



The Future is

MEDTAIL

Where health care and wellness
meet retail and hospitality

What is Medtail?

The health care environment is evolving at a rapid pace, as consumers are becoming more active and engaged in managing their health. Many seek to curate their own experience and are approaching wellness as they do other goods and services. An evolved model is disrupting the traditional health system by offering services focused on convenience, service, cost, and support.

The medtail model - **the convergence of health care, wellness, and retail** – is the future.



The global health and wellness market reached a value of \$3.31B USD in 2020. It is expected to reach a value of **\$4.24B USD by 2026.**

– IMARC Group



Drug Store



Spa



Fitness



Urgent Care

The Way Forward

A global pandemic demonstrated to the general population that preventative wellness is no longer a choice. This enhanced awareness has brought to light a shift in how consumers are engaging with medtail providers. Gone are the days when wellness consisted of ticking the dreaded annual physical off the list. Medtail is now viewed as an entry point for wellbeing. Not only is it comprised of urgent care establishments and drugstores, but it has grown to encompass a variety of spaces that are familiar to retail consumers.

Brand Advocacy

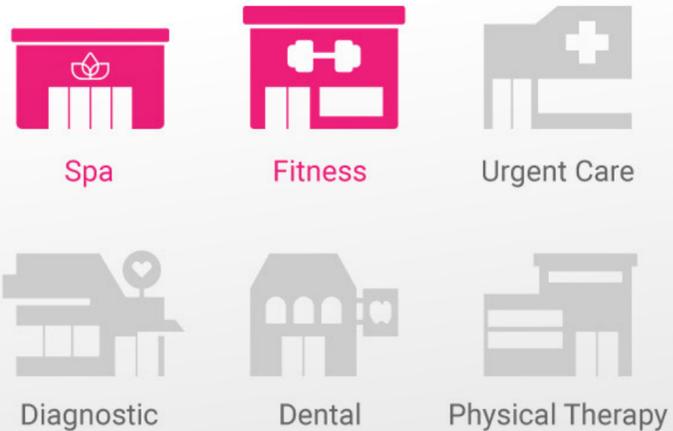
Traditionally, health and wellness verticals have focused on outcomes resulting in interactions that are transactional in nature. Taking a cue from both the retail and hospitality industries, medtail providers would do well to adopt the philosophy of cultivating brand advocates. By thinking of consumers as guests, brands can promote a more holistic and relational experience that serves to attract new consumers and retain current ones.





18-35

Does not actively engage in regular medical visits. Greater emphasis on healthy as well as cosmetic habits are resulting in adoption of wellness outlets.



36-50

Utilizing medtail services most effectively. Convenient offerings align with busy schedules.



65+

Health related expenses are creating a higher annual spend. This, in turn, is driving a higher volume of interactions.



Adjacency Advantage

Hyperconnectivity and busy lifestyles are influencing how consumers interact with the health and wellness industry. As scarce free time drives the need for more efficient decisions, consumers seek convenience at every stage of an engagement with a brand. Developers and providers are finding that medtail trips are now another checkbox on a consumer's list of errands. With that in mind, spaces optimally positioned in close proximity to heavily trafficked commercial real estate near residential communities and mixed-use developments help connect with consumers where they live or work. Vacant spots in retail strips and main shopping centers in need of new tenants can fill this role.



79% of private equity, commercial real estate, and retail healthcare respondents believe medtail investment will increase in the next year.



The Big Picture

Preparing the groundwork for a project is a large component of the process. Proper surveying techniques take the necessary steps to ensure any site limitations are addressed and all legal requirements are met. Sustainable environmental practices should also be factored into site considerations. The optimal site layout ensures that focus is given to cost effective solutions that maximize a brand's return on investment. Site design must also fit with a project's needs while optimizing functionality and practicality. From due diligence to entitlements, the end goal is to create a site that aligns with a brand's vision and complies with jurisdictional requirements.

Atmospheric Impact

Exterior surroundings have a great influence on the perception of a brand. The thoughtful incorporation of landscape architecture improves the visual impact of a space while offering a layered sensory experience that draw consumers in. Enhancing a space through eco-friendly initiatives can also create a synergistic effect to the natural environment that contributes positively to the overall experience by positioning it as an inspirational destination.





Make Your Mark

Though a visit to a medtail facility often fulfills an essential need, brands should focus on establishing a consumer connection. Design initiatives should extend beyond the application of a logo and usage of a defined color palette. Open and inviting spaces accented by intuitive wayfinding create an environment that is enriched by transparency. Unique exterior and interior materiality and lighting serve to distinguish the concept. Eye-catching branded graphics can both inspire and serve as communication vehicles. When implemented successfully, simple architectural features can positively reinforce a brand's identity.

Future Forward Focus

With consumer trends and medtail intersecting, CESO is positioned to seamlessly support a brand's development vision. For more than thirty years, we have helped engineer, design, and build thousands of projects for best-in-class retail and hospitality brands. Our multi-disciplinary team of experts has also partnered on hundreds of point-of-care medtail projects across the country. With consideration focused on efficient design and future-forward facilities, we work hand-in-hand with our clients to meet the ever-evolving needs of the health and wellness industry.





Thank You

For more information,
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