

Post-Pandemic: A Study of the Correlation between the Concepts of the Big Health and the Big Real Estate

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Abstract: The article will focus on the interaction between the concept of Big Health and the concept of Big Real Estate, in other words, the relationship between the concept of the Big Health and the concept of the Big Real Estate; or the issue that is raised with regard to whether the concept of the Big Health has been created earlier than the concept of the Big Real Estate (the chicken-egg problem); and, as far as industrial perspective is concerned, the Chinese have been adhering to an industrial way of living first, then producing. As such, the post-pandemic world can be seen as a result of the reform and opening-up process as it is reflected in the relationship between the fields of application of the concept of the Big Health in the life spaces and the construction of the concept of the Big Real Estate. In this vast historical context, the Big Health industry needs to grow considerably, such growth requires a well-developed strategy and such strategy requires massive initiatives. Based on the transformation of human habitat requirements that were initiated by the pandemic, this article examines the inherent relationship and ways of incorporating the Big Health and Big Real Estate ideas in four dimensions, namely, residential space, community ecology, property services, and product forms, and identifies that, in the post-pandemic era, the real estate sector is shifting away from its expansive, financialized development model to a healthier, more human-centered, and more ecological shift. The research shows that the concept of Big Health is the key impetus of the change and modernization of the real estate sector, and the real estate sector offers an important platform of implementation of the Big Health industry;

this interdependence empowers the residential sector once again to its core role of offering living spaces and creates the formation of a new full-lifecycle healthy living ecosystem.

Keywords: Big Real Estate; Big Health; Correlation; Post-Pandemic Context

1. Introduction

Real estate research takes place under a set of constraints or contexts; it must never be severed from finance conditions, economic development, industrial upgrading, population change, urban infrastructure development and human elements, otherwise such research would only amount to random conjecture or idle talk [1]. The large real estate market has fostered the concept of “Big Real Estate”; this concept has long ago gone beyond the simple action of “building and selling houses” to cover the whole industry chain including development, leasing, property management, urban renewal and asset management. In a macro sense, “Big Real Estate” refers to the development of pillar industries, leading industries and tertiary industry; under the new requirements of high quality development, the underlying logic of this vast system is being reviewed and reconstructed. This article will step out of the traditional civil construction and development view, taking a macro-level perspective of the Big Real Estate in order to systematically describe a new paradigm of its underlying logic, and draw lessons out of the present volatile realities that may be used as a guide in shaping the future.

2. Reorganizing the Big Real Estate System and Thoughts about the Present Realities

2.1 Intellectual History and Literature Trajectory of “Big Real Estate” Studies at Home and Abroad

The main streams of the literature are described below: International studies on real estate market mainly concentrate on third party markets like real estate valuation sector and real estate brokerage sector; in particular, the third party real estate market research field has political connotations, and audit-related research is still virgin territory; after the 2008 sub-prime mortgage crisis, US real estate market turned towards the rental market research domain that has subsequently developed extensively, involving a vast array of fields with detailed and deep investigations; real estate development in Indonesia has led to a remarkable phenomenon – the fast growth of different closed residential communities (2019 International Conference on Tropical Renewable Energy); low altitude economy applications include aerial photography for real estate projects (2019 International Conference on Noise Control); in the real estate sector,

The concept of sustainable valuation and sustainable purchasing is slowly becoming a part of the global trend, and it has been proven to have positive effect on the two (2020 International Workshop on Applications of Intelligent Computing in Engineering). The websites that offer information about the real estate are also an important factor when making the decision of buying a home; the real estate industry is also using technology which was previously used in the military industry (2020); in terms of sustainable development, the vertical growth of cities is also based on the expansion of real estate and business [2].

Domestic researchers mainly study the industrial chain and promotional effect of tourism and cultural real estate, such as the fact that the development of health-themed cultural tourism real estate creates many job opportunities and investment multiplier effects. Since the three industries mentioned above are non-material productive industries, their development depends on the support capability of other material-producing industries. In addition, the integrated development of urban commerce and tourism is a relatively mature but still developing field of study, and there are academic observations that the real estate market shows trends of convergence and permeability in practical urban settings.

