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Strategy. Design. Marketing



Rethink Wellbeing:

How Human-First Health Innovation Will Shape The Brands of The Future

The Pivot Towards Holistic Human Care

Big changes are happening in global health. People's life expectancy is increasing Governments are making efforts to address healthcare disparities. Businesses are capitalizing on the growing demand as consumers are becoming more conscious of their own well-being. This crossroads commands attention as outdated systems stumble before human-centered innovation.

Uncomn Projects spotlights the data and direction shaping the future of health across key industries.

World crises make current systems failing to meet most patients' needs worse. Brands can create new solutions for women's care, mental health, elder empowerment, and brain health by focusing on community needs. Leaders in this change will be first to confront blind spots and activate authentic change.

Her Health:

\$41 Billion Market Waits Behind Outdated Taboos

Females drive 80% of healthcare purchase choices

Women's well-being remains shrouded in stigma despite commanding 80% of healthcare spending. Is your brand still peddling generic platitudes around "ladylike conditions" or, worse, propagating painful biases? If so, it may flounder in this \$41 billion market. Uncomn sheds light on breaking old patterns that hinder open discussions about sensitive topics like periods, menopause, and pregnancy loss. The data details surging interest in women's whole health - not niche conditions ignored without context. Yet outdated infrastructure still clings to commoditized care, missing the mark for the female population. Creative solutions await around turning talk into action.

Women Command Trillion-Dollar Care Decisions

- Females drive 80% of healthcare purchase choices, directing budgets in this high-growth sector
- By 2027, the global women's health market will pass \$41B but only through consumer solidarity



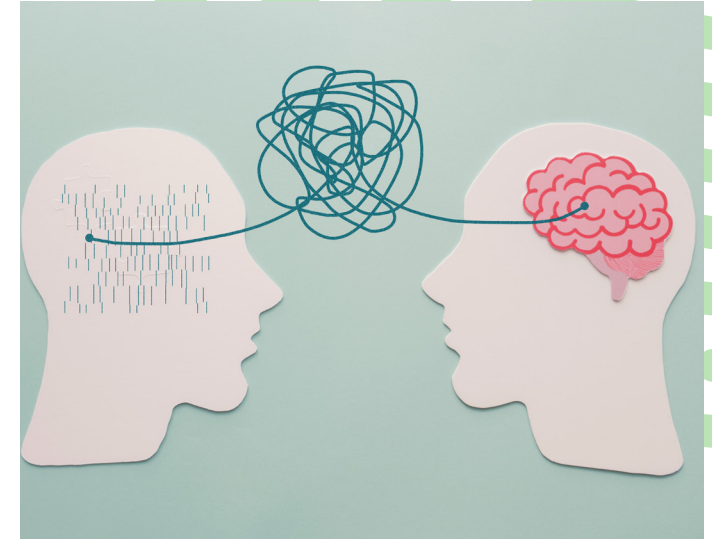
The Shadow Pandemic:

Young Generations Demand Mental Health Prioritization

53% of Gen Z want brands to prioritize mental health over any cause

In a society that stigmatizes them, 20% of children experience mental health issues. The data indicates a growing conversation about mental health, as diagnoses of mental health conditions are on the rise. Experts predict that mental health will surpass all other causes of death by 2030.

Yet outdated infrastructure still clings to fragmented care models, failing families in despair. Providers avoiding uncomfortable dialogue around depression, ADD, or suicide risk extinction from fed-up generations. 53% of Gen Z supports companies that genuinely address mental health or harm those who pretend to care about wellness.



Genuinfluencers - Vetted Voices over Misinformation

The data suggests a shift in trust for health information. People are moving away from traditional health authorities and relying more on social media creators (Genuinfluencers) for health advice. There's a concern though, that creators might be spreading misinformation (89% agree). This is especially true for Gen Z, with a third trusting online sources more than established authorities.

Despite the risk of misinformation, people seem more receptive to health advice from creators they connect with (85% would try medication based on a creator's confidence). This highlights a potential for qualified creators to be credible sources of health information if given the opportunity. So, 2024 might be a good time to diversify health influencers and empower qualified creators to share accurate information.



