



■ A human-centric and personalised approach is key to helping people



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**Simone Gibertoni**, chief executive officer, Clinique La Prairie

envisage there will be an increased desire for a holistic and long-term approach to health and immunity, beyond a single programme or medi-spa visit. As a result, I expect products such as functional supplements, long-term immune-boosting solutions, epigenetics assessments and health apps to rise in offer and in popularity. Key to this is the role technologies are to play in the future of global healthcare, developing products and services to support this demand. The health and wellbeing sector is continuously being revolutionised by technological

advances in genomics, AI and robotics. Exploring ways to help customers continue their health journey once they leave the wellness retreats is essential. At Clinique La Prairie, we use different tools with a high level of customisation to enhance the follow-up service and offer an unprecedented level of health coaching. Our objective is to inspire long-term changes in habits. A human-centric and hyper-personalised approach to preventive medicine is the key helping people to live better and longer lives.

■ *Simone Gibertoni is CEO of Clinique La Prairie.*