The development of the research: The studies on this subject have been developed in various aspects. On a macro level, it has been researched how to build good and stable foundations of housing as well as long-term solutions that would ensure the healthy growth of the real estate market. The disposal and reduction of the risks of defaulting on debts by the real estate companies within a particular province have been discussed at the meso-level. At the micro scale, there were also other practical issues under study such as the analysis of the factors influencing the development of the rural revitalization demonstration towns in the selected provinces and the study of the development of the real estate market in certain areas against the background of fundamental changes in the balance between supply and demand. In addition, the results of the new quality productive forces research have been obtained which can be applied in the form of the creation of the New Residential Service Providers, who are based on the principles of integrated working, digital-intelligent working, and precision education."

2.2 The Connotation, Value Chain, and Factorial Organization of Big Real Estate

2.2.1 Core strategy: Shifting to a dual-track, closed-loop system that equally encourages both leasing and buying instead of a buy-over-lease model.

In the last thirty years, the real estate sector was almost equivalent to the purchase and sale of commercial housing. Nowadays, however, solving the housing problems of new urban residents, the youth, and the salaried class has taken precedence in policy-making. The old concept of the real estate sector is transforming into a “dual-track system”: “the government guarantees basic housing, and the market satisfies various housing needs”. On the one hand, the state is vigorously developing affordable housing, renovating urban villages, and constructing “dual-purpose” facilities for normal times and emergencies; on the other hand, the market-based rental sector is rapidly growing. The Housing Rental Regulations issued in 2025 establish the legal framework to legitimize the rental market and to promote the principle that “holders of rental and purchased housing have equal rights to access public services” [3].

The real estate industry will in future be defined by an ecological closed-loop system that gives equal weight to sales and leasing, as well as

synergy between housing circulation and the existing housing stock.

2.2.2 Value chain optimization: Acquisition of land automatic success to high quality housing + end-to-end service solutions

The house was regarded as a scarce commodity, when the supply was less than the demand, it did not matter whether one had built or sold a house. But in the present day market where the supply and demand are mostly equal, the housing has come back to its basic purpose of being an article that is consumed and lived in. The Ministry of Housing and Urban-Rural Development has specifically demanded that the construction of high-quality housing should be the focus of the growth of the real estate industry on a high quality basis. It entails that the developers of real estate need to abandon their approach to pursuing scale to competing with product strength- all the elements including the choice of materials to construct buildings, apartments, smart communities, green and low-carbon projects, etc. In the meantime, there is also a trend towards the value chain going backward, so-called the end of the line services - property management, community-based elderly care, asset management already exist, which is becoming the new source of profits for the development of the real estate companies.

2.2.3 Factor restructuring: Creating a precise linkage mechanism for “people, housing, land and capital”

In the real estate business, the previous era of speculation was characterized by a large influx of capital into the market and as a result, the number of houses in some cities is excessive and in other places there are not enough houses. The government has created an innovative approach to the balance between supply and demand, which will be based on the principle of people, housing, land and finance. It could be said that this strategy is simply the one where we calculate the amount of housing according to the population movement, we plan the land use according to the needs of the population and the allocation of financial resources according to the needs of the population. Such planning of housing development would help the government scientifically manage the supply of land and financial resources depending on the migration of the population and the increase of the population. This is a macroeconomic control that is done in order to ensure that no speculative activities take place within the market and the market goes back to its

core purpose of providing homes to people.

2.3 Practical Lessons for Cyclical Resilience

Though the theory is being reconstructed, it can be very painful in practice. We have been paying a lot of money to learn that there are no other ways out than those we already know. The recent years were not only the time of great changes in the industry, but also the time of its demise and many companies have gone bankrupt and closed down.

2.3.1 Lesson one: Debunking the “scale myth” and defending the bottom line of financial survival

The lesson is that, in the past, sales volume was the only entry ticket to the real estate leader board. In chasing for scale, enterprises loaded themselves with massive debts and took on a reckless “high-leverage” expansion model. When the slightest shift in market dynamics occurred and financing tightened, the fragile chain broke immediately. The story of a major developer falling from its peak of nearly RMB 800 billion in sales to debt default between 2020 and 2025 is a typical case study of how blind expansion would eventually boomerang [4].

Insight: The initial stage of the real estate business was marked by wolf-like growth, and the latter stage has moved to herd survival. Firms need to stop their unhealthy quest on scale but rather reestablish a financial discipline that is based on cash flow.

2.3.2 Lesson two: It is not necessary to be a homogeneous involution and create differentiated moats in the niche markets.

Lesson: In the past, real estate developers products could be said to be just a copy and paste of one another- in Harbin or Haikou, apartment designs were almost identical. These products that lacked both craftsmanship and innovation were the first ones to be eliminated in a buyer's market. At the same time, many small and medium-sized businesses were losing their share of the market due to the pressure by industry giants on them as they faced cutthroat competition.

