

Breakout Session: *How Does the Spa Industry Fit into a New World Integrative Medical Model?*

Monday, May 21st

3:15PM – 4:30PM

Sutton Suite

Moderator: Marc Cohen, Foundation Professor, Complementary Medicine, RMIT University and President, Australasian Integrative Medicine Association, Australia

SUMMARY

- Wellness is multidimensional and achieving wellness requires a holistic approach that includes lifestyle practices.
- Participation of individuals in their own life is a key to achieving health and wellbeing. Health retreats can provide experiential education on how this can be achieved and this can be applied to both healthy and sick individuals.
- Western medicine focuses on illness yet has a fantastic array of diagnostic technologies that can be used for early detection of disease as well as assessing the benefits or adverse effects of any intervention.
- With increased wellness comes an increase in consciousness which includes environmental awareness, social justice etc. LOHAS consumers are certainly more wellness oriented and actively seek out spa and integrative medicine products and services that are aligned with their values.
- Word of mouth is the best advertising and early adopters such as LOHAS consumers can be the evangelists of wellness services. These consumers however will also detect inauthentic services.
- Communication with the individual, friendships and a sense of community, sleep quality, aesthetics
- There is a need to begin to ways to objectively measure wellness and thereby provide valid outcome measures for spa and wellness services. This will allow mainstream acceptance and institutional funding of services.
- The wellness industry has begun to absorbing many other industries such as food, fitness, fashion, medicine, retail, design, residential development. The spa industry has the possibility to take advantage of this increasing demand for wellness.

NEXT STEPS

- Provide outcome measure for wellness so that it can be effectively measured
- Align spa services with the values of LOHAS consumers
- Include experiential lifestyle education into spa services
- Incorporate spa and wellness services into mainstream medical facilities