

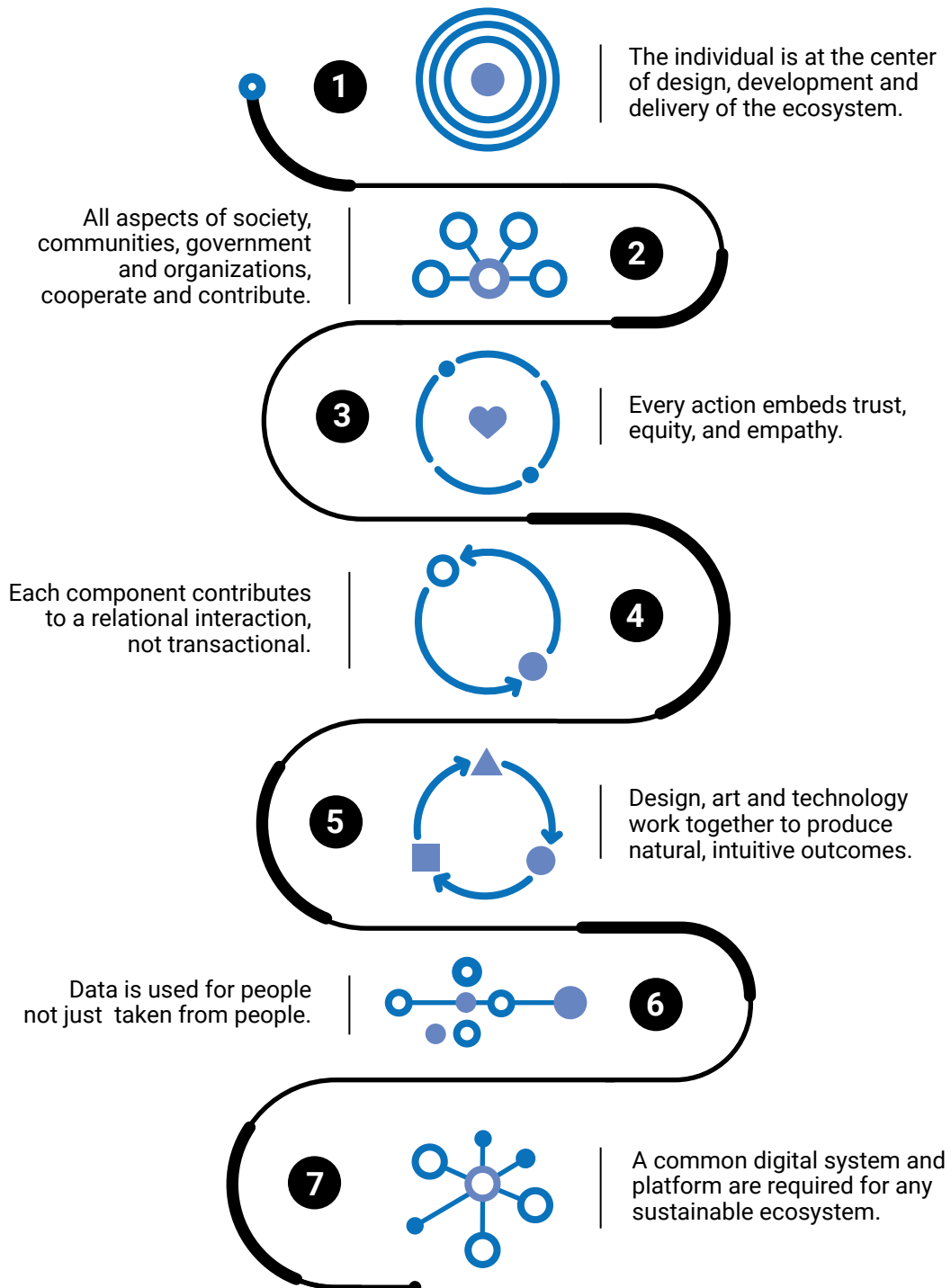
DEFINING the principles for HUMAN-CENTRIC HEALTH AND WELLBEING



The GUIDING PRINCIPLES

The future of health and wellbeing puts the person at the center. Every individual holds the key to their unique path to health, supported by a holistic ecosystem that fosters wellbeing. Framing this future are seven core principles that define a vision of human-centric health and wellbeing.

The core principles:



These principles present a remodeling yet still speak to the health sector's fundamental purpose of improving quality of life. Enabling these principles demands transformation across the whole of the health and wellbeing ecosystem. Structural transformations are more likely to succeed when introducing smart changes in critical areas of the existing system and enabling the right conditions to think big, start small and scale fast concepts.