Insight: Segmentation is the only way out. We note that some have concentrated their strength in the Yangtze River Delta area and won the hearts of the local rich with their good products; some have turned to the “project management” industry, using their brand and management strength to take a light asset operation model; and some have focused on specific markets such as wellness real

estate, logistics and warehousing services and long-term rental apartments.

2.3.3 Lesson three: Global benchmarks and a “social enterprise” mindset for riding the cycle

Lesson: The history shows that the 2008 U.S. subprime mortgage crisis was caused by over-financialization of the real estate industry whereas the collapse of Japan in the 1990s was caused by asset bubbles, which were not based on economic fundamentals. Some of the previous activities within the real estate sector in China have a faint shadow of these two forms of risks.

Experience: It is possible to learn from the experience of others. The HDB Model in Singapore, the Housing Cooperative Model in Germany, and the Plot Ratio Incentive Scheme and Housing Quality Insurance System are all examples of how the affordable housing policies have been successful in maintaining social harmony; the latter example has also demonstrated the success of the housing market bubble in Japan that had led to a change in the nature of the industry towards the improvement of quality of existing houses and technological advancement. Developers of real estate should not only be commercial enterprises focused on profits but rather as a kind of social enterprise where their activities will be guided by the principles of ESG (Environmental, Social, and Governance) and thus create a truly cyclical competitive advantage.

The full-scale reorganization of the real estate industry is, in fact, a brutal but necessary shift back to the model of capital-driven manufacturing and services. This process will inevitably be accompanied by growing pains, reshuffling within the entire industry, and unceasing, 24/7 exploration.

To the professionals and homebuyers who are still devoted to this sector, the best wisdom might be to go back to common sense: after all, a house is just a place of living a good life. As the tide goes out, those people and businesses that really value common sense, respect natural laws and put emphasis on quality will eventually see the rise of their own age in the reformed ecosystem.

The real estate industry creates a wide historical outlook: when the time span is too brief, there are a lot of factors that tend to be mixed together; when the time span is too long, it is difficult to use its radiating effect and driving power. Historically speaking, the healthy growth of the real estate sector is not only an economic problem but also not purely financial one, and cannot be

solved by economic means only. It is also a social concern and, more importantly, a question of livelihoods of people. This necessitates developing good sense based on the overall sustainable development of society, creating suitable legal, institutional and policy framework, carrying out specific public awareness programs, education and re-education programs and possibly even non-economic intervention in exceptional situations. The real estate market is segmented with a high degree of granularity and regional differentiation.

3. System-Wide Transformation of “Big Health”: Practical Lessons for the New Era

The big health industry in the country of China in 2022 was only a small portion of its GDP, as it was only 5.2 percent of the GDP whereas that of the United States was 18 percent. In his book on the Fifth Wave of Wealth, Paul Pilzer, an American economist, noted that the big health business would be the fifth wave of wealth after the IT sector [5]. By 2026, the large health market in China had become one of the major industries of the Chinese economy and its size reached almost RMB 11 trillion. The outbreak of the pandemic disease COVID-19 has been a very effective trigger to expose the weakness of the modern life style and completely awaken the consciousness of people about the importance of their health in the country.

The wider health and wellness industry is no longer a luxury that is only enjoyed by a few, but has become an essential necessity to everyone. It can be seen in the shift of focus from treating illness upon onset to proactive health maintenance and publicity-driven initiatives to internal balance. But there are countless players struggling in the mire of product homogenization and pseudo-demands in this seemingly vibrant trillion-dollar blue ocean. We urgently need to take a calm, third-party perspective to systematically map out the underlying logic of the health and wellness industry and extract actionable insights from the fierce realities of this market.

3.1 Systemic Reconfiguration of the Big Health Sector: Disease Treatment to a Full Life-Cycle Ecosystem

What is comprehensive health? It is not a mere set of hospitals, pills and medical check-up reports. In the large sense, the notion of holistic health is dismantling industry boundaries and spreading

into technology, consumer markets, real estate and even spiritual world creating a huge human-centered ecological ecosystem.

