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## Perspectives

### The future of health

#### How innovation will blur traditional health care boundaries

The life sciences and health care industry is on the brink of large-scale disruption. In a future of health that's defined by radically interoperable data, open yet secure platforms, and consumer-driven care, what role will you play?

**Are you ready to explore the future of health? [Let's talk.](#)**

#### 2040: Our vision for the future of health

By 2040, health care as we know it today will no longer exist. There will be a fundamental shift from "health care" to "health." And while disease will never be completely eliminated, through science, data, and technology, we will be able to identify it earlier, intervene proactively, and better understand its progression to help consumers more effectively and actively sustain their well-being. The future will be focused on wellness and managed by companies that assume new roles to drive value in the transformed health ecosystem.

#### Why 2040?

Fundamental shifts in innovation tend to occur in seven-year cycles. And while it's possible to foresee what could happen over the next one or two

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wellness and well-being.

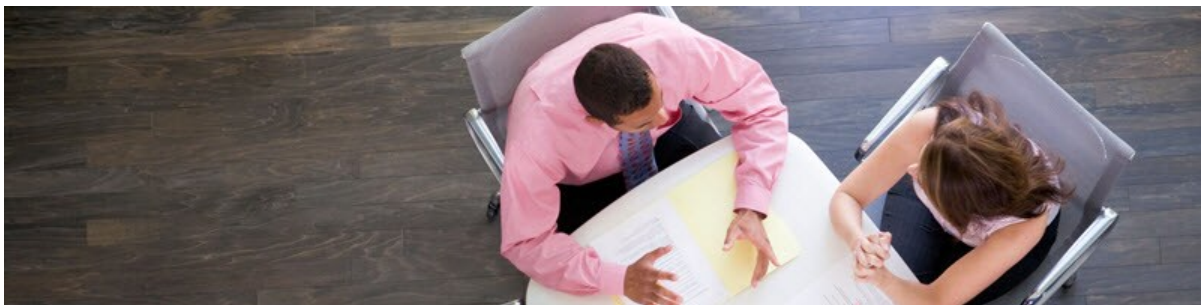
All three components need to be fully functioning and integrated for the future of health to come to life.

Whether it's just one or several of these archetypes, life sciences and health care organizations need to make choices now to decide which role(s) they want to play in the future. Critical to this decision is understanding how multiple archetypes could fit together into a cohesive strategy and new business models required for success in the future.

What role will you play in the future of health? Explore the 10 archetypes below.

surgery is standard for many procedures. In 2000, the first rough draft of a human genome was announced—a \$1 billion undertaking that took 13 years. Today, for less than \$100, we can learn whether we have the specific genetic variants for BRCA1 and BRCA2 through the mail and without an order from a physician.

What will emerge in the next 21 years that will dramatically reshape the life sciences and health care industry?



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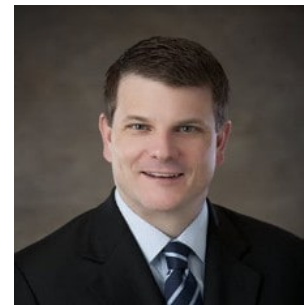
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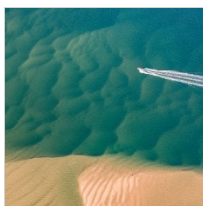
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