



21ST CENTURY HEALTHCARE NEEDS

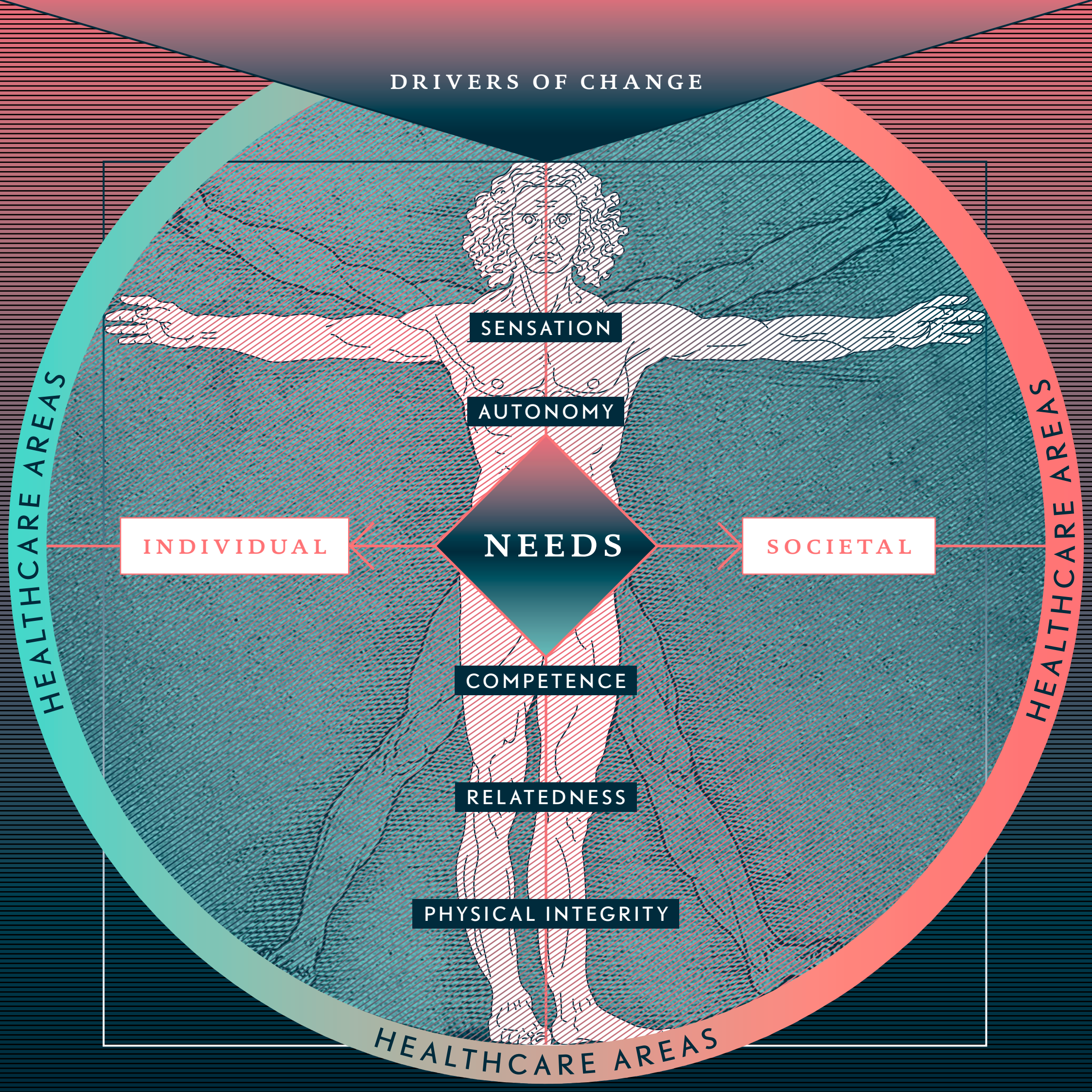
A MAP TO THE NEEDS AND
ASPIRATIONS OF PATIENTS
AND SOCIETY ON FUTURE
HEALTHCARE

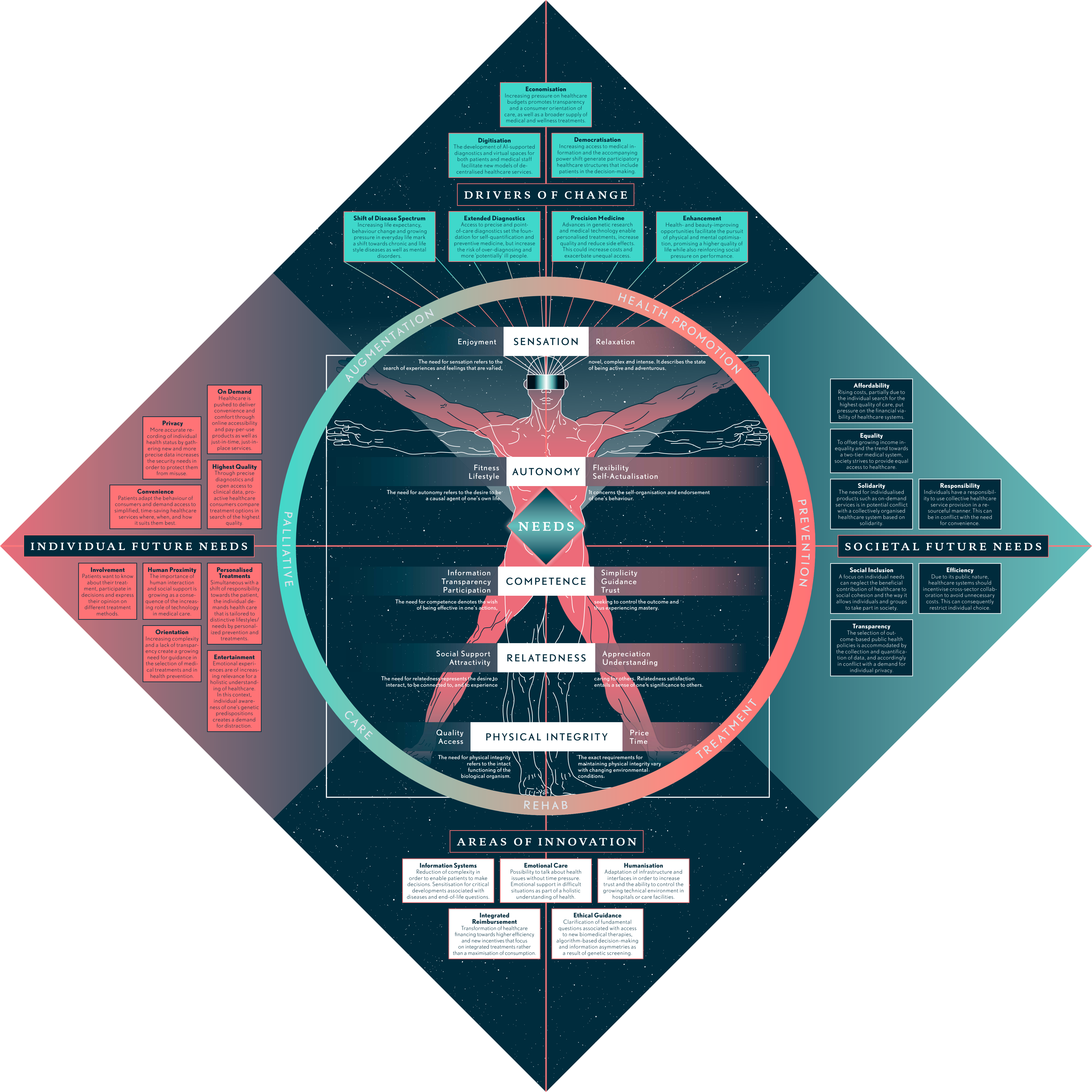
W.I.R.E.

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THINK TANK FOR BUSINESS, SCIENCE & SOCIETY

DRIVERS OF CHANGE





“IT IS MUCH MORE IMPORTANT
TO KNOW WHAT SORT OF A PATIENT
HAS A DISEASE THAN WHAT SORT OF
A DISEASE A PATIENT HAS.”

William Osler

Healthcare is changing as a result of digital transformation, increasing life expectancy and changing social norms. However, reshaping healthcare through sustainable innovation and the creation of uncontested market space does not primarily require an exclusive focus on technology, but a nuanced understanding of future healthcare needs – of patients as well as society. These future needs – which can be contradictory – are the foundation for effective solutions and technologies. This requires a renewed focus on social innovation aimed at future needs and the fundamental structures of healthcare systems as a next step in the process of redesigning healthcare.

W.I.R.E. is a leading interdisciplinary think tank. In ten years of engaging with global trends in business, science and society, the Swiss idea laboratory has focused on early identification of new trends and their translation into strategies and areas of action for private companies and public institutions.

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