



OMNI-CARE

Healthcare is embedding itself into the apps, wallets, gyms, and delivery platforms people already use, collapsing the distance between a health need and professional-grade care.

April 2026



Trend Overview

- The waiting room is losing the plot.
- In the first weeks of 2026, a Brazilian food delivery app started booking vaccinations, a UK sex retailer began dispensing prescriptions, a Sri Lankan startup made corporate outpatient care cashless, and a flying hospital started operating over rural China, and each one treating the friction between people and healthcare as a product problem worth solving.
- For your brand, the question is no longer whether healthcare belongs in your category; it is **whether you can credibly reduce the distance between your customers and the care they need.**



1 in 4

people globally are on track to still face financial hardship from healthcare costs by 2030, despite 20 years of UHC progress.
(WHO / World Bank, Dec 2025)



Consumer Tech

 March 2026

iFood adds at-home vaccinations to its delivery app in Brazil

Brazilian delivery platform iFood partnered with healthtech company Beep in March 2026 to let users book at-home vaccination appointments directly through the iFood app. Vaccines available include flu, dengue, HPV, and hepatitis. Users navigate to the Pharmacies section, select a vaccine or package, provide their address, pick a time slot, and pay within the app, using the same flow as ordering a meal.



Health & Wellbeing

 February 2026

Evoro lets consumer brands embed regulated prescriptions into their own apps

UK-based digital healthcare platform Evoro has expanded its healthcare-as-a-service model, providing consumer brands with the full infrastructure to offer remote consultations, diagnostics, and prescription dispensing through their own products. Already in use by period-tracking app Clue, which lets UK users order NHS-funded contraception in-app, and by sexual wellness retailer Lovehoney for prescription services, Evoro's NHS-licensed platform turns any brand with a relevant audience into a regulated care touchpoint.



Health & Wellbeing

 March 2026

Teal Health expands its FDA-approved at-home cervical cancer test to all 50 US states

US company Teal Health made its at-home cervical cancer screening device, the Teal Wand, available nationwide in March 2026, following FDA approval in May 2025. The device is the first of its kind cleared for at-home use and targets the roughly one in four women aged 25 to 65 who are not up to date with their screenings. Users collect their own sample at home and mail it to a lab, with results reviewed by a clinician.



Consumer Tech

 March 2026

Flash Health makes corporate outpatient care cashless in Sri Lanka

Colombo-based startup Flash Health launched a Cashless Outpatient Department product in early 2026 that allows employees to access doctor consultations, pharmacy delivery, and lab tests through a single app without paying upfront. Employers are billed in real time for actual usage only, replacing the traditional pay-and-reimburse model. The platform targets Sri Lanka, where out-of-pocket costs represent a substantial share of total healthcare spending.



Health & Wellbeing

 February 2026

China's first flying hospital brings surgical-grade care to remote communities

The Eye and ENT Hospital of Fudan University in Shanghai launched China's first aircraft-based hospital in January 2026, following official authorization to operate. The modified passenger jet carries a fully equipped operating room meeting China's highest cleanliness standards, and a medical team able to deliver consultations, examinations, and complex surgical procedures. The aircraft flies to underserved rural regions where specialist eye and ear care is unavailable locally.

