HealthTech
Blueprint for the Future

Coalition for Innovation, supported by LG NOVA

Jami Diaz, Director Ecosystem Community & Startup Experience
William Barkis, Head of Grand Challenges & Ecosystem Development
Sokwoo Rhee., Executive Vice President, LG Electronics, Head, LG NOVA

Blueprint Chairs

Alex Fang, CleanTech Chair
Sarah Ennis, AI Chair
Alfred Poor, HealthTech Chair

Authors

John Barton, Victor L. Brown, H. Timothy Hsiao, John Hsu, Sylwana Kaźmierska, Ricardo Machado, Ann M. Marcus, Nicholas Matias, Qiana Martin, Alfred Poor, Refael Shamir, Mark Wesson

The views and opinions expressed in the chapters and case studies that follow are those of the authors and do not necessarily reflect the views or positions of any entities they represent.

Senior Editor, Alfred Poor

October 2025

Preamble

The Coalition for Innovation is an initiative hosted by LG NOVA that creates the opportunity for innovators, entrepreneurs, and business leaders across sectors to come together to collaborate on important topics in technology to drive impact. The end goal: together we can leverage our collective knowledge to advance important work that drives positive impact in our communities and the world. The simple vision is that we can be stronger together and increase our individual and collective impact on the world through collaboration.

This "Blueprint for the Future" document (henceforth: "Blueprint") defines a vision for the future through which technology innovation can improve the lives of people, their communities, and the planet. The goal is to lay out a vision and potentially provide the framework to start taking action in the areas of interest for the members of the Coalition. The chapters in this Blueprint are intended to be a "Big Tent" in which many diverse perspectives and interests and different approaches to impact can come together. Hence, the structure of the Blueprint is intended to be as inclusive as possible in which different chapters of the Blueprint focus on different topic areas, written by different authors with individual perspectives that may be less widely supported by the group.

Participation in the Coalition at large and authorship of the overall Blueprint document does not imply endorsement of the ideas of any specific chapter but rather acknowledges a contribution to the discussion and general engagement in the Coalition process that led to the publication of this Blueprint.

All contributors will be listed as "Authors" of the Blueprint in alphabetical order. The Co-Chairs for each Coalition will be listed as "Editors" also in alphabetical order. Authorship will include each individual author's name along with optional title and optional organization at the author's discretion.

Each chapter will list only the subset of participants that meaningfully contributed to that chapter. Authorship for chapters will be in rank order based on contribution: the first author(s) will have contributed the most, second author(s) second most, and so on. Equal contributions at each level will be listed as "Co-Authors"; if two or more authors contributed the most and contributed equally, they will be noted with an asterisk as "Co-First Authors". If two authors contributed second-most and equally, they will be listed as "Co-Second Authors" and so on.

The Blueprint document itself, as the work of the group, is licensed under the Creative Commons Attribution 4.0 (aka "BY") International License: https://creativecommons.org/licenses/by/4.0/. Because of our commitment to openness, you are free to share and adapt the Blueprint with attribution (as more fully described in the CC BY 4.0 license).

The Coalition is intended to be a community-driven activity and where possible governance will be by majority vote of each domain group. Specifically, each Coalition will decide which topics are included as chapters by majority vote of the group. The approach is intended to be inclusive so we will ask that topics be included unless they are considered by the majority to be significantly out of scope.

We intend for the document to reach a broad, international audience, including:

- People involved in the three technology domains: CleanTech, AI, and HealthTech
- Researchers from academic and private institutions
- Investors
- Students
- Policy creators at the corporate level and all levels of government

Chapter 14:
The Impact of AI on Wellness Coaching

Author: Victor L. Brown

AI Innovation Is Affecting Wellness Coaching

Artificial intelligence (AI) is rapidly transforming wellness coaching by making it more personalized, data-driven, accessible, and scalable. Through advancements in machine learning, real-time analytics, and behavioral modeling, AI is enabling coaches and organizations to move beyond one-size-fits-all approaches. Today's AI systems can provide continuous support, analyze health metrics, and deliver personalized advice that aligns with each individual's unique needs. As a 30-year technology professional, I am astonished by the advancement of AI and the way it will reshape wellness coaching in the future. What does the wellness coaching market look like today and how does this serve as a point of reference for the potential impact of this area of innovation?

To start, let's break down this market into three categories: the total market, the digital health coaching market, and the AI-empowered digital health coaching market.