CREATING A lifelong Health and Wellbeing MODEL

Putting the person at the center implies adopting a lifelong vision of health and wellbeing based on life's biological stages (*Figure 1*). The goal is to adapt and thrive at each moment. The ecosystem responds to the specificities of the individual's biological age. A child's realities are quite different from those of an adult, which vary profoundly from those of an older adult. Lifelong health and wellbeing are not a nice-to-have; it is a fundamental and mandatory human-centric principle of both design and operation. However, to be fully effective, it needs to add to the biological age perspective a more accurate and richer approach considering the so-called real age. Such models calculate an individual's real age based on synthetic aggregated indicators, which combine biological age, actual physical and mental conditions, (un)healthy habits, and life context.



We, the people, need a whole new set of habits. The problem is not any longer about "adjustments". We must change everything: food, commuting, sleep, exercising, the way we deal with stress... and the list goes on.

This real-age perspective is fundamental to address health and wellbeing as it connects beyond biological stages of life with vital phases that the individual is experiencing, each of them presenting different realities, needs and foundations, as reflected by **Figure 1**:

- The growing phase is the critical vital phase in childhood and adolescence. It brings the person to optimal physical and mental development. Learning through education is also a prime focus of this phase.
- The building and leveraging phases usually take place in sequence during adulthood. It is about developing a social circle, personal identity, professional status, and individual economy, leveraging what has been built and taking advantage of it all. It is the vital phase to be maximized in adulthood, shrinking as much as possible the following phase, aging.
- The aging phase is marked by decline, both in physical and mental health. Increasing longevity is indeed a celebrated achievement of modern social welfare. But living longer with an acceptable and sufficient quality of life has become the new real challenge.
- The enjoying phase. This time should be maximized and span the whole lifetime of the person. It is the ultimate health and wellbeing goal in the search for lifelong happiness.

In search of lifetime happiness, as illustrated in Figure 1, the target function of lifelong health and wellbeing is to maximize the amount of time in which the individual stays healthy and minimize the time spent in a healing / assisted condition.

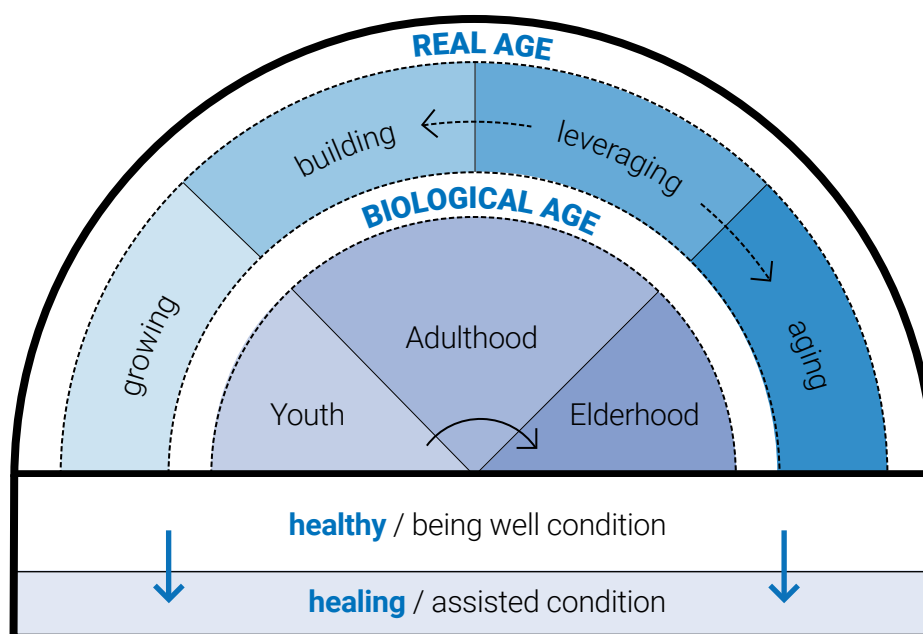


Figure 1. Lifelong health and wellbeing

A PHYSICAL and mental health VIRTUOUS CYCLE



Beyond physical differences and personal beliefs, what does 'being healthy and well' really mean? The goal is to have the optimal physical and mental conditions to enjoy life. This model embeds the lifelong wellbeing vision and defines the harmonious combination of six fundamental and complementary dimensions, which together produce the right conditions for a physical and mental health virtuous cycle:

- **Physical:** having good health and energy to enjoy life.
- **Emotional:** enjoying good relationships and receiving love and attention.
- **Social:** liking where one lives and feeling safe and respected.
- **Occupational:** liking what one does and feeling empowerment to achieve goals.
- **Financial:** managing one's economy to reach a sense of security and meet needs.
- **Environmental:** living in a healthful and sustainable environment and the planet.

