

05 Feb 2024 | Interviews

# Over The Counter 5 Feb 2024: The Promise Of AI For Consumer Health, Pt 2, With The Exponential Club's Nick Tate

by [David Ridley](#)

HBW Insight continues its conversation with The Exponential Club's Nick Tate. In this episode, we discuss what the future of consumer health might actually look like, covering a lot of ground from nudge-based health insurance platforms to digital products that may supplement or even replace traditional drugs. We also talk about the promise and limitations of at-home testing for furthering personalization, and how to navigate partnerships with tech-specialists large and small to help accelerate digital transformation plans.

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[\*Wellness In 2024: Expect Growth Fueled By Digital And AI-Powered Personalization\*](#)

[\*Akili Awaits FDA Feedback On Data Needs For OTC Marketing Of ADHD Digital Therapeutic\*](#)

[\*Abbott's Metabolic Health Biowearable Gets 'Extremely Positive' UK Reception; Next Up, US Filing\*](#)

[\*Bayer CH Backs Digital Therapeutics With 'Multimillion-Dollar' Mahana Partnership\*](#)

[\*Bayer Consumer Health's Evendon-Challis On The 'Huge Potential' Of OTC Digital Therapeutics, AI\*](#)

## Further Listening

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