
[A Digital Revolution in Health and Fitness Is Coming: How to Ride the Wave](#)

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By Guest Blogger: Denise Lee Yohn

Ten years ago a revolution hit mainstream America. Like a tidal wave, digital imaging crashed onto the scene with new products and new capabilities people had never even dreamed of before – and the CE industry rode the wave to great heights. Cool new CE devices transformed picture-taking into an everyday, fun, immediately-gratifying experience and CE software and service-providers made picture-sharing just as easy.

Today another revolution is coming and CE has another opportunity to be a part of a ground-breaking movement which will change the way people live. This time **the sea change is in health and fitness and the impact will be no less significant than digital imaging's revolutionary force.**

Certainly major strides have already been undertaken in the digital healthcare arena. IT providers are pushing frontiers in electronic medical records, mobile and remote care, and digital workflow management in healthcare organizations. But this represents only a portion of the full potential of digital health and fitness. After all, **only a portion of people has healthcare needs — everyone has health and fitness needs.**



CE manufacturers can fill those needs with smart devices which people use to engage in activities from walking around the office to eating to sleeping, and to monitor their status and track changes. Software developers can create applications and programs which coach people and enhance their development. Service and content providers can produce healthy living experiences through services, information, and connections. The opportunities are endless and unknown.

So how do you get started? Follow the lead of those who fueled the digital imaging revolution and institute these three innovation practices.

1. Fuel product development by observing lead users

2. Innovate around the person, not the technology

3. Develop partnerships and strategic alliances to expand your footprint and your innovation landscape

Read [full article](#).

Denise Lee Yohn has been inspiring and teaching companies how to operationalize their brands to grow their businesses for over 20 years. World-class companies including Sony and Frito-Lay and extraordinary CE brands like Denon and McIntosh Labs and have called on Denise, an established speaker, author, and consulting partner. [Contact Denise](#). [Read more](#) by Denise.

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