

# HEALTH PROSUMERS: SETTING A HIGH BAR FOR THE FUTURE

HEALTH  
PROSUMER  
REPORT

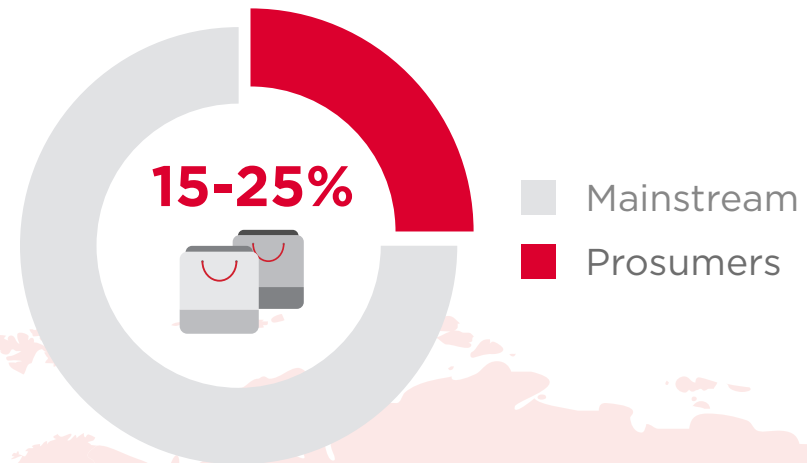
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# WHO ARE PROSUMERS?

Prosumers are a small segment of the general consumer population: **15-25% of men and women who make and break markets**— in every category and geography. They are leading-edge consumers who help us understand what's next and predict what consumers will think, feel, say, or buy in the next 6-18 months.



Prosumers give us insights into the nature, direction and pace of change. Health prosumers are engaged and proactive, managing their own health successfully. They influence others, demand better health outcomes, and are passionate about what comes next.

**By understanding the Health Prosumer today, we can anticipate the future of health.**

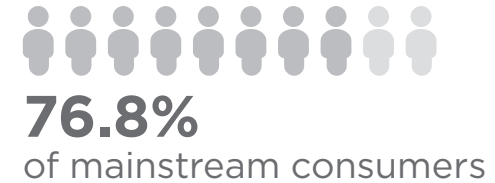
# HEALTH PROSUMERS TALK THE TALK, AND WALK THE WALK.

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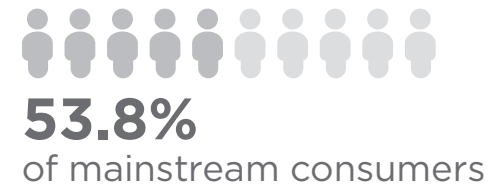
Health Prosumers believe it's important to take responsibility for their personal health and consciously consume products and services that help them lead healthier lives.



respect/admire people who take responsibility for their personal health.

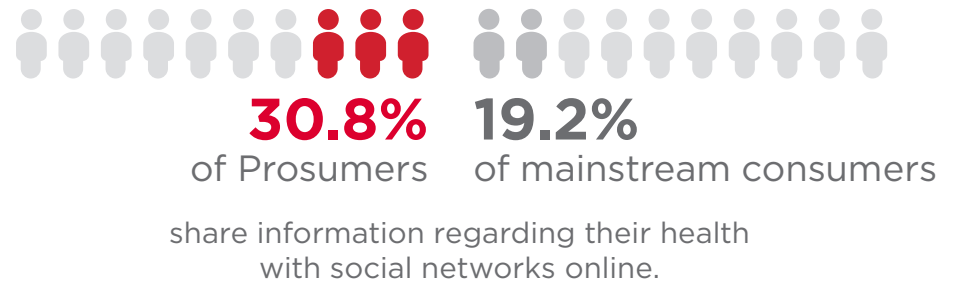
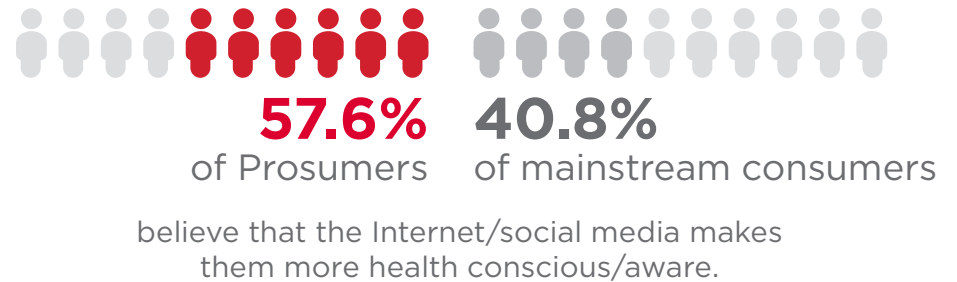