3.1.1 Raising the paradigm: Shifting between disease combat and life-course health management

The contemporary holistic health paradigm focuses on the prevention of disease and frequency regulation, which is in effect moving the healthcare defense line considerably ahead. It includes the whole life cycle, such as best prenatal and postnatal care, maternal and infant care, work-place interventions to address suboptimal health conditions, and chronic illness management to elderly care of older adults. The concept of health has also been greatly expanded; it does not only mean the normality of physiological signs anymore but also the cure of psychological and emotional health and even the improvement of social adaptability.

3.1.2 Industry scaling: A new engine of economic growth driven by the synergy of five-sector development

The contemporary healthcare sector has created a major cluster effect. Using the forecasted market size of more than RMB 10.66 trillion in 2026 as an illustration, its core includes not only conventional medical services (about 10%) and pharmaceutical production (about 26%); rather, health and elderly care services (over 56%), health management services, and health supplements and functional foods are becoming the main growth drivers [6]. This industry has grown out of a basic model of providing medical services to a complete, integrated ecosystem that includes medical care, pharmaceuticals, wellness, health management, and administration.

3.1.3 Technology as infrastructure: Digitalization and AI transforming the fabric of health

Although the conventional healthcare was based on clinical expertise of physicians and self-reported information of patients, contemporary healthcare is currently hastening its shift to a model of data-driven healthcare. Health services are being changed by artificial intelligence, wearable devices and big data into continuous, dynamic and precision-based care rather than fragmented, static interventions. Whether it is AI-assisted diagnosis or individualized precision nutrition plans, technology is bringing the concept of personalized health management to everyone a reality.

3.2 Navigating the Cycle: Practical Lessons on

the Frontlines

The theoretical blueprint appears to be promising, yet once entrepreneurs actually embark on their journey into the great ocean of healthcare industry, they find a scenery full of concealed reefs underneath the surface - on one hand, there is explosive demand; on the other hand, it is a difficult way to profitability. The brutal facts of this profession are a strong mirror that reflects our actual state.

3.2.1 Lesson one: Escaping the conceptual involution by relentlessly pursuing hard-core value

Lesson: The health industry has been flooded with a lot of conceptual madness and the marketing of it is being done at the expense of the research and development. Health supplements, which are sold as miracle cures to all ailments, wellness tea drinks that have no distinction between them, homogeneous competition can be found everywhere. Worse still, there are those who use information asymmetry to engage in deceptive advertisement, and this led to the crisis of trust in the entire sector where consumers were unable to protect their rights and thus bad money chased good money.

Insight: The larger healthcare industry is certainly not a recipe of wealth where just putting an herbal label on a product will ensure that it sells at a premium price. Consumers are getting more discerning than ever before; the idea of superficial, grandiose or empty marketing will have difficulty to take off. It is certain that future winners will be those companies which have developed strong technological competence or high service excellence in their respective niches. Whether it is actually addressing a complex chronic disease management problem or creating a precision nutrition supplement that can withstand scrutiny, only by providing tangible, lasting value can a company survive market cycles.

3.2.2 Lesson two: Closing the gap between supply and demand and closing the huge gap in high-quality supply.

The experience: The market in the health care sector is currently in a state of imbalance. It does not provide the services that are required by the people at large and, at the same time, it is pushing the products or services to the people in the most aggressive manner. As an example, there are even up to millions of professional caregivers who can take care of disabled elderly persons; but the consumer goods related to the silver-haired generation in China is only 2000 varieties

(compared with more than 20,000 varieties in Japan) and the majority of these are low-end medical devices, which means there is a lot of room for improvement in terms of clothing and high-quality everyday assistive equipment [7]. Moreover, as the medical insurance programs are not widespread, many of the high quality rehabilitation and physiotherapy services cannot be available to the masses because of the financial burden.

Opinion: It is a fact that the market has a large gap. The company should not follow the herd mentality, but rather be more precise and make the best of what it can do. They must target their niche in the market. There are those who have already been able to find out how to make use of the diversified payment system and offer their services to the elderly as well as the young, whether it is public or private health insurance.

3.2.3 Lesson three: Out of siloed operations to the embrace of the limitless potential of cross-sector convergence

Lesson: The larger healthcare industry has been closely associated with hospitals and pharmaceutical firms for a long time. This closed thinking resulted in very fragmented resource allocation and low competitiveness of the industry; companies were isolated, which made it hard to work together effectively.

