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# The Commerce of Wellness: Integrating Healthcare Treatments into Business Models

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**Abstract:** *The intersection of healthcare and business has become increasingly prominent, with organizations exploring innovative ways to integrate healthcare treatments into their business models. This article investigates the emergence of this trend, its methodologies, and its impact on both the healthcare industry and businesses. By examining key case studies and trends, we aim to provide insights into the dynamics of incorporating healthcare treatments into diverse business models.*

**Keywords:** *Healthcare, Business Models, Wellness Commerce, Integrative Medicine, Corporate Wellness Programs, Health and Wellness Industry.*

## 1. INTRODUCTION

In the contemporary business landscape, a transformative shift has taken place in the approach that organizations adopt towards healthcare treatments within their operational structures. This evolution, commonly referred to as the "Commerce of Wellness," marks a strategic reorientation for businesses, aiming not only to bolster employee well-being but also to optimize productivity while tapping into the burgeoning health and wellness industry. The significance of this integration lies in its departure from traditional paradigms, signaling a recognition that the health of a company's most valuable asset – its workforce – is intricately intertwined with overall organizational success.

This article sets out to delve into the multifaceted dimensions of the Commerce of Wellness, unravelling the intricate motivations propelling businesses to embrace this paradigm. It seeks to explore the diverse methodologies employed by organizations to integrate healthcare treatments into their frameworks, acknowledging the intricate interplay between employee health and corporate prosperity. Furthermore, the article aims to shed light on the ensuing impact of this integration, not only on the immediate well-being of employees but also on the broader landscapes of both the healthcare sector and the corporate realm.



As businesses traverse this dynamic intersection of healthcare and commerce, the intricate motivations driving this transformation become a focal point of analysis. The traditional dichotomy between employer and employee interests is transcended by the realization that a thriving, healthy workforce is a fundamental cornerstone of sustained corporate success. The strategic emphasis on employee well-being is not merely an altruistic endeavor; rather, it is an astute recognition that a healthier workforce translates to enhanced productivity, reduced absenteeism, and heightened overall organizational performance.

The term "Commerce of Wellness" encapsulates the essence of this strategic approach, reflecting a departure from conventional business models that often prioritized financial metrics over employee health. In this new paradigm, businesses actively invest in the physical, mental, and emotional well-being of their workforce, viewing it not as a cost but as an investment with profound returns. As the health and wellness industry continues to burgeon, organizations are not only aligning themselves with societal trends but are also positioning themselves to tap into a market fueled by an increasing demand for comprehensive well-being solutions.

At the heart of this transformation lies a synergy between the goals of businesses and the aspirations of individuals for a healthier and more balanced lifestyle. By exploring the motivations underpinning the Commerce of Wellness, this article seeks to unravel the strategic imperatives driving organizations to make employee well-being a central tenet of their operational philosophy. In doing so, it aims to illuminate the shift towards a more holistic understanding of success, where corporate prosperity and employee health are seen as intertwined facets rather than mutually exclusive objectives.

The methodologies employed by businesses in the integration of healthcare treatments represent a dynamic and evolving landscape. Corporate Wellness Programs, Integrative Medicine Practices, and expanded Health and Wellness Benefits are among the various strategies adopted to foster a culture of well-being within organizations. These approaches not only prioritize preventive healthcare measures but also embrace holistic models that encompass physical, mental, and emotional dimensions of health. As businesses tailor their strategies to align with these evolving methodologies, the Commerce of Wellness emerges as a manifestation of forward-thinking organizations that acknowledge the integral role of employee health in achieving sustainable business success.

In traversing this juncture of healthcare and commerce, the impact reverberates beyond the confines of individual organizations. The healthcare sector witnesses an upsurge in demand for integrative health services, reflecting a growing acknowledgment of the interconnected nature of physical and mental well-being. Collaborations between businesses and healthcare providers present opportunities for innovative, tailored wellness solutions, extending the reach of healthcare services and diversifying their offerings. Simultaneously, the corporate realm experiences tangible benefits, with a healthier and more engaged workforce translating into increased employee satisfaction, reduced absenteeism, and heightened productivity.

As the Commerce of Wellness gains prominence, it prompts a broader discussion on ethical considerations and the responsible integration of healthcare into business models. Striking a balance between corporate objectives and the genuine well-being of employees becomes imperative to ensure that this trend remains sustainable and ethically sound. By

acknowledging and addressing these considerations, businesses can foster an environment where the Commerce of Wellness becomes a force for positive change, not only within the organizational setting but also in shaping societal perceptions of the intersection between healthcare and commerce.

In summation, the paradigm shift encapsulated by the Commerce of Wellness signifies a pivotal moment in the evolution of business models. This article seeks to navigate the motivations, methodologies, and impact underlying this integration, providing a comprehensive exploration of the dynamic interplay between healthcare treatments and operational frameworks. As businesses continue to recalibrate their priorities, recognizing the intrinsic link between employee well-being and organizational success, the Commerce of Wellness emerges as a transformative force shaping the future landscape of both the corporate and healthcare domains.

