



How digital delight
will keep us healthy,
make us epic

Prof. Dr. Koen Kas
@kaskoen

arvato
BERTELSMANN
September 10, 2024

1

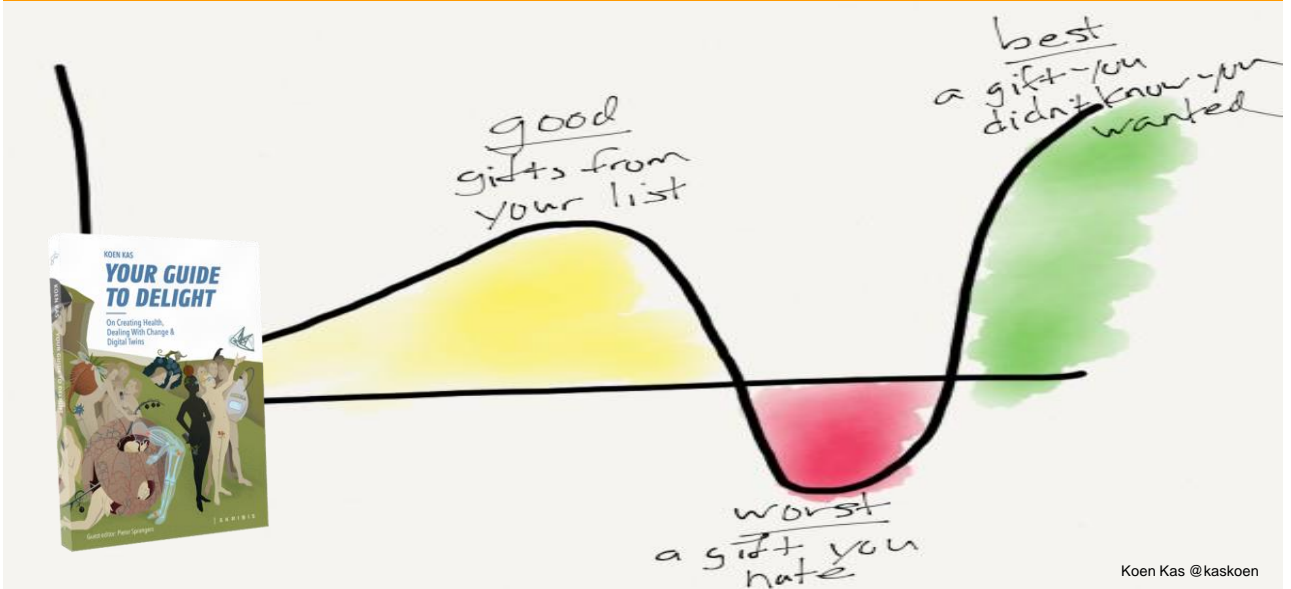
**We cannot predict, but can create the future
Delight thinking to start from an empty page**



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2

Unknown unknowns -> delight Ultimate patient/Dr/citizen experience - close to magic, but real



3

Let your voice ... help you (r) patients

LYREBIRD

HOME DEMO PRESS ETHICS ABOUT CONTACT

COPY THE VOICE OF ANYONE.

Lyrebird will offer an API to copy the voice of anyone. It will need as little as one minute of audio recording of a speaker to compute a unique key defining her/his voice. This key will then allow to generate anything from its corresponding voice. The API will be robust enough to learn from noisy recordings. The following sample illustrates this feature, the samples are not cherry-picked. Please note that those are artificial voices and they do not convey the opinions of Donald Trump, Barack Obama and Hillary Clinton.

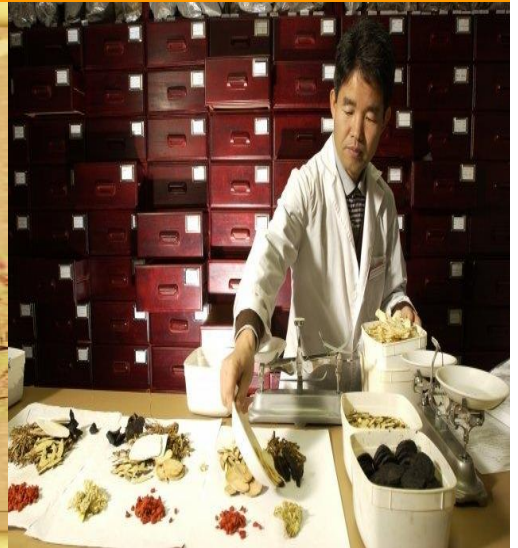
Lyrebird Politicians discussing about Lyrebird

amazon

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4

Chinese paid their doctor to remain healthy Ultimate value/outcome-based healthcare



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5

To die young ... as late as possible



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6

A new wave of creativity – also for doctors, chemists, ...