Conclusion: The comprehensive healthcare will be boundless, as it is going to become a comprehensive one. We have already seen the development of the combination of the two things, that is, the convergence of the real estate and the comprehensive health care into wellness-based developments in real estate and elderly communities; we have also seen the combination of the two things, namely, the combination of the comprehensive health care and the cultural tourism, resulting in the emergence of forest wellness programs and hot spring treatments; and the combination of the two things, namely, the combination of the comprehensive health care and the artificial intelligence, has been able to revolutionize the provision of medical services at home. Comprehensive health care businesses of the future should think about themselves as chain-based innovators, i.e., they need to dismantle the industry boundaries, use all resources of health care, technology, insurance, property, etc., and create a positive feedback loop (value ecosystem).

3.2.4 Lesson 4: The lesson is that we must avoid the humanistic deficits and recover the human-centric base of the care

Lesson: The digitalization and the standardization of some services in healthcare have been reduced to a cold, assembly-line business where all is done by the machine, and the smart devices are not paying any attention to the human aspect of being touched by an emotion. This is particularly so as mental health issues become more apparent, and it is no longer possible to treat loneliness and anxiety in the contemporary world with medication and clinical statistics.

The medicine is at the top of the humanism, and the heart of the healthiness is the warmth. The emotional value will be an asset to the youth which is why it is in demand as a highly desired product among the youth, hence the solutions that will be offered are those that will offer a holistic approach to healing by integrating the mind with the body. In addition to being able to cure diseases, the future of the business model of holistic wellness should also take care of the psychological aspects of the client, the respect and the companionship. It is only the companies which can combine the technology of the highest order with the compassion of man which can make their customers feel like they have found a soulmate and develop an unbreakable bond with them.

The history of the medical industry is not only the history of the medical business, but also a history of the development of human society. The people are no longer afraid of diseases and want to live as long as possible, but they have already begun to pay attention to their quality of life. The second chapter of the story of the development of the medical industry belongs to all the people. Only when we make full use of the power of the medical industry can we realize the dreams of hundreds of millions of people.

4. The Connection of Health and Real Estate in the Post Pandemic Era

The macro-healthcare and macro-real estate sectors are interrelated in a dynamic equilibrium relationship. The concept of macro-real estate is less pronounced when the material resources are relatively scarce or when the economic development is not so developed, and the concept of macro-healthcare is more pronounced; nevertheless, the economy is the basis of this concept: without a stable economic foundation, it would be impossible to discuss the macro-healthcare concept. In times of high economic growth, at the time of short-sightedness of people and irrationality of markets, the concept of

macro-real estate becomes more evident, whereas the concept of macro-healthcare becomes less evident; during periods of high economic growth, as market participants regain their rationality, the concept of macro-real estate becomes more evident, and the concept of health-oriented real estate also becomes more prominent. After the point of rapid economic development has been reached, the macro-healthcare and macro-real estate concepts no longer contradict but rather complement each other, creating a dynamic equilibrium.

The pandemic has led to a general awareness of the importance of public health security and the increasing demand for physical and mental well-being among residents, which has triggered radical changes in the value proposition and development models of the traditional real estate industry. The concept of Big Health has transcended the boundaries of traditional medical and wellness services, extending to comprehensive living needs that cover physiological, psychological, environmental, and social aspects, and has been deeply embedded into the broader real estate development, operation, and service ecosystems.

The coronavirus pandemic has not only been a disaster to the world but also it has been an eye opener in terms of the lack of proper prevention and management of the health risks in the residential setting, as well as the physical and mental health protection. The market of real estate has always considered location, school district and asset appreciation as the main value measures; therefore, health aspect is being reduced to one more marketing concept in the industry since there is no other way out. After the pandemic, the requirements of the living space and rationale behind the valuation process have changed radically: the home ownership itself was transformed into a necessity which is universal, and health became an integral part of the entire value chain of the real estate business (planning, development, services).

In case, during the last three decades, the soul of the real estate sector in China was using financial leverage based on land value appreciation, then after the pandemic period, the foundation of the real estate industry is being reconstructed, the idea of holistic health is not only a luxury marketing gimmick, but has become the survival threshold and moat to survive and develop the real estate sector.

The big health concept has been the one that is

being implemented in the overall value chain and across all dimensions of the large real estate, which includes residential, commercial, wellness, urban renewal, etc. It is not a sale and addition but an interdependence between the two with the mutual empowerment and interdependence. The four main aspects through which we can conduct a systematic analysis of this cross-sectoral synergy (the transition to the physical space to the lifelong health) are as follows.

