WHY TRENDS?
WHY LOOK AT TRENDS?
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FOR DIRECTION ON THE JOURNEY TO PILOT PROFESSIONALS, INDUSTRIES AND BRANDS WITH SMART, INSIGHTFUL STRATEGIES.
WHY TRENDS?
WHY LOOK AT TRENDS?

TO ID WHAT’S DRIVING THE FUTURE—AND PLAN FOR LONG-TERM SUCCESS.
WHY TRENDS?
WHY LOOK AT TRENDS?

AND FOR US HERE TODAY: TO UNDERSTAND WHICH TRENDS ARE GOING TO MAKE A DIFFERENCE IN THE HEALTH COMMUNICATION, MARKETING AND MEDIA INDUSTRY WORLDWIDE IN THE COMING YEAR.
LEARNING TO SPOT TRENDS
IT MEANS TRACKING
PEOPLE
LEARNING TO SPOT TRENDS
IT MEANS TRACKING
SOCIAL MOMENTUM
LEARNING TO SPOT TRENDS
IT MEANS TRACKING COMPANIES
LEARNING TO SPOT TRENDS
IT MEANS TRACKING ECONOMIES
LEARNING TO SPOT TRENDS
IT MEANS TRACKING
RADICAL BREAKTHROUGHS
LEARNING TO SPOT TRENDS
IT MEANS TRACKING BRANDS
HEALTH TRENDS
HEALTH TRENDS
LETTING IT ALL HANG OUT

IT’S A REACTION TO THE PERCEPTION THAT PRIVACY DROPPED DEAD.
HEALTH TRENDS
OLD COMES MUCH LATER AT, SAY, 90.
HEALTH TRENDS
HEALTHCARE MIGHT BECOME LIFECARE

WE’RE ALL GOING TO LIVE SO LONG AND WILL HAVE TO PAY PROMISCUOUSLY FOR A COSTLY LONG LIFE.
HEALTH TRENDS
DOCTORS START A DISAPPEARING ACT

TECHNOLOGY WILL START ALLOWING ROUTINE MONITORING FROM PATIENTS’ HOMES.
HEALTH TRENDS
DOCTORS START A DISAPPEARING ACT, PART II

AS THE POPULATION AGES AND THE HEALTH LAW EXPANDS INSURANCE, WE MIGHT SEE A SHORTAGE OF PHYSICIANS. POOLING AND P.A.’S COULD CHANGE THIS, BUT IN EITHER CASE, A LACK OF SPECIALISTS IS SOON POSSIBLE.
HEALTH TRENDS
THANK YOU VERY MUCH, DR. ROBOT ON

TECHNOLOGY ALSO WILL SEE MORE AUTOMATONS PERFORMING PROCEDURES AND DOING BACK-END HEALTHCARE TASKS.
HEALTH TRENDS
HAPPINESS IS ... POLITICAL

GOVERNMENTS ARE RECOGNIZING THAT IT’S A SIGNIFICANT NONECONOMIC INDICATOR OF NATIONAL WELL-BEING.
HEALTH TRENDS

NOT TIRED OF FATIGUE

FROM DECISION FATIGUE TO
STATUS QUO FATIGUE, “ALWAYS
ON” FATIGUE TO WORKPLACE
FATIGUE, WE’RE ALL ANXIOUS
AND OVERWHELMED.
HEALTH TRENDS
FAST FACTS

ON THE RISE: THE ROLE OF ANALYTICS AND USE OF TOOLS THAT GIVE DOCTORS INSTANT INFORMATION, PLUS HEALTH KIOSKS THAT WILL LET PATIENTS GET BASIC READINGS.
HEALTH TRENDS

OBAMASCARE

MANY PEOPLE WILL CONTINUE TO FEEL UNCERTAIN ABOUT THE AFFORDABLE CARE ACT AND WHAT IT WILL MEAN.
HEALTH TRENDS ON THE EDGE

THANKS TO THE PATENT CLIFF, PHARMA COMPANIES WILL NEED TO CHANGE THEIR BUSINESS MODELS TO BECOME MORE NIMBLE.
HEALTH TRENDS
SURGERY GOES SOCIAL

IT’S BECOMING A GREAT WAY TO GET INFORMATION TO THE MASSES—AND SHOW AND DESCRIBE SURGICAL PROCEDURES.
AND UNDERLYING IT ALL ...

