



The EHFG Health Futures Project



EUROPEAN
HEALTH FORUM
GASTEIN

The future of health in 2037

3 Scenarios for Health

① THE FUTURE IS LOCAL

② YOUR HEALTH, YOUR RESPONSIBILITY

③ TECHNOLOGY DELIVERS

1. The Future is Local

- Devolved, local-level responsibility for health
- 'Health' = a holistic concept
- Notion of 'life satisfaction > economic growth
- Guaranteed basic income for all citizens
- National strategies to restrict 'unhealthy' products
- Rigorous health monitoring by the state
- Constraints to individual freedom and the grip of the 'nanny state'.



DEVOLUTION
OF POWER

⋮



HEALTH > MONEY

⋮



NANNY STATE

⋮

2. Your Health, Your Responsibility

- *governments launched 'contract' between state and individual*
- *respective responsibilities for personal health*
- *increased focus on prevention*
- *States make reliable health information accessible*
- *Individuals self-monitor their health*
- *Mix of state and employer incentives and deterrents*
- *Some feel discriminated against for their illnesses*
- *Overwhelmed by amount of health information*



HEALTH
CONTRACT



PROVISION OF
RELIABLE HEALTH
INFORMATION



PATIENTS AS
EXPERTS



INEQUALITIES IN
HEALTH LITERACY



3. Technology Delivers

- *Governments actively engage in shaping health tech market*
- *Investments in smart environments and architecture*
- *A child's genetic predispositions known before birth*
- *Insurance-based health systems => national 'solidarity' funds*
- *Assumption that technology can cure all health problems*
- *People are less interested in preventive measures.*
- *Citizens unconcerned about authorities using their 'big data'*
- *However, the 'right to disappear' is often called for.*