Longevity Unlocked:

Trillion-Dollar Elder Empowerment Wave Crashing Down

The data shows that by 2050, many people worldwide will live to be 100 years old, marking a longevity revolution. The momentous change marks the aging landscape - presenting both profit potential and ethical obligations around holistic care.

However, obsolete models continue to exploit condescending clichés to extract earnings from those backed by pensions. Spreading old-age discrimination beliefs risks destroying the brand by alienating younger generations fighting against prejudice.

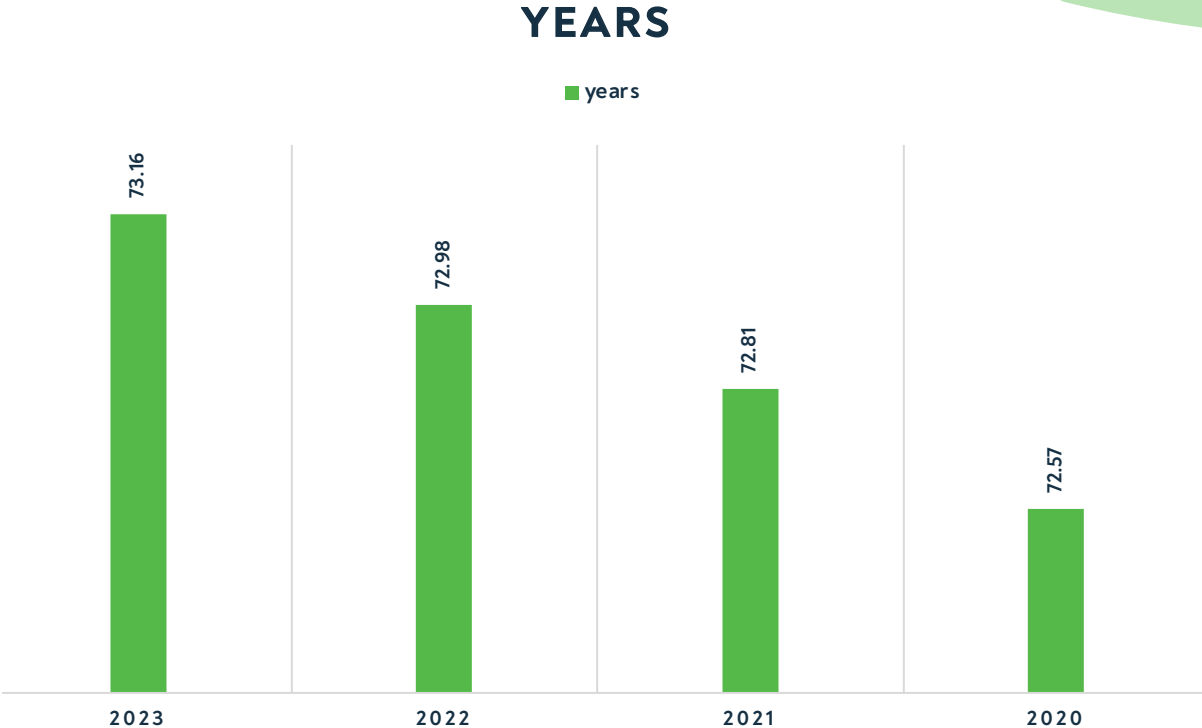
New ideas in transportation, social connections, and healthcare for older people have the potential to bring significant value. However, leaders must first adopt a listening approach before taking action. Endless opportunities exist for those who advocate for fair treatment of the elderly.

Which institutions continue to overlook the subtleties of menopause, erectile well-being, and closeness? Which courageous companies align with society's narrators to highlight the challenges of ableism, dementia, and representation?

This pivotal moment calls on everyone to rise to the occasion.

Data (graph form):

- The life expectancy for World in 2023 was 73.16 years, a 0.24% increase from 2022.
- The life expectancy for World in 2022 was 72.98 years, a 0.24% increase from 2021.
- The life expectancy for World in 2021 was 72.81 years, a 0.24% increase from 2020.