4.1 Theoretical Correlation

4.1.1 Demand - side genetic recombination: It resonates at the fundamental logic of "buying location" and "buying a lifestyle"

The human aspect of real estate is the most important thing and the Big Health concept can be applied to this situation as it can cover all the aspects that people fear about the future, in which they are losing their control and gaining a sense of certainty. The health issue may be used as the main weighting criteria in home buying: previously, when purchasing a house, the home buyers paid attention to such things as school district closeness, metro station closeness, closeness to business centers; nowadays, 82 percent of home buyers have health issues as one of the factors influencing their decision-making process; over half of them would pay up to 510-15 percent on such houses. Premium value of property is directly influenced by indoor air quality (supply of fresh air), water safety (water purification) and the lack of contact between the home and the outside world, as well as the presence of contactless return routes to the home [8].

The demand of the healing is so high that it has led to the development of the mental health real estate: when the pandemic is over, people will be more anxious and insomniac in terms of their psychological condition, and this will lead to the creation of a new kind of property, which can be considered as an emotional value. Consequently, there are properties where one can meditate or take a forest bath or even listen to music, etc. The real estate is not only about the house but also about the mind, and it is about how we should treat the bad state of our minds.

4.1.2 The dissolution and reconfiguration of industry boundaries: How health is unlocking a ten-trillion-yuan second curve for real estate

When the traditional residential real estate development encountered difficulties due to the competitive market conditions and reduced profit

margins, the huge health and wellness industry, which is so resilient, created a blue ocean of horizontal growth in the larger real estate industry. The counter-trend expansion of wellness and senior living real estate: With China increasingly shifting into an aging society, major real estate developers have slowly shifted their short-term, quick-return development attitude towards a long-term, slow-money strategy. Be it the integrated medical and elderly care model of Taikang Home or the academy-style senior living model of Greentown, the real estate industry is transforming into a crucial addition to the healthcare and wellness system of the society, creating a closed-loop industrial ecosystem including medical care, pharmaceuticals, elderly care, fitness, and management. The “health-oriented” real estate transformation of commercial and cultural-tourism: Conventional shopping centers are closing inefficient retail spaces and introducing pan-healthcare facilities like dental clinics, rehabilitation centres and postpartum care centres; on the other hand, cultural-tourism real estate is transforming into not only scenic viewing of mountains and waters but also providing forest wellness and hot spring therapy experiences [9]. The health and wellness industry is injecting new life and high repurchase rates in idle or underutilized real estate projects.

4.1.3 Dimensional overmatch in business models: The land-buying builders to the full-life-cycle operators

The real estate industry is not only being affected by the fact that it is closely related to the health care sector, but it also has a great impact on the profit and valuation of the real estate. The concept of the one-time sale was replaced with the long-tail services: as opposed to the previous model where the real estate developers used to sell their properties at the price which was higher than the cost of land, in the new model, the developers are now selling their property at the cost which is lower than the value of the land. This can be done by providing home monitoring service, access to the family doctor, etc., so they have become able to provide the customers with frequent visits to them, which is why the term of the cash flow generation can be applied to this type of business: the one-off transaction. The value preservation and resilience of the asset value: Technologically equipped houses that had matured health systems (with temperature, humidity, oxygen level, soundproofing, noise control) were seen to have been very strong during the housing market crash

in the secondary housing market.

Real estate properties that are enhanced with healthcare integration in themselves are the so-called high-quality assets with strong defensive features.

4.1.4 The final return of values: From “financial bubbles” to “human-centric” resonance

It is not just the real estate business but the entire healthcare industry that has been stripped of its commercialization, and it is because of this that both the healthcare sector and the real estate industry share their common values. The housing in the past was considered as an investment tool or a financial product, but now with the development of the overall healthcare market, the real estate market will have to be brought back to its original role as the home of people. It would no longer be a matter of capitalizing on the house, but the quality of life of the human being and family joy should be housed in the house. In the future, the competition between the real estate businesses will not be based on the location and price, but the ability to compete in the healthtech integration, the ability to integrate the resources of other industries, the long-term operation, the details of the operations. It is the one who first puts his/her foot down in the field of this great and complex world that will get hold of the future of the new era of the industry.

4.2 Practical Relevance

4.2.1. Health-optimized living spaces: The micro-carrier of health tech implementation

The demand of the public housing has changed in the post-pandemic era, where it is not only a need to have a place to live but a quest of quality that can be described as healthy and safe living. Being the most direct application of the broader concept of big health in real life, indoor living spaces have been radically transformed into physical dwellings to actual sanctuaries of well-being.