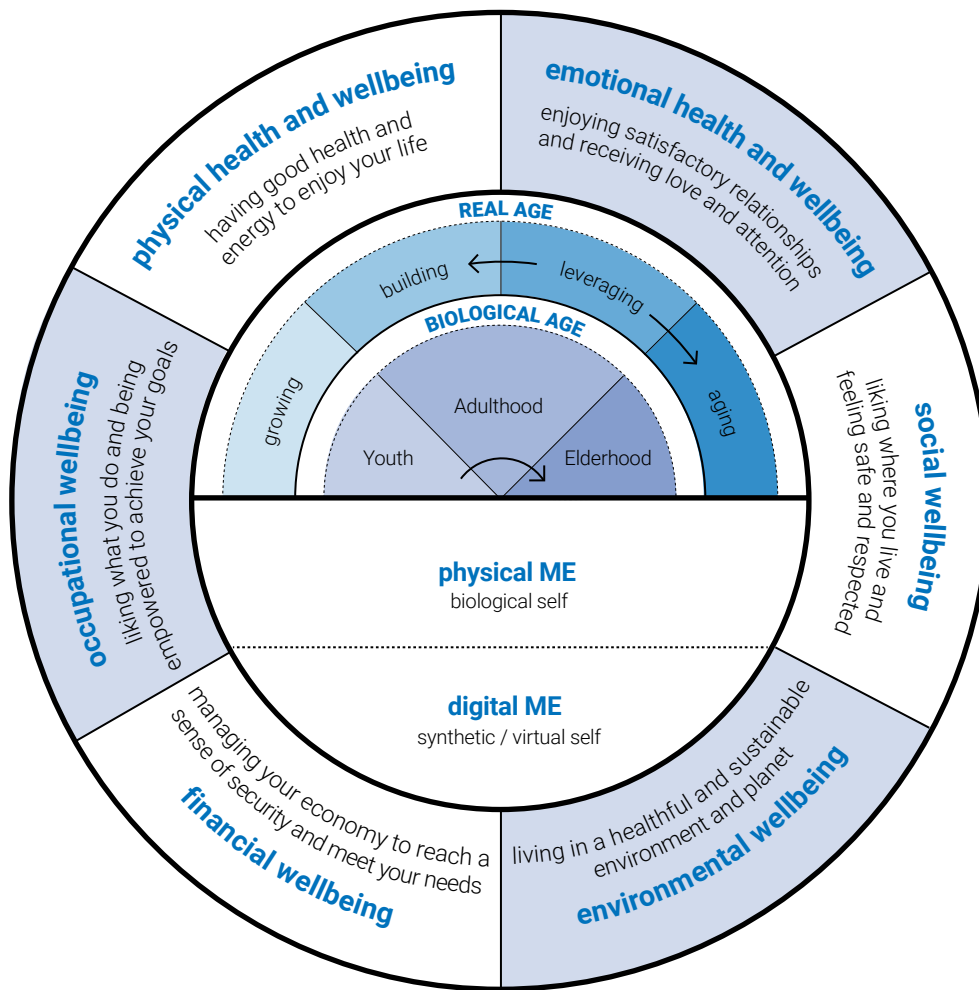


Figure 2. Lifelong and holistic health and wellbeing

The lifelong and holistic health and wellbeing vision support the person's biological self at the core, what we could call the physical ME. Digital identities and digital selves have exploded due to the broad access to the internet, social media, virtual realities, gaming, and other personal online models. This new digital reality has broadened the definition of health and wellbeing to integrate both the physical ME (the biological self) and the digital ME (the synthetic/virtual self) of the person, as highlighted by **Figure 2**.

