....	104
□ Politics versus purchase.....	104
□ Lonely locavores	105
□ On the shelves.....	105
□ Food deserts.....	106
Food as medicine	106
□ Nutrigenomics	106
□ Food with a purpose	107
□ Pharmaceuticals	108
□ Medical foods	108
Better living through technology	109
□ Genetically modified foods.....	109
□ Engineered foods	110
□ Nanotechnology	111
□ Frankenfood	111
The public health police	112
□ Crisis of credibility	112
□ Legislating what we eat.....	114
□ Junk food taxes	114
□ Sodium restrictions.....	115
Attack of the killer tomatoes.....	115
□ Food fear	116
□ Contamination	116
□ Regulatory action	116
□ Testing & certification	117
Food trends: what's hot/not	118
□ Live long, live strong.....	118
□ Superfoods & superfruits	119
□ Grains, seeds and oils	119
□ Therapeutic foods & home remedies.....	120
□ Synbiotics	120
□ Beneficial fungus	121
□ Herbal and plant supplements.....	121
□ Vitamin and mineral supplements	123
□ Amino acids.....	123
□ MLM products.....	124

mind-body practices.....	125
Old-school yoga: challenged.....	127
<input type="checkbox"/> Beyond the teacher-centered model.....	127
<input type="checkbox"/> The segmentation of yoga	128
<input type="checkbox"/> No monopoly on mindfulness.....	129
<input type="checkbox"/> Yoga as a calling.....	130
<input type="checkbox"/> Convergence with fitness	130
Reinventing yoga.....	131
<input type="checkbox"/> Consumerization & commercialization.....	131
<input type="checkbox"/> Broadening the definition of yoga	132
<input type="checkbox"/> A new yoga vocabulary	132
<input type="checkbox"/> A spiritual disconnect.....	133
<input type="checkbox"/> Secularization of yoga.....	133
<input type="checkbox"/> Christianization of yoga	134
Expanding yoga's reach.....	135
<input type="checkbox"/> Plus-size yoga.....	135
THAT's yoga?!.....	135
Does mindfulness even matter?	137
Rx: yoga	138
<input type="checkbox"/> Health promotion and enhancement	138
<input type="checkbox"/> Integrative therapies	138
<input type="checkbox"/> Self-care for chronic health concerns	139
<input type="checkbox"/> Detoxification & cleansing programs.....	139
<input type="checkbox"/> Mindfulness & behavioral health.....	139
<input type="checkbox"/> The risk of overreaching.....	140
<input type="checkbox"/> Comparative effectiveness research	141
Retail (yoga) therapy.....	141
<input type="checkbox"/> Enhancing the practice of yoga	141
<input type="checkbox"/> Livin' la vida yoga.....	142
Ethics, licensing and regulation	142
<input type="checkbox"/> Voluntary ethical and conduct codes	143
<input type="checkbox"/> Different rules for different players.....	143
complementary & alternative medicine. 145	
To know CAM is to love CAM	147
<input type="checkbox"/> More visits, more spending.....	147
<input type="checkbox"/> CAM for kids	148
<input type="checkbox"/> Comparative effectiveness research	149
Don't make me think	150
<input type="checkbox"/> Wellness centers	150
<input type="checkbox"/> Integrative medicine centers.....	151
<input type="checkbox"/> Worksite clinics	151

Ayurvedic medicine & naturopathy	151
□ On yoga's coattails	152
□ Sunshine on my shoulders	152
□ Other alternative medical systems	153
□ Chelation	154
Bodywork.....	155
□ Chiropractic and osteopathic manipulation.....	155
□ Pain management & rehab.....	156
□ Stress reduction and relaxation	157
Acupuncture - almost accepted	158
Energy medicine	159
□ Electromagnetic and light therapies	159
□ Non-invasive light and laser therapies	160
□ Hey, it can't hurt!	160
□ Other energy practices: fizzling.....	161
Homeopathy	163
Regulation and certification	164
healthcare & medicine.....	165
Healthcare vs sickcare.....	167
□ Insurance reform vs healthcare reform	167
□ Prevention vs treatment	167
Connecting the dots.....	168
□ Medical homes.....	169
□ Care coordination	171
□ Health coaches.....	172
Consumerism	172
□ Would you ask your doctor this question?	172
□ Honesty is its own reward	173
□ Self-care	174
Evidence-based medicine	176
□ Novel concepts: safety & efficacy	176
□ Comparative effectiveness research	176
□ Pay for performance	178
Technology and pharma	179
□ Electronic medical records	179
□ Personalized medicine.....	180
Managing healthcare like a business	182
□ Automating healthcare	182
□ Quality management and process improvement	183
□ Here, there and everywhere.....	184
Shifting sands for health professionals	185

HEALTH & WELLNESS BUSINESS TRENDS: THE DECADE AHEAD

□ Top of license	185
□ New allied health professions	186
□ Healthcare careers in demand	186
obesity & diabetes	191
Eat less, move more...right?	193
□ Obesity: complex interrelated causes	193
□ Appetite and satiety	193
□ The dopamine circuit.....	194
□ Infectobesity.....	194
□ Metabolic efficiency	195
□ Fat storage systems.....	195
□ Western diet	196
□ Obesogens	196
□ Genetic predisposition	197
□ Metabolic syndrome: shaky consensus	197
□ Type 2 diabetes: polygenic	199
Demographic trends.....	200
□ Adult obesity trends.....	200
□ Children's obesity trends	203
□ Metabolic syndrome trends	204
□ Type 2 diabetes trends	205
Obesity & diabetes - complex causes.....	205
□ Eat less, move more...right?	206
□ Moving obesity treatment goalposts.....	207
□ Reframing obesity	208
□ Physical inactivity: new disease?.....	210
□ Individual treatment vs population prevention	210
□ Beyond BMI.....	211
Interventions	212
□ Setting patients up - to succeed.....	212
□ Lifestyle change programs	213
□ Medications	214
□ Devices & surgery	221
Society, friends and family	224
□ The fat gap.....	224
□ Fat acceptance.....	225
□ Overweight and healthy?	226
□ Social contagion	227
Prevention	228
□ Obesogenic environment	228
□ Information access	230
□ Food access	230
□ At school.....	231
□ At home	232

□ A public health Catch-22?.....	233
□ Obesity report cards	234
longevity, aging & older adults	236
Demographics.....	238
□ Dramatic growth	238
□ Cultural variations	238
Hope I die before I get old	239
□ Theories of aging	239
□ Biological age.....	240
□ Rejuvenation medicine.....	241
□ Longevity research	241
□ Calorie restriction (VLC).....	242
□ Life extension drugs & supplements.....	243
□ Anti-aging solutions	245
Active aging.....	246
□ Anti-aging and men.....	247
□ Compression of disability and morbidity	247
□ Healthy life-years.....	248
Aging in place: daunting logistics.....	249
□ Care venues	249
□ Creative - and cheaper - care	250
□ Eldercare professions.....	252
□ Unwanted second career	254
□ Caregiver wellness.....	255
Technology	256
□ Older adults & technology	256
□ Telecare.....	256
□ Telehealth	258
Medicalization of aging	258
□ Menopause and andropause	259
□ Stress and grief.....	259
Dementia	260
□ A new psychiatric population.....	260
□ Unclear causes	260
□ Beyond Alzheimer's disease.....	261
□ Expanding diagnostic criteria	262
Mindful aging	263
□ Aging with intention.....	263
□ Exhaustion medicine	263
□ Slow medicine.....	264
□ Palliative care	265