## **2. RELATED WORK**

1. Elton and O'Riordan (2016) delved into the transformative landscape of healthcare business models. Their work explored next-generation strategies, shedding light on disruptive forces shaping the healthcare industry. The study provided insights into how evolving business models in healthcare were poised to redefine the sector.
2. Butler and Szromek (2019) examined the intersection of societal value propositions and business models in health tourism enterprises. Their study, published in *Sustainability*, contributed to the understanding of how health tourism businesses integrate societal benefits into their operational frameworks, emphasizing sustainable practices.
3. Angeli and Jaiswal (2016) focused on business model innovation for inclusive healthcare delivery at the bottom of the pyramid. Their work, featured in *Organization & Environment*, underscored the importance of novel business models in addressing healthcare challenges for underserved populations, emphasizing inclusivity.
4. Rahimi et al. (2014) conducted a survey on mobile cloud computing, exploring its state of the art and future directions. Published in *Mobile Networks and Applications*, the study provided a comprehensive overview of the intersection of mobile technology and cloud computing, offering insights into emerging trends.
5. Di Vaio et al. (2020) conducted a systematic literature review on the integration of artificial intelligence and business models within the context of sustainable development goals. Published in the *Journal of Business Research*, their work contributed to understanding the role of AI in fostering sustainable business practices.
6. Wernz, Thakur Wernz, and Phusavat (2014) explored service convergence and integration in medical tourism. Their study, featured in *Industrial Management & Data Systems*, investigated how various services within medical tourism converged and integrated, providing insights into the dynamics of this evolving sector.
7. Thompson and MacMillan (2010) delved into the creation of new markets and societal wealth through innovative business models. Published in *Long-range planning*, their work contributed to the conceptualization of business models as instruments for societal wealth creation and market evolution.



8. Chen, Wen, and Yang (2014) explored the business concepts of systemic service innovations in e-Healthcare. Their study, featured in Technovation, investigated how e-Healthcare services innovatively transformed, emphasizing the systemic aspects of these innovations.
9. Schlachter and Riedl (2004) contributed to the exploration of new business models in E-healthcare, with a particular focus on the role of trust. Their doctoral dissertation added to the foundational understanding of trust dynamics within emerging E-healthcare business models.
10. Yang's (2018) doctoral dissertation analyzed the business model of international medical services within healthcare organizations in Taiwan. This in-depth study, conducted at Johns Hopkins University

### **3. METHODOLOGY**

To investigate the integration of healthcare treatments into business models, a comprehensive literature review, case study analysis, and industry reports were employed. The literature review focused on scholarly articles, reports, and studies related to corporate wellness programs, integrative medicine, and the health and wellness industry. Case studies of successful integration efforts by leading companies were examined to extract valuable insights. Industry reports provided quantitative data and trends, enhancing the depth of the analysis.

### **4. RESULTS AND DISCUSSION**

#### **Results**

##### **1. Motivations for Integration**

Businesses are increasingly recognizing the reciprocal benefits of investing in the health and well-being of their employees. Improving employee health not only fosters a positive work environment but also contributes to enhanced productivity and reduced absenteeism. This dual benefit serves as a primary motivation for businesses to integrate healthcare treatments into their models.

##### **2. Methodologies Employed**

**Corporate Wellness Programs:** Many companies are adopting comprehensive wellness programs that include preventive healthcare measures, fitness incentives, and mental health support. These programs aim to create a culture of well-being within the organization, promoting a healthier and more engaged workforce.

**Integrative Medicine Practices:** Some businesses are incorporating integrative medicine into their offerings. This involves combining conventional medical treatments with complementary and alternative therapies, providing employees with a holistic approach to healthcare.

**Health and Wellness Benefits:** Beyond traditional health insurance, businesses are offering a broader spectrum of health and wellness benefits. These may include gym memberships,



nutrition counseling, mental health services, and mindfulness programs, contributing to a more holistic approach to employee well-being.

### **3. Impact on the Healthcare Sector**

**Increased Demand for Integrative Services:** The integration of healthcare treatments into business models has led to an increased demand for integrative health services. This trend has spurred the growth of practices that offer a combination of conventional and complementary treatments.

**Collaboration Opportunities:** Healthcare providers are increasingly partnering with businesses to deliver tailored wellness solutions. This collaboration presents opportunities for healthcare organizations to expand their reach and diversify their service offerings.

### **4. Impact on Businesses**

**Enhanced Employee Engagement:** Integration of healthcare treatments has been linked to improved employee engagement, satisfaction, and retention. Businesses investing in employee well-being are more likely to attract and retain top talent, creating a competitive advantage in the job market.

**Improved Productivity:** A healthier workforce tends to be more productive. Businesses that prioritize employee well-being experience reduced absenteeism, lower healthcare costs, and increased overall productivity.

### **Discussion**

The integration of healthcare treatments into business models represents a strategic shift towards prioritizing employee well-being. While the impact on businesses and the healthcare sector is largely positive, challenges such as cost considerations, cultural shifts within organizations, and the need for effective measurement of outcomes must be addressed. The rise of the Commerce of Wellness also prompts discussions on ethical considerations, ensuring that the well-being of employees is not exploited for financial gain.

### **5. CONCLUSION**

In conclusion, the integration of healthcare treatments into business models is a transformative trend with far-reaching implications for both the healthcare industry and businesses. As organizations recognize the mutual benefits of prioritizing employee health, the Commerce of Wellness is likely to continue evolving. This integration not only contributes to a healthier and more engaged workforce but also presents opportunities for innovation and collaboration within the healthcare sector. As businesses navigate this intersection, considerations for ethical practices and effective outcome measurement will be pivotal in ensuring the sustainable success of the Commerce of Wellness.

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