HEALTHOVATE!

Innovating to Live Longer, Feel Better
BY HITENDRA PATEL, RONALD JONASH, PAMELA MCNAMARA
ABOUT IXL CENTER

The Center for Innovation, Excellence and Leadership (IXL Center) helps Fortune 1000 businesses, start-ups, and innovation executives build the capabilities to create innovation breakthroughs in their organizations. We deliver innovation training, advisory and coaching, workshops, and speeches that can be customized to fit each client’s unique situation and challenge. Our practice leaders have substantial experience helping organizations develop breakthrough innovations or increase their capability to do so. We have written and continue to develop country-wide innovation studies and innovation management white papers, books, & articles. We serve our clients via a global footprint of training locations in Boston, Shanghai, Dubai, London, and São Paulo and a broad network of experienced innovation leaders including Chief Innovation Officers, business innovation professors, and innovation consultants.

IXL Center was founded by senior leaders from Arthur D. Little Management Consulting, Monitor Group, Innovation Management Inc., and Innovation Associates and instructors from Hult International Business School (previously Arthur D. Little School of Management). This team combines the unique global capabilities that each institution brought to the topic of innovation to create a comprehensive and differentiated approach to making innovation real and sustainable within organizations.

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HEALTHOVATE!

Companies Innovating to Help Feel Better, Live Longer

BY HITENDRA PATEL, RONALD JONASH, PAMELA MCNAMARA
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I didn’t always have enough money to provide nutritious food for my family. Now, I have a reliable way to earn more income and give my children the nutrition they need. ........................................................................................................ 35

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Chronic Disease Prevention
I get one chance to live a healthy life. Once I’ve been stricken with a serious disease, it may be too late. Why not take every precaution to prevent those diseases before they happen? .................................................................................................37

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Getting the care I need is so much more convenient! Now, I do not need to fly to some far-away hospital to see a specialist to help me get better. He can come to me with the help of this robot. .................................39

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I can have perfect teeth and a great smile without the embarrassment and hassle of wearing braces. ........................................................................................................ 41

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I don’t want a spa treatment; I want a spa vacation. By going to Karlovy Vary (Czech Republic), I get the best spa treatment in Europe and a relaxing vacation taking in the culture and sights around town. .....43
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Kinetically Controlled Game System
I really enjoy playing video games. The Xbox Kinect gets me off the couch and lets me do all kinds of activities with my friends and family. 45

LIFESTRAW
Clean Water Anywhere, Anytime
I can drink water from contaminated sources and can be assured that I won’t get sick. 47

LUMOSITY
Brain Training Games
Sometimes it’s embarrassing when I can’t concentrate or when I forget things. But just by playing a few games a day on my phone, I can think more clearly and solve problems more quickly. 49

MAGPI
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I feel much safer by receiving prompt alerts on my phone about health and other life-threatening issues around me. Knowing that someone is looking out for me encourages me to share information that might also save others. 51

MASSAGE ENVY
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CVS MINUTECLINIC
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I really don’t want to wait in an emergency room or for an appointment just to check my strep throat. With CVS MinuteClinic, I can get treatment, consultation and prescription drugs in just minutes. ..... 57

MOBISANTE
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I can use once-expensive healthcare tools and information because I can now access affordable medical imaging through networks of medical care technicians in remote locations (either urban or rural). ..... 59

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Recording what I eat and do holds me accountable to meeting my fitness goals; sharing my progress with friends also makes me feel proud! .................................................................................................................................................................................. 61

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Hospital Efficiency in India
I can now get the surgery I desperately need without taking on a huge loan or borrowing money from relatives. I will live a longer and more productive life thanks to Narayana Hrudyalaya (NH). .................. 63

NATIONAL STROKE ASOCIATION
Musical Stroke Education
I can call for help quickly when my grandpa or grandma is having a stroke; I learned about that at the special music class I took. .................. 65

NATURA
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I love Natura’s products because they encourage me to connect with my loved ones. .................................................................................................................................................................................. 67
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Portable Mind Mapper
With the iBrain, I can now go about my daily activities. I do not need to be in the hospital connected to an EEG to monitor my brain activity. Perhaps I can even communicate through the iBrain in the future! .......................................................... 69

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Gamified Exercise
I am more motivated to work out and maintain a healthy lifestyle because I can easily track my progress and compete online with my friends! ...................................................................................................... 71