Global Health & Wellness Coaching

The global value for the market in 2025 was valued at USD 20.1 billion in 2025, expected to reach USD 17.4 billion in 2025 and jump to USD 26.6 billion by 2029, growing at a CAGR of 7.3% (2025–2029). A report by Market.us Media indicates that global health coach market (including offline) was USD 16.1 billion in 2023, projected to grow to USD 32.3 billion by 2033, with a CAGR of 7.2%. The overall theme and trend is very clear and shows that there is fast and steady growth globally for wellness coaching as an industry. This begs the question, "What portion of this will be a digital-based solution and in particular in the United States?"

Digital Health Coaching

Horizon Grandview Research shows that the U.S. market reached USD 3.14 billion in 2024, forecast to hit USD 5.56 billion by 2030, growing at a 10.3% CAGR . This is clearly a significant opportunity and highlights a fast-moving trend in the United States.

That research further shows that in North America, overall digital health coaching was valued at USD 4.14 billion in 2024, and projected to expand to USD 7.72 billion by 2030, with an 11.2% CAGR. These forecasts predict broad adoption of digital health coaching services.

AI Wellness Segment

Research shows that AI-enhanced health coaching markets (e.g. wearables, chatbots, nutrition apps) are expected to grow at a CAGR of between 10% - 15% (2024 - 2034)

https://www.thebusinessresearchcompany.com/report/health-coaching-apps-global-market-report

https://www.globenewswire.com/news-release/2025/3/20/3046609/0/en/Digital-Health-Coaching-Market-Report-2025-2030-with-Profiles-of-Atlantis-Health-Naluri-Therapeutics-Noom-Lark-Technologies-Omada-Health-Avidon-Health-Quartet-Health-Lyra-Health-mo.html

https://www.insightaceanalytic.com/report/digital-health-coaching-market/2934

Case Study: Xcellent Life and Patent US 10,671,707 B2

As an innovator and advocate for greater health, it is important to me that great healthcare become more accessible to everyone, so it is exciting to see that technological innovation is opening up so many opportunities for communities who have historically been undeserved.

One innovation is Xcellent Life's patented AI wellness system (US 10,671,707 B2). This technology dynamically manages communication between coaches and clients based on the client's activity data. For instance, if a trainee hasn't met their workout threshold, the system can limit messaging while displaying motivational feedback. Once the client meets their goals, they're rewarded with more access to coaching or other perks.

This model:

- Reduces unnecessary message volume.
- Encourages consistent engagement in healthy behaviors.
- Promotes self-motivation while ensuring scalability for wellness providers.

This growth is outpacing the growth of the general wellness coaching market and thus shows that the adoption of AI technology within healthcare will gradually cannibalize more traditional wellness coaching opportunities.

The market for AI-empowered wellness presents a tremendous opportunity for innovators in the healthcare industry and those that can adapt and leverage AI as a core component to their offering will likely fare much better than any who do not embrace AI.

Wellness Coaching Applications Empowered by AI Today

AI is already playing an important role in digital health coaching. Here are just some of the areas where AI is helping with wellness coaching.:

- **Behavioral Nudging**: AI delivers timely prompts to encourage healthy habits, including exercise, hydration, sleep hygiene, and mindfulness. An example of this would be sitting at your desk too long without moving and an AI Chatbot telling you that it is time to move and get active.
- **Data-Driven Personalization**: Through integration with wearables and mobile apps, AI tailors coaching plans using real-time data such as heart rate, sleep cycles, and stress levels.
- **Mental Health Monitoring**: Emotional wellness platforms use AI to analyze mood patterns and suggest interventions or support systems.
- **Administrative Automation**: AI helps coaches by handling scheduling, client messaging, progress tracking, and insight generation.

Benefits

The current benefits of AI-driven wellness coaching include:

- **Accessibility**: AI reduces costs, offering high-quality wellness coaching through apps and devices to people who may not afford human coaches.
- **Consistency**: Digital coaches are always available, reducing gaps in support between in-person sessions. Digital coaches are chat bots that perform the same role as a wellness / health coach.

- **Scalability**: Organizations can support thousands of users with minimal increase in human labor.
- **Motivation and Retention**: Gamification and behavior tracking maintain user engagement and progress. The gamification and consistent interaction has been shown by many studies to drive behavior change.

In a pilot of Xcellent Life's software, we looked across a population of 500 users where we measured against baselines and documented measurable differences including a 80% increase in healthy behaviors and a 45% increase reduction in avoidable health incidents.

