

# Customized wellness solutions using health technological platforms: An exploratory research Protocol

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## Abstract

Rapid transformations in demographic and socioeconomic shifts are leading to a growing global demand for health and beauty products and services that demands holistic concepts of well-being. In addition, technological breakthroughs such as internet of things make it convenient and offer innovative solutions for well-being and engage consumers to track their own health conditions and fitness goals. This new health economy encompasses three key concepts: Well-being, well-conditioned and well-shaped; which are shaped by wellness segments and goals that influence purchasing decisions of consumers

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## Biography

Elaine Wong Yee-Sing first started working at the Health Promotion Centre in Curtin University as a Health Promotion Assistant and is currently the Executive Director of Red Element Health International (REHI). She is

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