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Partners in Health is the reason why I survived tuberculosis, why we have a hospital in our community and why we know what to do when we get sick. ...................................................................................................... 73

PHARMASECURE
Pharmacy Security
Quickly and easily authenticate your medicines by entering a simple code into a mobile phone application. ........................................................................................................ 75

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Paraplegic Legs
When I was diagnosed with multiple sclerosis, I feared that I would be doomed to spending my life in a wheelchair. But now with this new technology I have a practical solution to stand, sit and walk on my own. ........................................................................................................ 77
ROYAL FLYING DOCTOR
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I live in a remote village, without basic service, yet RFDS makes available to us reliable and dedicated medical services, as it does to nearly 1 million people living in or traveling to remote areas, where there may be as few as 2-3 clinics over a 100,000 square kilometer area.

SALAMAT DOK
Medical Talk Show
This is a great show! I can simply watch the program or participate on the show to get medical care and information. I don’t need to go to the hospital, wait in line and pay expensive fees to get help.

SEVA FOUNDATION
Eye Surgery for Developing Regions
This simple, life-changing procedure restored my sight and allows me to do things on my own without depending on others.

SMITH & NEPHEW
Artificial Joints
I’ve had bad knees since I was in college. Just two and a half months after surgery, I’m back on the soccer field feeling better than I have in years!

SUTTER HEALTH
Comfort and Control for Seriously Ill
I feel so much more taken care of as “Advanced Illness Management” at Sutter Health gives me both — active treatment and comfort care across traditional health systems boundaries.

V8
Vegetable and Fruit Juices
My kids don’t like eating vegetables. V8 VFusion comes in lots of flavors that they love and has the vegetable juice inside; because of the great taste, my kids don’t even know they’re eating their veggies!
VAXTRAC

Efficient Vaccination Tracking

I don’t need my vaccination “yellow card”—someone can easily tell me if I’ve been vaccinated before, and I can get the protection I need without the redundancy.

VIBRAM FIVEFINGERS

Barefoot Running Shoes

I’m not injuring my in-steps and ankles anymore! I can run faster and longer, and I feel like I’m more connected to the world around me.

VIRGIN HEALTHMILES

Corporate Wellness

I think this is one of the best programs I have ever been offered by an employer. I have dropped 35+ pounds, lowered my blood sugar and cholesterol. I haven’t taken a day off because of illness in a long time!

WEB MD

Democratized Medical Information

I can easily become medically knowledgeable. All of the health information I need is one click away, and I can learn not only from doctors, but also from the experiences of others who are in the same situation as I am.

YESHASVINI

Self-funded Micro Health Insurance

I can now get the surgery I desperately need, and it only costs me 200 Rupees a year! My family does not have to worry and I can keep working to feed my family.

ZEO SLEEP MONITOR

Sleep Tracking

For the very first time I can actually see how I sleep and understand my sleep cycles. Now I can associate what I do with how I sleep and it allows me to improve my lifestyle and sleep.
FOREWORD

Advances in technology and information combined with the convergence of cultures, geographies, and ideas have opened the door to new challenges and opportunities both for business and society. These trends have spurred new innovations, particularly in healthcare. Today, we all tackle questions such as “How can we live longer?” and “How can we feel better?” with tools and capabilities that could have barely been imagined a few decades ago.

As a rapidly growing institution, Hult International Business School recognizes the importance of identifying disruptive trends and innovation in areas such as health and well-being and the subsequent impact for business. By applying cutting edge-action and blended learning to business education, we are preparing our students to lead and take action by addressing challenges and creating opportunities for new and existing business in healthcare and beyond.

Hult, along with IXL Center, believes in the importance of making stories of business success and innovations more accessible to individuals and organizations throughout the world. We are confident that this book will enable others to apply the lessons learned across industries and geographies in order to discover creative ways to improve our health and well-being while generating profitable and therefore sustainable returns for our own organizations.

DR. STEPHEN J. HODGES
President, Hult International Business School
INTRODUCTION

What is Healthovate?

Healthovate! gathers vignettes from more than fifty innovative companies and organizations whose specific breakthroughs are dramatically changing the way people receive and use products and services that enrich their health and well-being. Although the search for better health has been a constant throughout human history, innovations in helping people feel better and live longer have recently exploded because of a simultaneous increase in our understanding of the health needs of consumers as well as the expansion of tools available to address those needs. This dizzying growth in demand and supply in this spectrum creates previously unimagined room for novel ideas and practices. For instance, the increased availability of information about therapeutic options have changed many people from passive consumers of health services to pro-active partners with healthcare providers in determining the best response to a health problem...It’s a fertile field where the business and technical innovations are emerging to make a dramatic difference.