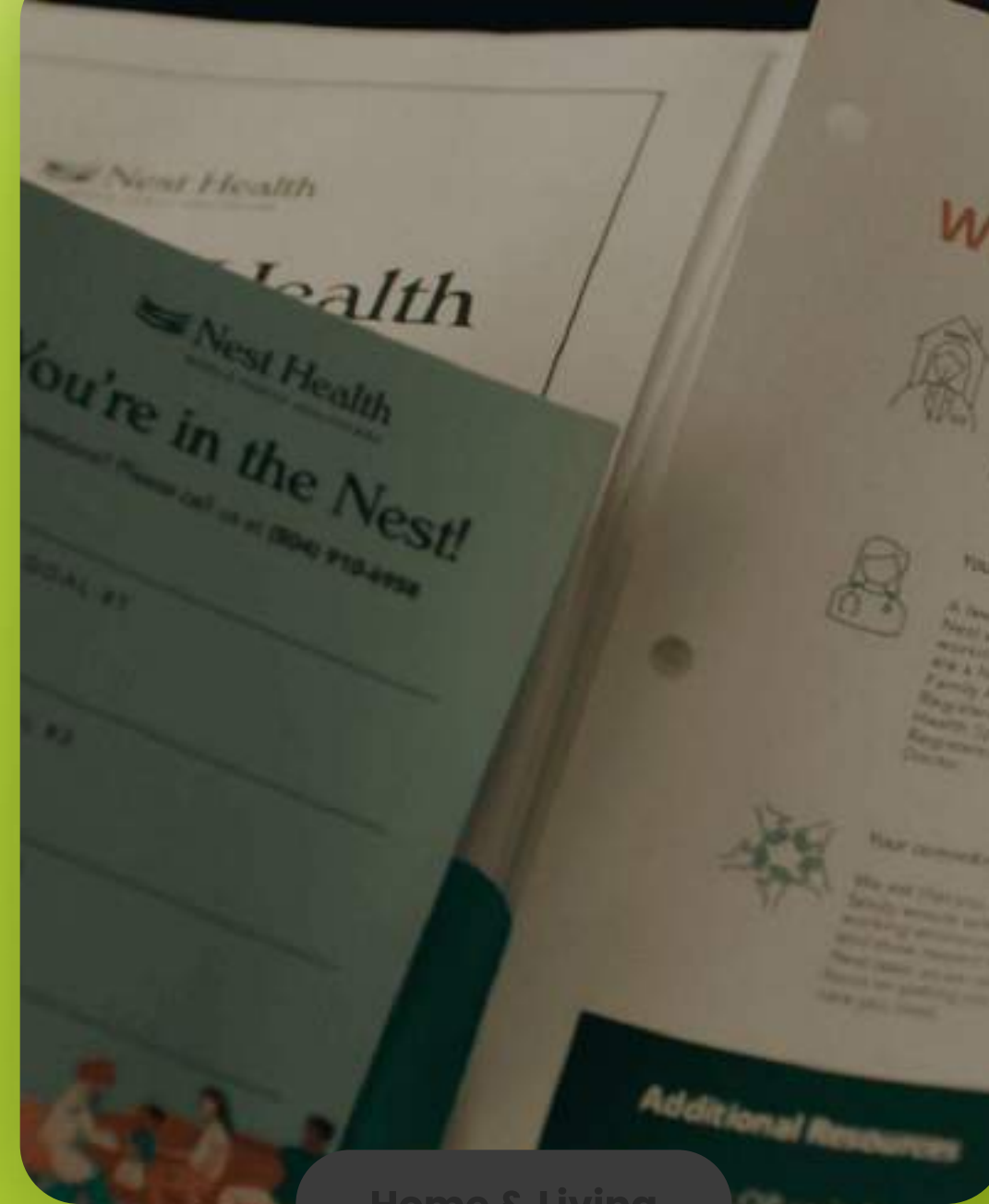


Health & Wellbeing

 March 2026

UFC Gym opens in-club medical clinics for GLP-1 and longevity treatments

Global fitness franchise UFC Gym announced a partnership with longevity medicine company NexGen MD Scientific in March 2026 to open clinics inside its locations, launching with two flagship sites in California in May 2026. The in-club clinics will offer members access to GLP-1 weight-loss medications, hormone replacement therapies, and peptide treatments alongside their existing fitness training. A full rollout across UFC Gym's international network is planned over two years.

