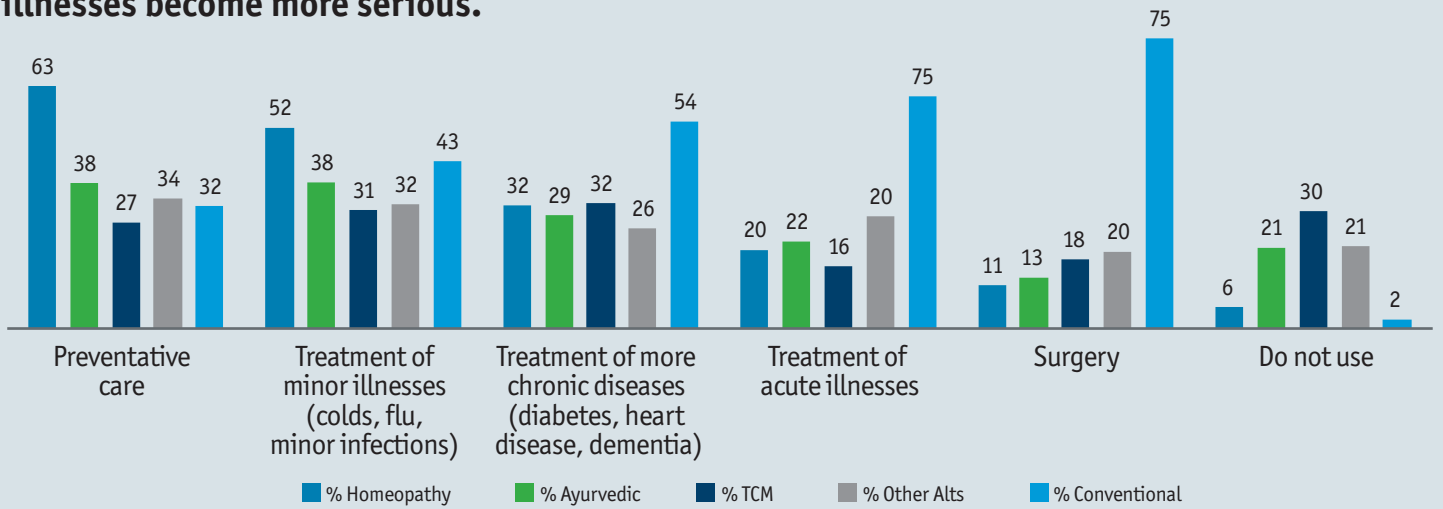


THE FUTURE OF HEALTHCARE: HEALTHCARE YOU

PERSONALISING HEALTH CHOICES

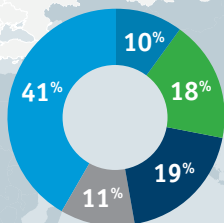
Today's healthcare innovations coexist with other traditional forms of medicine and established modern healthcare systems around the world. How do high-net-worth (HNWIs) navigate this world of choice between non-conventional and conventional healthcare systems, both at home and abroad? To answer this question, we surveyed traditional early adopters—HNWIs—in the Middle East, Africa and Asia. Here are the results.

HNWIs employ a mix of alternative and conventional therapies and rely more on the latter as illnesses become more serious.



HNWIs seek care from both local and international providers.

Do you ever travel outside your main residence for healthcare because the quality of care in your home country is inadequate?



Always Frequently A few times I plan to do so Never

HNWIs also invest in a diverse set of healthcare companies to drive future breakthroughs.