Healthovations come from companies that have succeeded in making the world a healthier and happier place while at the same time capturing value for themselves. They have much to teach us in the health and well-being industry as well in the more general realm of business innovation. From the creation of novel business models to new ways to produce and deliver new goods and services, Healthovate! organizations provide inspiring examples of how to create value for today’s consumers.
3D Medical Images Anywhere

CUSTOMER EXPERIENCE: I no longer need a lot of money or study heavy anatomy books to understand the human body.

WHO NEEDS IT?
Medical students who need to understand how anatomic structures are related to each other in the human body. Healthcare professionals who need quick and accessible visual representation of the body to make decisions during a surgery, or to provide further explanation to a patient during a diagnostic. Health and fitness enthusiasts.

WHAT IS THE HEALTHOVATION?
3D4 Medical transformed the imaging industry by introducing an application with 3D images that maximizes interactive functionality; leveraging mobile device capabilities; and, providing superior graphic and user interface.
3D4 apps can export and annotate images as well as import images such as patient x-rays, MRI and CT scans into documents, which can be sent to the patient as part of their consultation.

WHAT WAS THERE BEFORE?
Accurate medical content was found primarily in anatomy books. Most of the content was rendered in 2D images, which limited the ability of users to explore anatomic structures and relationships in more realistic and complex detail.

IMPACT: To date, 3D4Medical is the largest developer of Medical apps: over 12 million apps downloaded worldwide at an average price of around USD 30. In addition, the Heart Pro app was chosen from among over 65,000 apps to be featured on Apple’s iPad commercial, reflecting its status as the No. 1 paid app in the world.
COMPANY “AHA”:
We can take advantage of ubiquitous technology in smartphones and tablets to deliver interactive human anatomic models and medical content to doctors, students and other interested consumers.

EMERGING TRENDS
- **Digitalization**: Massive shift towards digital health or “m-Health,” which includes Electronic Health Records, but also leverages technology to promote health literacy and education. Increased popularity of tablets (e.g., iPads) amongst doctors; doctors and medical students increasingly are adopters of tablet technology.
- **Globalization**: The app industry is experiencing phenomenal global growth (it is estimated that a total of 35Bn apps have been downloaded since the first year; in that time, apps have been downloaded at twice the rate as digital music).

BASIC HUMAN NEEDS
- **Curiosity**: people are more interested in learning about human health and in how to prepare, perform and track their exercise regimens.
- **Learning**: doctors and medical students want to have access to cutting-edge and affordable interactive materials to improve learning and training.

WHY THEY ARE WINNING:
The first medical app developer to make 3D anatomy images and continually making it more practical and interactive. 3D4 Medical highly invests in R&D to perfect their anatomic models and to ensure their accuracy.

PRICING
- **Applications**: Can be purchased through application platforms and is priced depending on the type of application (Body Systems, Body Regions, Health and Fitness, Patient Education) and mobile device; price averages around USD 30 per download.

PRODUCTION
Application developers with an accurate understanding of the human body focus on building interactive and dynamic 3D images and models of the human body.

OFFERING
Provide descriptions and analyses of body systems and body regions as well as tools for patient education and health & fitness applications with dynamic and interactive 3D anatomic models.

DELIVERY
3D4 Medical is only available through the Apple Store. Apple has redesigned the medical category where two new portals have been featured prominently: Health Care Professionals and Anatomical Reference.

MARKET
3D4 Medical targets three core demographics: students, healthcare professionals and health & fitness enthusiasts.

PARTNERS
- Apple.
- Stanford University School of Medicine — development of apps.
Frown Line Reduction

CUSTOMER EXPERIENCE: Having wrinkles makes me look old and tired. With a simple cosmetic procedure I can look as young as I feel.

WHO NEEDS IT?
Men and women, 18 to 65 years old who want to minimize the lines between their eyebrows and look younger. Particularly, people who are not allergic to BOTOX.

Medical specialists looking for safe cosmetic products to offer to their patients.

