



November, 2017

Giving Thanks

by Curt Lucas

This week is a bit slower for many people who take a break from pressing demands at their desk. Healthcare is a 24/7 business though, so there is no slowing down for the healthcare executives that I know. Our industry demands leaders stay current (at least) and ahead (if possible) of new and emerging trends. If you planned a quiet week at your desk, take a moment to read up on issues and C-Suite topics such as [retail competition](#), [consumer engagement](#) and [performance management](#).



A newsworthy [announcement](#) happened last week and caught my attention. Fitbit has been selected as the first wearable device to participate in the national [All of Us Research Program](#), a project funded by a supplemental funding award from the [NIH](#) to [The Scripps Research Institute \(TSRI\)](#). The aim of the study is to generate a data set that will be used to map the relationship between health indicators such as physical activity, heart rate and sleep in conjunction with other critical health outcomes.

If you head out to the mall on Black Friday or to shop Local Saturday, you will probably notice a few changes this year. [Fitness clubs](#) are moving in to shopping centers and neighborhood districts as the experience economy grows. After your workout, there are plenty of venues for eating and drinking. According to [a study by JLL and the International Council of Shopping Centers](#), more space is expected to be occupied by food and beverage concepts - up to 20% by 2025 vs. about 8% today. Both trends underscore an opportunity to collect valuable data about consumer behavior and wellness!

Playing tag football, traveling to your relatives or hanging lights? Be sure to give thanks (in advance) for emergency rooms. According to the [National Center for health Statistics](#), the percent of children and adults aged 18-64 with an emergency room visit in the past year has steadily declined over the last twenty years. But emergency visits spike at this time of year as accidents are as abundant as turkey and pie. The National Safety Council offers a few [tips for holiday safety](#). It's a simple reminder of the precautions that we can take to ensure friends and family remain safe and injury-free during the holiday season.

Each day, I'm thankful for healthcare professionals who are healing, curing, and researching. I have the opportunity to work with tremendous clients and fascinating candidates - brilliant, talented, dedicated individuals who improve lives and build healthy communities every day. It's why I love leading a business that is focused strictly on healthcare.



***From all of us at InveniasPartners,
Happy Thanksgiving!***

Connect with Curt Lucas:

View our profile on [LinkedIn](#)