AN INTEGRATIVE framework supporting THE JOURNEY



Achieving lifelong and holistic health and wellbeing demands the collaboration of the multiple and diverse agents which form an entire ecosystem, under six main categories (**Figure 3**):

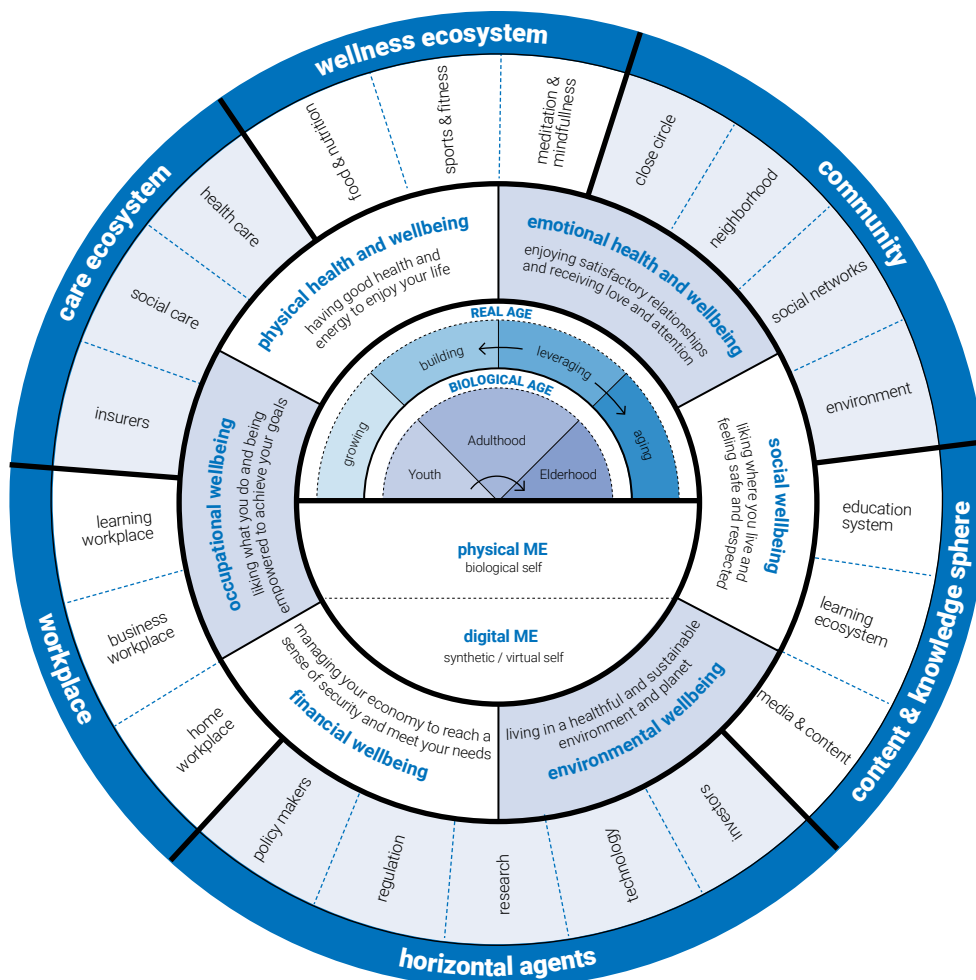


Figure 3. Human-centric health and wellbeing framework



Health is to be seen from a holistic angle. Since individual needs and environment vary with age, culture and place of living, there is no health solution that is ideal for everyone. We have to meet ourselves at the ideal intersection of what makes our lives meaningful, what our surroundings and environment provide us, and how we must find the energy to make us feel alive every day.

- The care ecosystem: a structured and regulated backbone, made up of three main subsystems-health care, social care and insurers.
- The wellness ecosystem: over the last decade, it has experienced an unprecedented explosion becoming a trillion-dollar market, integrating three main subsystems: food and nutrition, sports and fitness, and meditation and mindfulness.
- The workplace: where the person develops an occupational life, the learning workplace during the youth stage, the business workplace during adulthood and the home workplace in the new normal.
- The person's community: created from different personal social spheres, starting with the close circle of family and friends, extending to the neighborhood, social networks and ending in the environment as a whole.
- The content and knowledge sphere: called to play an even more crucial role because of challenges related to information overload, the lack of trustworthy and accessible ready-to-understand/ready-to-use knowledge and the relevance of pedagogy and education; structuring in different sub-spheres: the education system, the learning ecosystem and the media and content industry.
- The horizontal agents: which include policymakers, regulation bodies, research, technology, and investors.



STEPS to make the vision A REALITY

The strategy towards a human-friendly, trustworthy, knowledge-driven, and technology-enabled world of health and wellbeing requires transformation levers applying the right innovative shifts along the way. Each stage provides an opportunity to overcome challenges and concerns and support the individual in better ways. We look to digital and technology as both the catalyst and enablers across the steps, representing significant promise as we look forward.

History reveals that individuals and societies tend to be more open to reinventing themselves in crisis times and extraordinary needs. The current world situation dictates that this is the right opportunity to build our world back, different, better, and towards a brighter future for society's health and wellbeing.

LEADING THE WAY to a better life of HEALTH AND WELLBEING

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