SEMI-WELL IS THE NEW NORMAL
SEVEN PREDICTIONS FOR THE FUTURE OF HEALTHCARE TECHNOLOGY
SEVEN PREDICTIONS FOR THE FUTURE OF HEALTHCARE TECHNOLOGY

1. WE WILL SEE A DEMOCRATIZATION OF MEDICAL KNOWLEDGE
SEVEN PREDICTIONS FOR THE FUTURE OF HEALTHCARE TECHNOLOGY

2. A TRANSPARENT MERITOCRACY AMONGST DOCTORS
SEVEN PREDICTIONS FOR THE FUTURE OF HEALTHCARE TECHNOLOGY

3. FINALLY—CONSOLIDATED PATIENT INFORMATION!
SEVEN PREDICTIONS FOR THE FUTURE OF HEALTHCARE TECHNOLOGY

4. TECH WILL CATALYZE DRASTIC SYSTEMWIDE COST SAVINGS AND EFFICIENCIES
SEVEN PREDICTIONS FOR THE FUTURE OF HEALTHCARE TECHNOLOGY

5. OUR MEDICAL KNOWLEDGE WILL ADVANCE AT RECORD SPEEDS
SEVEN PREDICTIONS FOR THE FUTURE OF HEALTHCARE TECHNOLOGY

6. DOCTORS WILL BE TRAINED TO BRING “CARE” BACK INTO “HEALTHCARE”
SEVEN PREDICTIONS FOR THE FUTURE OF HEALTHCARE TECHNOLOGY

7. WE WILL SEE UNPRECEDENTED MARKET CAPS

—Health entrepreneur Sean Mehra in VentureBeat
MEDIA TRENDS
MEDIA TRENDS
THE CLOUD WILL BECOME MORE INTELLIGENT

VIRTUAL AGENTS COULD, FOR EXAMPLE, DESIGN A WEEKLY MENU BASED ON SOMEONE’S HEALTH PROFILE, FITNESS GOALS AND TASTE PREFERENCES.
MEDIA TRENDS

YOUTUBE AS MAJOR NEWS DESTINATION

The site “is a growing digital environment where professional journalism mingles with citizen content,” according to a study from the Pew Research Center.
MEDIA TRENDS

THE MOBILE NEWS EXPLOSION

GLOBAL CONSUMPTION OF NEWS ON MOBILE DEVICES IS RISING. SMARTPHONES, LAPTOPS AND TABLETS COMPLEMENT ONE ANOTHER BY LETTING PEOPLE CONSUME NEWS THROUGHOUT THE DAY.
MEDIA TRENDS
CURATED DAILY EMAIL NEWSLETTERS

THE EDITORS BEHIND THESE PRODUCTS SCOUR THE NEWS SO THAT READERS DON’T HAVE TO, SIMPLIFYING THE HEADLINES AND PRESENTING THE INFORMATION IN A CONVERSATIONAL TONE.
MEDIA TRENDS
THE MERGING OF MEDIA AND COMMERCE

TODAY, ADVERTISING AND EDITORIAL ARE MERGING, WITH MEDIA OUTLETS SELLING MERCHANDISE AND BRANDS CREATING PROPRIETARY CONTENT.
MEDIA TRENDS
LONG-FORM JOURNALISM IS NOT DEAD

APPS AND TABLETS PROVIDE A DELIVERY METHOD FOR LONG-FORM ARTICLES. CONVENTIONAL WISDOM WAS WRONG; PEOPLE \textit{did} want to read long stories—they just didn’t have a means to do it.
MEDIA TRENDS
THE ARTISANAL MAGAZINE BOOM

NECESSITY AND DEMAND
FROM THE NICHE OF AUDIENCES
WHO PURCHASE THESE COLLECTIBLE
PUBLICATIONS STARTED THE TREND.
MEDIA TRENDS
THE RISE (AND FALL) OF SOCIAL NEWS SITES

THESE WEBSITES FEATURING USER-POSTED STORIES RANKED BY POPULARITY FACILITATE DEMOCRATIC PARTICIPATION ON THE WEB.
MEDIA TRENDS
KICKSTARTER TO FUND NEW PUBLISHING VENTURES