1) Ventilation systems: The first line of defence for air quality

Indoor air quality has become one of the central standards in development of healthy living conditions. Healthy homes have fully modernized their air quality assurance systems, including fresh air system, whole-house smart central air conditioning systems and high-efficiency air purification units as standard to allow real-time indoor air purification and circulation. In the meantime, architecture design is back to the basics of natural living with floor plans that are north-south oriented and cross-ventilated. These

designs utilize the natural wind forces through structural designs like high windows, airflow-guiding walls and ventilation corridors to produce negative pressure ventilation indoors, which creates a two-mode system of technological active purification + natural passive ventilation. This allows buildings to have an independent breathing ability thus reducing the chances of airborne virus transmission at source and also meet the health management needs of the domestic micro-environment as part of a larger wellness plan.

2) Bathroom layout evolution: Zoning approaches to improve hygiene barriers

The current simple dry wet separation design cannot be used in the post-pandemic age to serve the requirements of home hygiene and prevention of the epidemic. The consequence is that, with the help of such a three-segment separation (i.e., washing, toilet use and showering) as well as four-segment separation bathroom designs (which have more detailed functional zoning), the healthy homes are becoming increasingly common. Such layouts do not only prevent bacteria growth and cross-contamination of damp areas but also provide great convenience in the bathroom when the morning and evening hours are busy. These are designed through an intensive process of space planning that incorporates the holistic health and the prevention of epidemics in the daily life of the home.

3) Extended entry design: Healthy in-home buffer zone

The entry space is not only a space to change the shoes and put them in but also a place to disinfect the house when entering it, as it serves as an entryway that is meant to prevent the spread of the pandemic. It has its own disinfection room, outdoor washing area and storage facility for outdoor clothing, which makes it evident that there are two zones in the home, the first one being the outside zone where people are contaminated with the virus and the second being the inside zone where they have to be clean to keep their health and this concept of comprehensive health care can be easily incorporated into the routine of the household.

4.2.2. Eco-wellness communities: Expanding holistic health to shared public realms

The healthy living environment is built on the basis of indoor private spaces, whereas community public spaces are the core platform that will be used to scale up the more comprehensive concept of holistic well-being;

they are the drivers of the transformation of communities into all-age-friendly, healing-and wellness-focused living environments.

1) Therapeutic landscapes in practice: Providing dual physical and mental wellness

The community greening design breaks away from the purely ornamental, and adopts a professional “landscape-based medicine” concept, giving priority to the use of natural vegetation with functions of dust retention, antibacterial or fragrance – making use of the natural abilities of plants to purify the air, relieve anxiety of residents, and regulate their mental state. The design includes a circular jogging track, an outdoor yoga area, a shady leisure and fitness space under the trees, a children’s activity zone friendly to all ages, to encourage residents to go out and participate in active physical activities to enhance immunity – perfectly reflecting the dual core philosophy of comprehensive health: “physical health + mental health”.

2) Human - based spatial planning: Balancing social connectivity and healthy separation

The living needs of the residents in the post-pandemic era are contradictory and they have a strong desire to socialize but fear gathering. To address this, community planning has consciously adopted the implicit social distancing design philosophy. This method not only fulfills the daily requirements of all age groups, including the elderly, children, and young adults, to interact socially and engage in recreational activities by expanding pedestrian pathways between houses, semi-open elevated social areas, and strategically placing leisure seating areas but also successfully addresses the health risks that arise from excessive crowd gatherings. It represents the flexibility of the concept of Big Health in everyday life through human-centered spatial planning.

3) The 15-minute health circle: Decentralizing medical and wellness resources

The pandemic of the COVID-19 virus has revealed that there are a lot of problems in the urban primary healthcare system, as well as in the community health care system. The concept of 15 - minute living circle is now evolving into the “15 - minute healthy living circle”. It is possible to find all kinds of facilities such as community hospitals and clinics, 24 - hour convenience pharmacies, internet hospitals, self - service terminals for medical services, and day - care centers within a short distance. This includes buying medicine, receiving treatment, and other

simple health services. [10]

4.2.3 Wellness-oriented property services: Enriching the essence of healthy living services by integrating holistic health

Hardware infrastructure is the cornerstone of healthy living environments, and long term service is the warranty for the continuous delivery of the holistic healthcare philosophy. Post-pandemic, conventional property management services have extended beyond its historical boundaries - security, cleaning and maintenance - to transform into a professional and systematic "home health stewardship" model, acting as a soft infrastructure that enables the deep integration between the wider healthcare sector and the real estate industry.