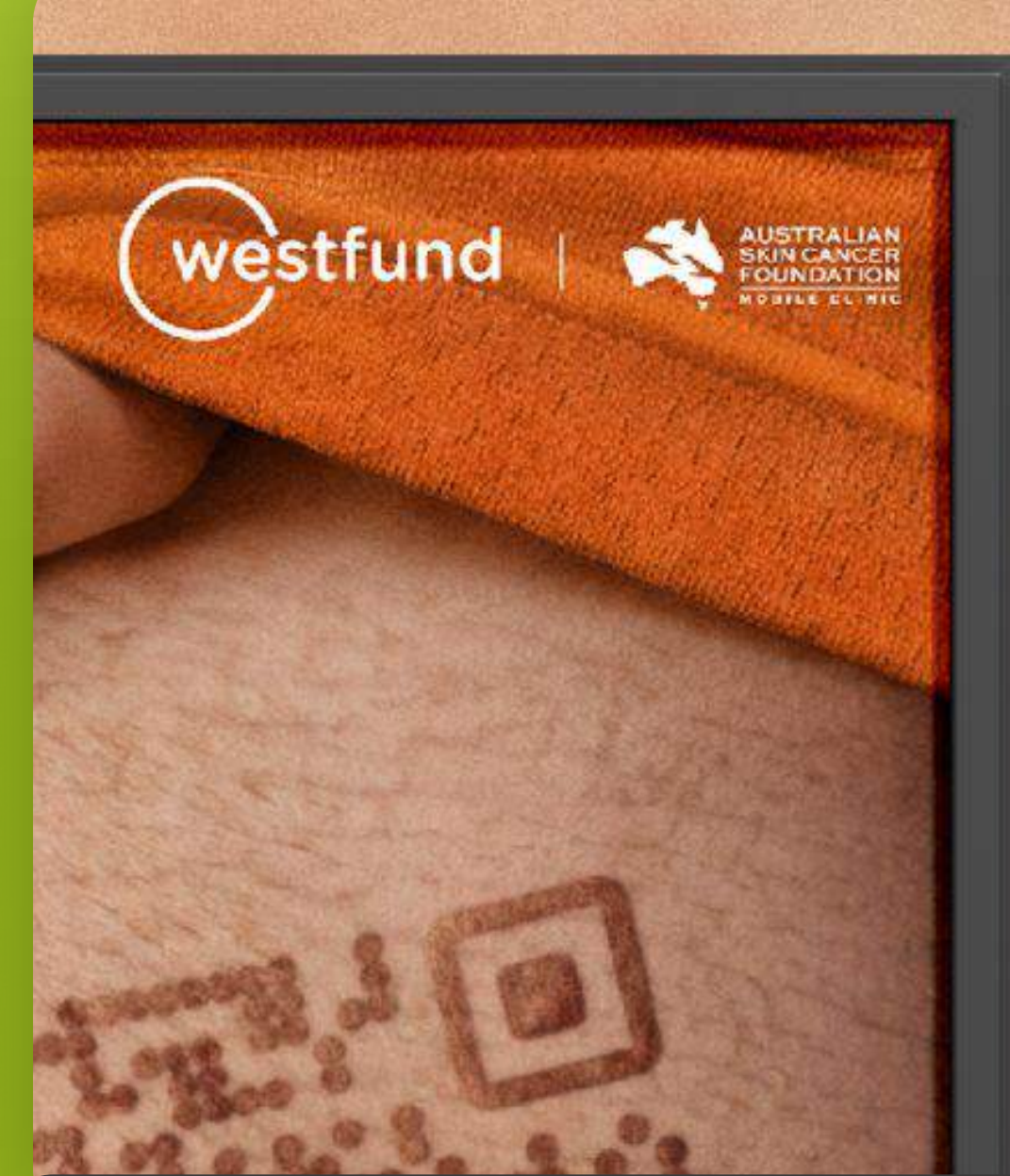


Home & Living

 February 2026

Nest Health brings prenatal and midwifery visits directly to homes in Louisiana

US family healthcare provider Nest Health launched Nest Origin in February 2026, a program delivering prenatal and midwifery services to patients' homes for select managed Medicaid members in New Orleans. Certified nurse midwives provide in-home and virtual prenatal visits, routine care, health screenings, and fetal monitoring. After birth, clinicians return within days for postpartum and infant care, including lactation support and mental health services.



Financial Services

 March 2026

Westfund takes a mobile 3D skin scanner to underserved communities across Australia

Australian not-for-profit Westfund Health Insurance partnered with the Australian Skin Cancer Foundation in March 2026 to launch a Mobile Skin Check Clinic that travels to regional areas using a world-first 3D mobile skin-scanning technology. The service is free and targets communities with limited access to specialist dermatological care. A national campaign using humor rather than scare tactics supports the initiative, with a sponsorship tied to the Penrith Panthers rugby league team.



Work & Education

 March 2026

Eli Lilly launches an employer platform to make GLP-1 drugs a standard benefit

US pharmaceutical company Eli Lilly launched Lilly Employer Connect in March 2026, a platform that lets companies design tailored benefits programs for their employees covering Zepbound, its GLP-1 weight-loss drug, outside of traditional insurance plans. Working with more than 15 benefits administrators, the program gives employers cost predictability while reducing out-of-pocket expenses for workers. It follows Lilly's 2024 launch of LillyDirect, a direct-to-consumer pharmacy.