WHAT IS THE HEALTHOVATION?
BOTOX Cosmetic is a simple, non-surgical procedure done in 10-15 minutes with minimal time required for recuperation. BOTOX is a prescription medicine injected into muscles to reduce the appearance of moderate to severe frown lines between the eyebrows for up to 4 months without losing facial expressiveness. BOTOX Cosmetic reduces the activity of facial muscles by blocking nerve impulses that trigger wrinkle-causing muscle contractions, thus improving appearance.

WHAT WAS THERE BEFORE?
Expensive surgeries that may not guarantee good results. These surgeries can leave patients’ faces relatively immobile, which can take days or weeks to recover from.

Facial creams and topical treatments that provide little to no improvement on moderate to severe frown lines.

IMPACT: Allergan has a presence in more than 100 countries, mainly in America and Europe. Over the last seven years, there have been nearly 11.8 million BOTOX Cosmetic treatments recorded in the United States and the number continues to grow.
COMPANY “AHA”:
Provide a quick and simple solution that is less intrusive than traditional plastic surgery. We can help people look younger and do it faster and better than anyone else.

EMERGING TRENDS
- **Outpatient Procedures**: Technology and research are allowing doctors to find ways to do more procedures more quickly with less temporary impact on patients’ lifestyles. It increases efficiency for doctors and reduces stress for patients.
- **Beauty Consumerism**: People are spending more and more money on products and procedure that will help them look younger or more attractive.

BASIC HUMAN NEEDS
- **Feel Good**: Men and women want to feel good and feel attractive; looking younger helps people give off the aura of having energy, passion and sexual virility.
- **Safety**: People want procedures and medical intervention that are as safe and reliable as possible.

WHY THEY ARE WINNING:
Allergan is the first in USA and the only company with a global facial aesthetics franchise offering cosmetic doctors and their patients such a comprehensive array of innovative aesthetic products.

PRODUCTION
World-class research and development facilities as well as state-of-the-art manufacturing plants.

OFFERING
BOTOX Cosmetic is a simple, non-surgical procedure: a prescription medicine that is injected into muscles and used to reduce temporarily the appearance of moderate to severe frown lines between the eyebrows for up to 4 months.

DELIVERY
Through affiliated physicians who have experience with aesthetic brands and can be found in the “Find a Doctor” tool offered by Allergan. Physicians are available at offices in over 100 countries.

MARKET
People from 18 to 65 years old who want to look younger by reducing frown lines who have no allergic reaction to BOTOX.

PARTNERS
- Affiliated physicians and practices that focus on facial aesthetics, have a comprehensive knowledge of facial anatomy and have experience working with BOTOX Cosmetic.

PRICING
- **Fee for Service**: Patients pay USD 400 — 1050 depending on the area of treatment with the opportunity for special offers and points to earn rewards.
Breathe and Live Better

CUSTOMER EXPERIENCE: I found that the Art of Living Course helped me to release accumulated stress easily. I can better understand the basis of my own spirituality.

WHO NEEDS IT?
Everyone — men, women, students and professionals — looking to improve their quality of life by learning how to reduce stress and to experience inner peace. Classes appropriate for all ages (from age 8 to adult) are available.

WHAT IS THE HEALTHOVATION?
Through teaching meditation, yoga, and breathing techniques, courses administered by The Art of Living help students to eliminate stress and to feel inner peace.
The Art of Living Foundation has helped to foster peace across many distressed communities through diverse humanitarian projects, including conflict resolution, disaster relief, sustainable rural development, and empowerment of women.

WHAT WAS THERE BEFORE?
Therapies whose many component parts (exercise, yoga, meditation) were only being treated in a piecemeal fashion by a wide variety of providers who did not coordinate holistic well-being plans for individuals. Expensive psychological interventions often depending on psychotropic drugs whose impact on human behavior can sometimes be unpredictable and unhealthy.

IMPACT: The Art of Living has been operating since the early 1980s. Since then, more than 300 million people in 154 countries from different backgrounds, religions and cultures have completed its courses.
COMPANY “AHA”:
Through the practice of our breathing techniques, people will learn to govern the breath consciously so that it brings harmony into their body, mind and spirit.

EMERGING TRENDS
- **Alternative Medicine**: Integration between Western and Eastern traditions through meditation techniques that come from India and China.
- **Social Interaction**: People in local communities not only interact with the Art of Living by taking its courses but also as volunteers in its social programs in impoverished areas.

BASIC HUMAN NEEDS
- **Simplicity and Convenience**: People are looking for simple and proven ways to reduce stress.
- **Self-Realization**: People want to bring joy and harmony into their lives by participating in activities that make them feel happy and relaxed.