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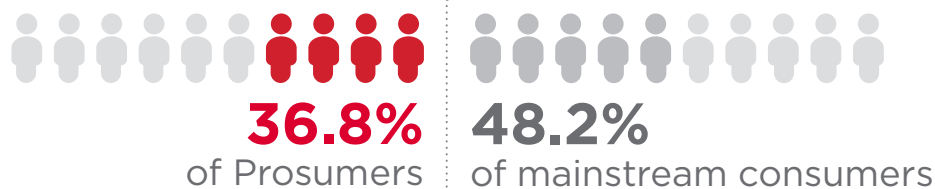
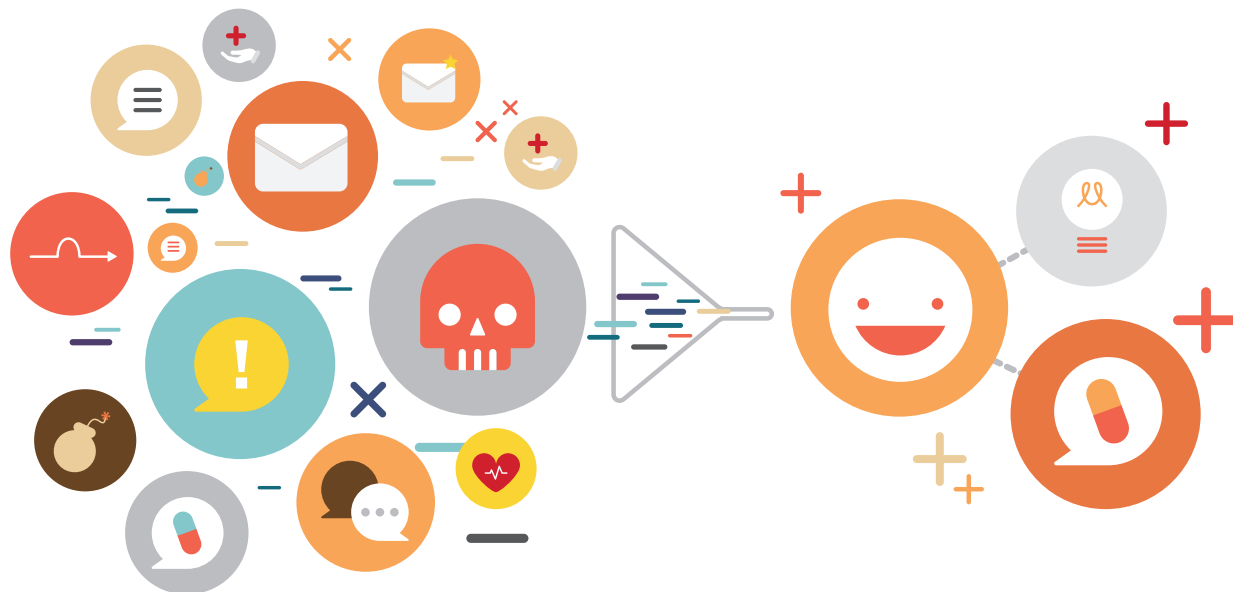
# HEALTH PROSUMERS, GIVE AS MUCH AS THEY TAKE.

Health prosumers use the Internet and social media to inform themselves on health topics and are passionate about sharing their own health stories with their social networks.