1) Smart epidemic prevention and routine health management

The smart communities have been developed to the extent that the provision of services like non-intrusive temperature checking access control, which is based on face recognition, scheduled UV disinfection in community areas, sterile touch-screen elevators and community-based fog disinfection has become a regular feature [11]. Intelligent health smartbands are used as well as home monitoring devices (vital signs) to monitor the health of vulnerable groups (elderly people who live alone, or with chronic diseases), including heart rate, sleep patterns, physical activity. It provides the normalized digital health monitoring and early warning system and allows delivering complex healthcare services at a higher level of intelligence.

2) Integrated healthcare linkages: Closing the "last mile" to in-home wellness

The property management company has evolved into a health service resource integration platform that is proactively collaborating with the neighboring top-tier tertiary hospitals and community healthcare facilities to provide exclusive services such as dedicated green medical consultation channels for homeowners, expert appointment booking, and online consultations. During the emergency response and containment period, it offered value-added services including medication dispensing on behalf of clients, home medication delivery, and home-based health follow-up care, thereby breaking down the barriers between medical resources and daily life and comprehensively expanding the scope of its comprehensive health and wellness services.

3) Psychological support and community

reconnection: Protection of mental and emotional health.

The holistic health and wellness approach covers both the physical and psychological aspects of well-being; however, isolation and uncertainty over a long period can easily cause problems like psychological anxiety and low mood in residents. Property management companies have an opportunity to address negative emotions among residents and reestablish neighborhood social ties by organizing online cultural and recreational activities, virtual fitness check-ins, health education lectures, as well as offline parent-child wellness workshops and neighborhood interest-based communities – thus improving the mental health component of a holistic healthy living environment through human-centered care.

4.2.4 Low-carbon product development: Navigating real estate transformation via holistic health

The logic of the development of the macro-industry in its turn has forced the real estate industry to abandon the idea of high density and large-scale developments in favor of low-density, environmentally-friendly, and healthy living as a result of which the entire real estate business is going through an overall transformation.

1) Reappearance of Low - Density, Low - Plot - Ratio products: Aligning with healthy living preferences

In the pandemic, the hygiene risks of high-rise residential buildings (elevator congestion, frequent interactions in open spaces, and aerosol transmission via sewers) rendered low-density, low-capacity housing units more preferable to people who wanted to upgrade their living conditions [12]. Townhouses, stacked villas, and low-rise houses, which have lower plot ratios, higher per capita allocation of green space, fewer neighborhood interactions, better ventilation and natural lighting, are all products that contribute to reducing public health hazards even at the planning phase, which is ideally aligned with the fundamental requirements of the concept of Big Health, safe, natural, and peaceful living.

2) The rise of TOD and micro-getaway developments: Designing a two-lane healthy lifestyle

One of the projects in rail transit real estate is TOD which uses a transportation first development concept to ensure that people who travel by train are not forced to interact with each other, have less time to reach their destination and enjoy the life of comfort and convenience and

safety, whereas the suburban micro-vacation wellness property relies on the use of natural resources of the environment at an expensive price to construct homes that can be used as vacation houses with gardens and courtyards to provide a balance between city center convenience and suburban ecological wellness.

5. Conclusion

The pandemic is not the time of a simple fusion between the Greater Health and the Greater Real Estate, but it is the case when these two concepts are combined in an organic way, where they are mutually empowered. The real estate industry will be redefined by the greater health approach in all aspects including the indoor environment and the ecosystem within the communities, property management services, and product development which will lead to the avoidance of financialization and the large scale development practices that are unsustainable; at the same time, the greater real estate sector will provide the greater health industry with implementation opportunities, scenario-based application platforms and means of mass adoption of the concept of the greater health as an industrial process into the everyday life.

The essence of competitiveness in the real estate sector will no longer be limited to shallow comparison of location, price or rudimentary infrastructure but will rather transform into a holistic competition based on implementation of health technologies, wellness ecosystems development, human-centric services improvement and creation of livable environments across all age groups. It is only by firmly following the fundamental principle of being human-centric and incorporating the holistic health approach (physical, mental, environmental, social, medical/wellness) throughout all stages of project lifecycle (project planning, product development, post-development operations) that real estate businesses can meet the basic housing needs of the post-pandemic world, high-quality industry transformation, and create a new healthy living ecosystem with deep integration of comprehensive health care and real estate industry.

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