WHY THEY ARE WINNING:
The Art of Living is one of the most powerful worldwide movements that provides solutions through their products to practice values, such as friendship, generosity, compassion, care for the environment and service to humanity.

PRICING
- **Fee for Service**: Money paid for courses, with the opportunity for discounts if they take multiple courses.
- **Donation**: Support from individuals, companies and government.

PRODUCTION
Each local center defines the portfolio of courses available and operates selected social programs in needy areas.

OFFERING
Stress-elimination courses (administered in a 2-to 4-session series), ranging from introductory programs to graduate programs.

DELIVERY
Quiet and harmonious places designed to create the appropriate atmosphere for relaxation at local facilities in more than 154 countries.

MARKET
Anyone who wants to improve their quality of life by learning how to reduce stress and feel inner peace.

PARTNERS
- Volunteers in local communities that work in local centers and operate social programs.
- The United Nations Economics and Social Council (ECOSOC) works with the Art of Living social programs to improve the quality life of poor people in developing countries.
Hot Yoga Franchises

**CUSTOMER EXPERIENCE:** It’s unlike any exercise I’ve done before. I sweat out toxins and can stretch more deeply than traditional yoga while burning calories.

**WHO NEEDS IT?**
People who want intense exercise that helps detox and re-shape their body to improve flexibility.
People who welcome the challenge of practicing vigorous yoga in a heated room for 90 minutes.
People looking to open a franchise as a business that promotes health. Yoga practitioners looking to become Bikram yoga teachers.

**WHAT IS THE HEALTHOVATION?**
Bikram Yoga is a 26 posture sequence version of Hata Yoga done for 90 minutes in a room heated to 105 F (40.5 C) at 30% humidity. The class is taught by a certified teacher and is run identically in all locations. Practicing yoga in a heated room helps to cleanse the body and improve flexibility, significantly reducing the risk of injuries.

**WHAT WAS THERE BEFORE?**
Yoga classes from different traditions and of varying degrees of difficulty that did not emphasize strenuous exercise. Yoga class quality and design that varies widely depending on the teacher. Other exercises to detox and release stress may lead more easily to injuries. Meditation classes that feel peaceful without the benefits of exercise or detox.

**IMPACT:** Since Bikram Yoga School of Yoga was founded in India in the 1970s, millions of people around the world have benefited. Bikram Yoga has more than 1,650 affiliated centers in over 40 countries in all continents.
COMPANY “AHA”:
Franchise it and offer yoga practitioners a differentiated class to shape and detox the body more easily through a unique and consistent experience.

EMERGING TRENDS

- Mind and Body Connection: People around the world are realizing the connection between the body and the mind in staying healthy; exercise like Bikram yoga focuses on both.
- Preventative Care: Individuals are trying to prevent illness and injury before they happen by eating right and exercising instead of just treating diseases as they arise.

BASIC HUMAN NEEDS

- Relieve Stress: People can find ways to relax and minimize stress by going through the postures and breathing deeply.
- Be Healthy: By exercising and sweating with Bikram yoga, people can get rid of toxins and burn up to 1,000 calories per session.

WHY THEY ARE WINNING:
Bikram Yoga is the largest yoga franchise in the world and has created a brand that is known around the world. It provides a differentiated experience as well as the benefits from exercising in a heated room.

PRODUCTION
Affiliated Bikram yoga studios (or, “torture chambers”) that have an open area with custom installation for heating and humidity.
Certification is provided for teachers, who are eligible to teach classes around the world.

OFFERING
90 minute yoga classes in a room heated to 105 F (40.5 C) at 30% humidity, taken from a certified instructor who leads students through 26 postures.
Teacher training certification, as well as seminars & courses.

DELIVERY
Affiliated franchises that offer classes following specific guidelines.
Experienced health and fitness professionals.

MARKET
People who welcome the challenge of practicing vigorous yoga in a heated room for 90 minutes.
People looking to become certified teachers and franchisees planning to open a studio.

PARTNERS
- Franchises and affiliated organizations in countries all over the world.
- Research groups from the University of Southern California and the Wyckoff Heights Medical Center to confirm the medical benefits of Bikram Yoga, such as bone density improvement.