# CONQUERING THE NOISE.

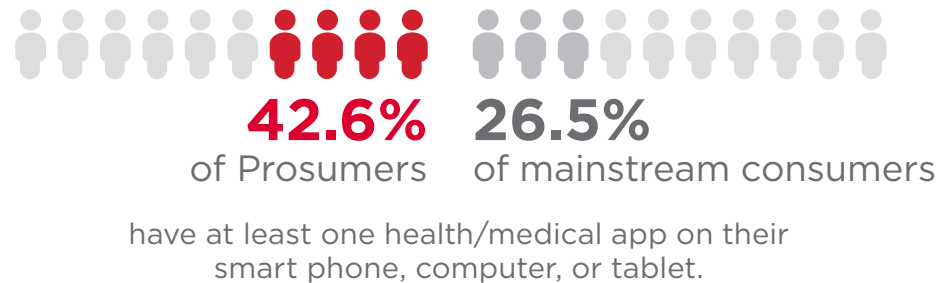
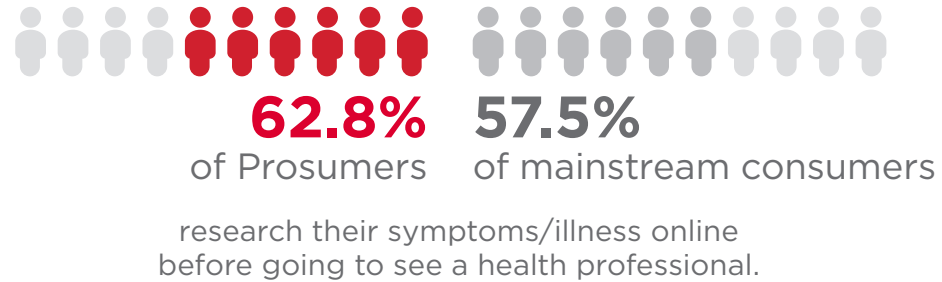
Health Prosumers seem to take all the health messages and warnings they are bombarded with more in stride, perhaps finding ways to filter out the noise and focus only on what's important to them.



agree that they're fed up with all the health messages and precautions they hear.

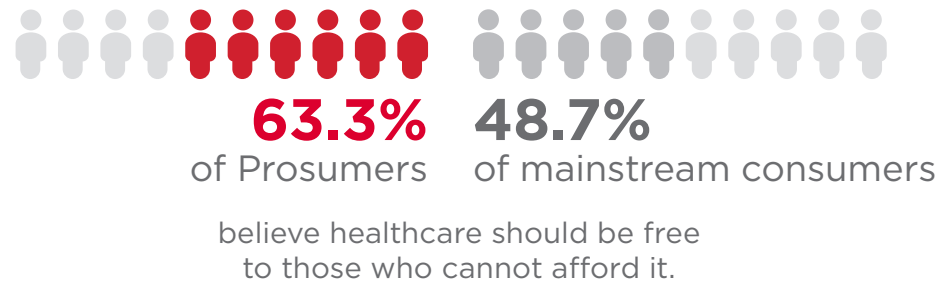
# TAKING CHARGE AND TRACKING.

Health prosumers research their symptoms and illnesses online before seeing their doctors and download medical apps to manage progress over time.



# SHARE THE HEALTH.

Health Prosumers believe in free healthcare for those who can't afford it, and some are even open to having their taxes used to support medical treatment for those with unhealthy lifestyles.



# WHERE ARE HEALTH PROSUMERS TAKING US?

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To a future where people...



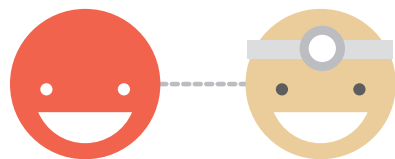
Take responsibility for their personal health and are admired for it.



Buy products and services that help them be healthier.



Find the health information that works for them amid all the noise.



Partner with their doctor and care for themselves over time.



Learn from the health stories of others and share their own health successes.



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**NEW BUSINESS INQUIRIES:**

**Paul Klein**

Managing Director

Havas Worldwide Tonic

[paul.klein@havasww.com](mailto:paul.klein@havasww.com)

212.886.3973