Future Applications: Xcellent Life's Lifeforce Metric and AI Coach

Looking ahead, Xcellent Life plans to deploy an AI-powered virtual wellness coach that delivers **real-time guidance** based on its proprietary **Lifeforce Metric**—a novel measurement designed to reflect a person's true physiological vitality. Unlike static or single-point biometrics, the Lifeforce Metric dynamically synthesizes multiple biological signals to deliver an accurate picture of human health in real time.

Impact in Today's Wellness Coaching Industry

AI is democratizing wellness, giving more people access to the tools they need to lead healthier lives. Businesses are also seeing improved workforce health, leading to increased productivity and reduced healthcare costs. AI's influence extends from individuals to institutions, reshaping how health and vitality are monitored, supported, and improved. When applied the right way and with good purpose, AI will truly serve to advance society through many innovations, including in the area of wellness coaching.

How AI Innovation Will Affect Wellness Coaching in the Future

Future capabilities of AI-empowered systems will include:

- **Predictive Analytics**: Forecasting potential health issues before symptoms appear
- **Biometric-Driven Recommendations**: Continuous optimization of wellness plans based on fluctuating reading from biometric vitals and internal conditions
- **Emotional Intelligence**: AI with empathy models responding to emotional tone and stress indicators
- **Immersive Experiences**: Integration with VR/AR for guided meditations, workouts, or recovery sessions

Examples

- **Neurofit** is using neuroscience and AI to tackle chronic stress through personalized somatic exercises.
- **CloudFit** offers enterprise-grade wellness platforms that integrate AI-based coaching across nutrition, sleep, stress, and physical activity.

Benefits

- **Hyper-Personalization**: Health recommendations tailored down to genetic, lifestyle, and moment-to-moment emotional data
- **Preventive Care**: Interventions initiated before illness begins, helping extend healthy life years
- **Greater Inclusion**: AI that adapts across cultures, languages, and communities— expanding global access to care
- **Human + Machine Synergy**: Coaches enhanced with AI providing deeper emotional and contextual support

Impact

AI is set to help shift the paradigm from reactive to proactive wellness, empowering individuals to become stewards of their own vitality. The convergence of real-time data, intelligent algorithms, and ethical design could create a society where health coaching is not only a luxury but a ubiquitous support system. Given this reality, how should people position themselves to best benefit from this innovation?

How Should You Prepare?

Embrace Technological Evolution

Change can be intimidating, but those who lean into innovation stand to benefit the most. Begin by familiarizing yourself with AI-powered wellness tools; try wearable integrations, health apps, and virtual coaching systems to experience how they work.

Understand How to Leverage Innovation to Empower Yourself and Family

Look for platforms that provide transparency, evidence-based guidance, and personalization. Teach your family to use these tools to monitor health proactively, set goals, and make smarter

lifestyle choices. AI can be a family's wellness assistant, guiding everyone toward better health.

Become an Innovator and Be a Part of Shaping Our Society

Whether you're a wellness professional, tech enthusiast, or simply a concerned citizen, you can play a role in shaping how AI serves society. Advocate for ethical use, contribute feedback to developers, or even develop solutions that prioritize health equity, empathy, and empowerment.

Conclusion

AI-empowered wellness coaching is no longer niche; it's a booming multi-billion-dollar market with digital and AI facets growing at mid-teens to low-20s percent annually. As AI's adoption deepens, expect both investment and consumer uptake to surge. If you're considering launching or joining an AI wellness initiative today, you're entering a market set for explosive growth.

Moreover, AI is not just changing wellness coaching—it's reinventing it. We are entering an era where health support is predictive, personalized, and profoundly empowering. The future of wellness coaching is here, and it's digital, data-driven, and deeply human at heart. The question is: will you be a passive recipient... or an active participant in the next health revolution?

Author (In order of contribution)

Victor L. Brown, Founder & CEO, Xcellent Life Inc.
Victor L. Brown is a seasoned leader with extensive experience within both large global companies and start-ups where he has spent decades driving technology innovations across global markets.; Victor has driven business success as a leader and as a hands-on practitioner of best-practice approaches across engineering, marketing, business development & sales. Victor now cherishes the opportunity to explore ways to utilize AI to advance society.

For more information about the Coalition for Innovation,
including how you can get involved, please visit coalitionforinnovation.com.

View the Next Chapter