PRICING
- Bundling Fees: Purchase as a single class or set of classes, or pay for unlimited monthly or annual classes.
- Franchising: Individuals opening a franchise pay a fee to open a new location.
WHO NEEDS IT?
Anyone with a relapsing form of MS, the most common neurological disease among young adults. (It is significantly more common in women than men and is diagnosed mainly in people between 20-50 years old.) Doctors hoping to give their patients a better option to have a normal life with fewer MS symptoms like numbness, fatigue, vision problems, and spasms.

WHAT WAS THERE BEFORE?
Until early 1990s, relapsing MS was nearly untreatable; no medications were available that actually altered the course of the disease. Half of the patients with relapsing MS would slowly develop permanent disabilities. Before, medications that treated MS relapses had to be taken 3 to 7 times a week, which could be inconvenient and difficult to administer correctly over time.

WHAT IS THE HEALTHOVATION?
Avonex delivered with the Avonex Pen by Biogen Idec enhances the body’s ability to fight off inflammation caused by relapsing MS, thereby helping people to remain professionally and socially productive. Avonex is given as a once-a-week intramuscular (IM) injection to reduce MS relapses and delay the progression of the disability. The Avonex Pen is the first single-use, fully integrated intramuscular auto-injector approved for MS.

IMPACT: Today, 135,000 patients use Avonex for treating relapsing MS worldwide. The medicine helps people contribute to their families and society, cutting USD 16B from the total economic cost of MS in the US (due to early retirement). This treatment controls relapses and slows the progression of the disease, allowing people to live fully and stay active.

CUSTOMER EXPERIENCE: I am now in control of my life because I have tools that enable me to socialize, study, work, and travel, even though I have Multiple Sclerosis (MS).
COMPANY “AHA”:
Today there is no cure for MS, but treatments can slow the occurrence of the disability. Let’s continue to do research to develop better products that help people have a more normal life and provide support services to patients with MS.

EMERGING TRENDS
- Illness Prevention: Although MS is a chronic condition, and a large number or patients develop permanent disabilities from it, those disabilities can be delayed significantly by taking Avonex.
- Increased Cost Savings: Because Avonex slows the progression of MS, it enables many people who have the disease to remain active and contribute to society.

WHY THEY ARE WINNING:
Avonex and the Avonex Pen present a potent delivery system that is difficult to replicate: a highly popular drug among MS patients with a 15-year track record combined with the newest, and easiest-to-use injection device on the market.

BASIC HUMAN NEEDS
- Self Sufficiency: The ability to contribute socially and professionally without depending on others, and being able to be autonomous.
- Community: Being part of a community by interacting with others.

PRODUCTION
The manufacturing facilities are located in Boston, North Carolina, and Hillerød, Denmark. In addition to sharing R&D resources internally, these facilities also work with outside partners on many stages of product development.

OFFERING
The Avonex Pen is the first single-use, once a week, fully integrated intramuscular auto-injector approved for MS. It slows the progression of the disability and reduces relapses.

DELIVERY
The medicine is delivered to patients through special pharmacies and care providers. Avonex Services is a website and call center that provides guidance on the medicine (e.g., side effects) to help patients and to provide support.

MARKET
Anyone with relapsing forms of Multiple Sclerosis (MS) with emphasis on an earlier treatment for people with symptoms.

PARTNERS
- Biogen Idec has different partnership models to accommodate each of their partners. Some of them are: Abbott, Acorda, Elan, Genentech, Isis Pharmaceuticals, Knopp BioSciences. Neurimmune Therapies AG, NsGene A/S, Portola Pharmaceuticals, Roche, Samsung, Swedish Orphan Biovitrium, and UCB S.A., Ltd.

PRICING
- One-Time Payment: Annual treatment for USD 25,000-35,000 that is almost fully covered by most insurance plans.
DESIGN
Opus Design LLC
www.opusdesign.us

PAPER
Mohawk Options
100% Post Consumer Waste Recycled Paper

FONTs
Stainless, Aptifer
New and major trends in the space of health and well-being are making us rethink the ways we understand medicine and wellness. These trends are creating a perfect storm — a reason to drive innovation led by companies mentioned in this book.

In our first book, Greenovate!, we talked about environmental sustainability and “going green” as a major trend. In the next book, Connectivate!, we talked about how the world is increasingly connected, and as a result, always accessible. In Healthovate!, we talk about companies who are reshaping the health and well-being space. We review and provide insights about this phenomenon by sharing more than fifty examples of companies that are healthovating. Learn how these companies are offering new and novel solutions to allow you live longer and feel better!