Neuroevolution 2030:

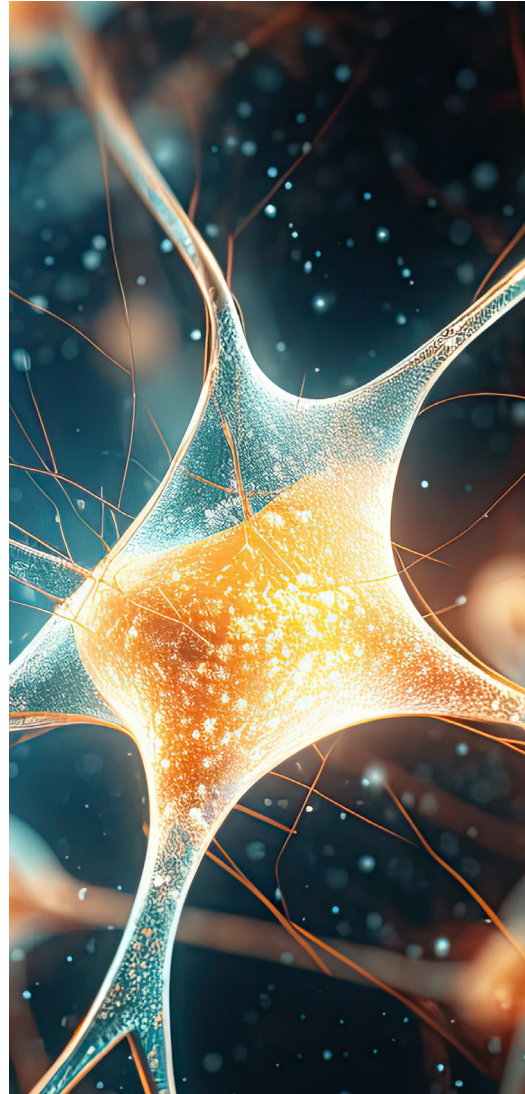
Unlocking The Brain's Infinite Potential

Some people believe old myths about brain health, but there is a movement to address the neurological crisis. Experts expect the number of cases of dementia to triple, and they are diagnosing conditions like ADHD and Parkinson's more openly.

The data indicates a seismic shift in neuroscience, with global neuroscience markets expected to surge to \$721 billion by 2026. Yet, outdated models persist, spreading problematic assumptions that obstruct funding for underfunded research that could decode the mysteries of diseases affecting millions.

As 2030 rapidly nears, revolutionary technology is on the brink, dramatically enhancing cognition, connectivity, and the limits of human capability. However, without current support for accessibility, which parts of society will benefit while others continue to struggle? The future is yet to be determined.

#brainhealth



Key Takeaways:

Unmet Needs, Massive Opportunities: A Call to Action for Brands

The healthcare landscape is undergoing a dramatic shift. Traditional systems are struggling to keep pace with rising life expectancy, growing consumer awareness, and the specific needs of diverse populations. This presents a golden opportunity for brands to become leaders in human-centered healthcare innovation.

Here's how you can capitalize on this trend:



Champion Women's Health:

Women control a massive portion of healthcare spending, yet their needs are often overlooked. Break the silence around sensitive topics and offer holistic solutions that address the realities of women's health.



Prioritize Mental Wellbeing:

Don't just talk the talk, walk the walk. Address the mental health crisis by supporting initiatives and fostering open conversations. Younger generations are demanding change – be a part of the solution.



Embrace Authentic Advocacy:

Partner with credible influencers who can share genuine experiences and promote trust. Fight misinformation by offering a platform for verified voices.



Empower the Elderly:

The aging population presents a unique opportunity and ethical responsibility. Move beyond outdated stereotypes and embrace new solutions that promote healthy aging and social connection.



Invest in Brain Health:

The future of brain health is full of potential, but funding for research and accessible treatment lags behind—advocate for increased resources to unlock the brain's potential and combat neurological diseases.

The image features the letters 'UP' in a large, bold, green font with rounded corners. The letters are set against a white background. The letter 'U' is on the left, and the letter 'P' is on the right. The 'P' has a rounded top and a curved bottom. In the bottom-left corner of the 'U', the text 'Power UP your Brand' is written in a white, sans-serif font.

Power UP your Brand