THE PUBLISHING VERTICAL AT THE WORLD’S LARGEST CROWD-FUNDING PLATFORM FOR CREATIVE PROJECTS HAS FUNDED A VARIETY OF INTERESTING PROJECTS, GIVING LIFE TO NICHE IDEAS.
SEVEN SOCIAL PLATFORMS
TRANSFORMING BRAND MARKETING
SEVEN SOCIAL PLATFORMS
TRANSFORMING BRAND MARKETING

1. MICROVIDEOS: VINE
SEVEN SOCIAL PLATFORMS
TRANSFORMING BRAND MARKETING

2. MOBILE MESSAGING: WHATSAPP, WECHAT AND OTHERS
3. PHOTO MESSAGING: SNAPCHAT
SEVEN SOCIAL PLATFORMS
TRANSFORMING BRAND MARKETING

4. PHOTO SHARING: INSTAGRAM
SEVEN SOCIAL PLATFORMS TRANSFORMING BRAND MARKETING

5. SOCIAL BOOKMARKING: PINTEREST
SEVEN SOCIAL PLATFORMS TRANSFORMING BRAND MARKETING

6. SOCIAL NETWORKING MEETS MICROBLOGGING: TUMBLR
SEVEN SOCIAL PLATFORMS
TRANSFORMING BRAND MARKETING

7. SOCIAL NEWS: BUZZFEED
MARKETING TRENDS
MARKETING TRENDS
BIG DATA GETS REAL

BETTER TOOLS AND GREATER KNOWLEDGE CONCEPTS ARE CHANGING THE LANDSCAPE RAPIDLY. ORGANIZATIONS THAT TEAR DOWN DATA SILOS AND CREATE MORE EFFICIENT WAYS TO CONNECT THE DOTS WILL UNLOCK EXPONENTIAL GAINS.
MARKETING TRENDS
REAL IS A COMMON DENOMINATOR

QR CODES GET REAL, TOO, AND USAGE WILL GROW AND BECOME MORE RELEVANT AS WE LEARN ABOUT THE SOPHISTICATED WAYS THE CODES CAN BE USED.
MARKETING TRENDS
MOBILE MATURE

THE POST-PC ERA HAS ARRIVED, AND ANY MAJOR ORGANIZATION THAT ISN'T INVESTING HEAVILY IN MOBILE TOOLS AND STRATEGIES IS DOA.
MARKETING TRENDS
REPUTATION MANAGEMENT JOINS THE BIG LEAGUES

THE RISE OF SOCIAL MEDIA, INCLUDING BLOGS AND REVIEW SITES, HAS CREATED A NEED TO MONITOR POSTS AND GAUGE CONSUMER SENTIMENT.
MARKETING TRENDS
GREENWASHING SUBSIDES

Many organizations have made an earnest attempt to become greener, but it’s no bulletin that many others have attempted to use marketing to disguise feeble efforts and mislead consumers about what they’re actually doing—although this is on the wane.
MARKETING TRENDS
MEASUREMENT RULES

But measuring ROI is still proving difficult, as is differentiating strategies enough to know how a specific initiative affects the numbers.
MARKETING TRENDS

DIGITAL MARKETING IS STILL VITAL

REACHING CONSUMERS ON THE GO, THROUGH MOBILE, IS KEY; SO IS MAKING CONNECTIONS WITH CONSUMERS ONLINE THROUGH RELATIONSHIPS THAT FOSTER LOYALTY.
MARKETING TRENDS
SOCIAL MEMES MAKE QUICK WORK

BEWARE THE RISK INVOLVED IN THIS INSTANT MARKETING PHENOMENON, BUT THE REWARD COULD PAY OFF WHEN IT’S DONE WELL.
FIVE SURPRISING MARKETING TRENDS
FIVE SURPRISING MARKETING TRENDS

1. SMARTER SOCIAL MEDIA
FIVE SURPRISING MARKETING TRENDS

2. SIMPLICITY WILL REIGN SUPREME
FIVE SURPRISING MARKETING TRENDS

3. CAMPAIGN-BASED MARKETING WILL TAKE A BREAK
FIVE SURPRISING MARKETING TRENDS

4. MARKETING WILL BE MORE TIED TO REVENUE GENERATION
5. MOBILE WILL GET ITS DUE

—Newtek, the Small Business Authority, on Forbes.com
SO WHAT DOES IT MEAN?