Financial Services

 February 2026

Sun Life automatically triggers cancer second opinions at the moment of diagnosis

Financial services company Sun Life U.S. began proactively offering its Expert Cancer Review service to insurance members in February 2026, reaching out automatically when a member files a cancer-related claim to connect them with an independent oncology specialist for a second opinion. The service, previously available on request, now activates without the member needing to know it exists or ask for it.



Health & Wellbeing

 February 2026

Unbound opens London's first longevity social club with clinical-grade health assessments

Unbound, a health membership founded by doctors, designers, and entrepreneurs, opened its first location in London's Shoreditch in February 2026. The club combines clinical-grade assessments, including bloodwork, functional movement testing, and body mapping, with a social environment featuring a coffee shop, listening bar, and community events. Members receive a personalized health plan from a doctor, with ongoing access to sauna, ice baths, breathwork, and run club sessions.



Health & Wellbeing

 March 2026

Taiwan researchers develop an AI blood test to catch pancreatic cancer early

Researchers from Academia Sinica and National Taiwan University Hospital announced PanMETAI in February 2026, a screening platform for early detection of pancreatic cancer using a liquid biopsy that requires just 0.5 millilitres of blood. The platform combines AI with nuclear magnetic resonance metabolomics to analyse approximately 260,000 metabolic signals and identify cancer markers using deep learning. Pancreatic cancer has a five-year survival rate of around 12%, largely because it is typically diagnosed late.

Opportunity Spaces

Non-healthcare brands as prescription access points

Evano proved that any consumer brand with a health-adjacent audience and an app can become a regulated care touchpoint without building clinical infrastructure from scratch. The white space is broad: subscription beauty platforms sitting on dermatology needs, fitness apps adjacent to sports medicine, period trackers already talking to gynaecologists. The brands that move fastest to identify the one or two prescription categories naturally adjacent to their product and find a licensed infrastructure partner will build a service layer that is genuinely hard to replicate.

Employer-routed healthcare in high out-of-pocket markets

Flash Health in Sri Lanka and Eli Lilly in the US are both solving the same problem from different angles: the employer is a more reliable payer and a more scalable distribution channel than the individual patient. In markets across South Asia, Southeast Asia, Latin America, and Africa, where employer-sponsored benefits are growing but fragmented, there is a clear opportunity for platforms that aggregate clinical services, remove individual payment friction, and give employers real-time visibility into usage. The HR software stack is the unlocked distribution layer most health brands have not touched yet.

Mobile diagnostic infrastructure as a brand asset

Westfund's mobile skin scanner and China's flying hospital are both bets that bringing the clinic to the patient, rather than the reverse, changes compliance rates and outcomes. For insurers, retail pharmacy chains, and FMCG brands with national logistics footprints in markets with dispersed populations, mobile diagnostic infrastructure is a replicable model for whichever screening category sits nearest to their customer base. The operational investment is substantial, but the brand positioning, as the company that came to you when the system wouldn't, is nearly impossible to buy any other way.



TrendWatching's Trends x AI x Innovation Playbook

One trend, three new winning products or services. All yours, in just 30 minutes.



3 steps to make your products come alive

Your products have survived user tests and you're ready to launch them off. In this step of the ideation process, you'll turn your products into on-brand imagery that your stakeholders instantly get it. The process is simple: just one prompt, you will:



Innovation Autonomy

Spotting and curating trends. Dreaming up new products and services. Prototyping them at speed, alongside synthetic users and expert agents, and sending them straight to digital or physical shelves.

We're not quite there yet. But as AI gets smarter, faster, and more agentic, the puzzle pieces are snapping into place. We call it Autonomous Innovation, and yes, it may just flip entire organizations, industries (and maybe the economy) on their heads.

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Open the Playbook, open your AI assistant, and follow the instructions. You'll generate on-trend concepts, user-test them against synthetic consumer personas, visualize the actual experience, then package everything into a brief ready to share with your team or clients.

It runs entirely inside your own AI assistant — be it ChatGPT, Gemini, Claude or Copilot. True trend-driven innovation.