Source: @gabe_ragland

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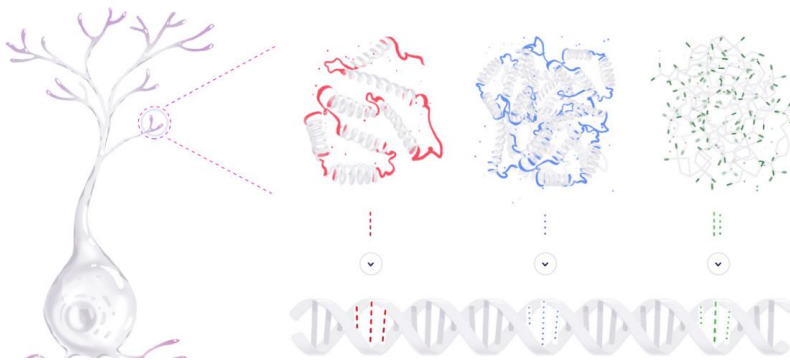
7

Airbus sensors x AI predicting the next pandemic

KONIKU HOME / TECHNOLOGY / APPLICATIONS / ABOUT / CONTACT

Understanding Sensory Systems

Taste and smell receptors are specific sensors.



<https://koniku.com/technology>

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8

Doctors know nothing about their patient



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9

3 Guardian angels → our Digital Twin / avatar



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10

Towards your digital twin / your avatar



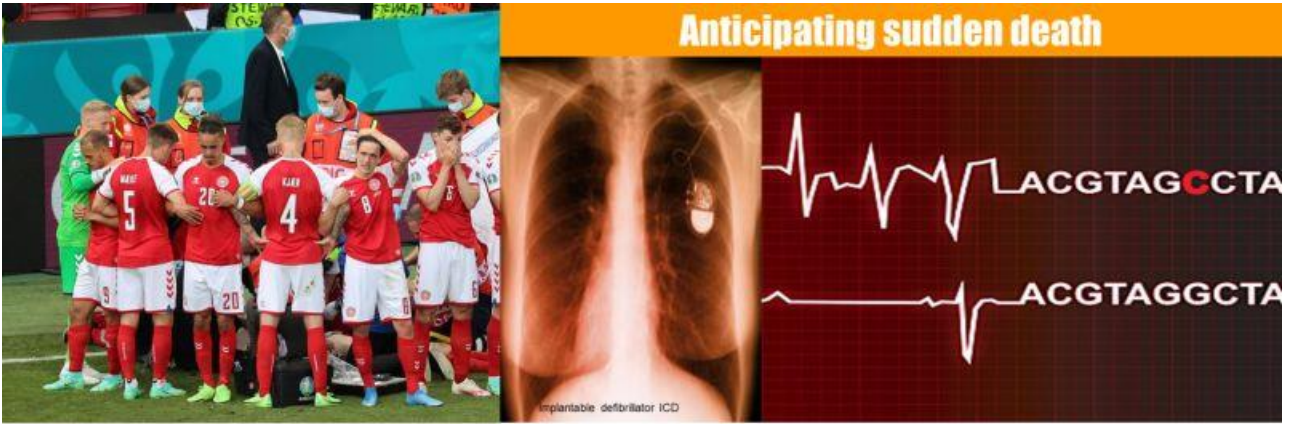
11

Personal genome analysers Crack DNA code 3.000.000.000



12

Live for 200.000.000 soccer fans Tomorrow a national service in your hospital?



Implantable defibrillator ICD

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13

Lead by example



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14

Doctor AI: Software as a Medical Device




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15

Your next Teams / Zoom call takes preventive selfie Digital biomarker detects diabetes

nURALOGIX™
Home Technology Research Products ▾ Updates Company Anura Web
Get in Touch



Take a selfie, know your healthie!™

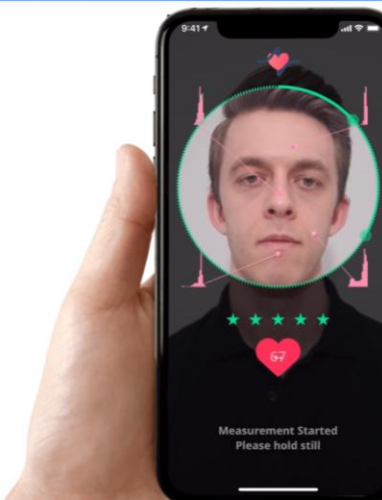
Anura's intended use is to increase people's awareness of their general wellness.

Try Anura™ Lite:

Download on the
App Store

GET IT ON
Google play

⚠️ **For Investigational Use Only.** Anura™ is not a substitute for the clinical judgment of a health care professional. Anura™ is intended to improve your awareness of general wellness. Anura™ does not diagnose, treat, mitigate or prevent any disease, symptom, disorder or abnormal physical state. Consult with a health care professional or emergency services if you believe you may have a medical issue.



12:10

Done

2023-02-02, 12:09:59 PM
SNR 9.5

Blood Biomarkers

HbA1c Risk (>5.7%)

64%

Fasting Blood Glucose Risk (>5.5mmol/L)

78%

⚠️ Disclaimer

For Investigational Use Only. These numbers are only estimates and are not a substitute for professional health care.

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16

14/09/2024

About

An overview of regulated health Apps

Curated by Healthskouts

TO THE DATABASE

About

<https://apps.healthskouts.com/>

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17

Nestle Wellness – supplement advice

Wellness

ありがとうございます！
食事写真の分析結果です。
即焼き 90kcal
アチトマト 4kcal
玄米ご飯(小盛り150g) 248kcal
アスパラベーコン炒め 89kcal
ひじきの煮物 63kcal
合計494kcal

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18

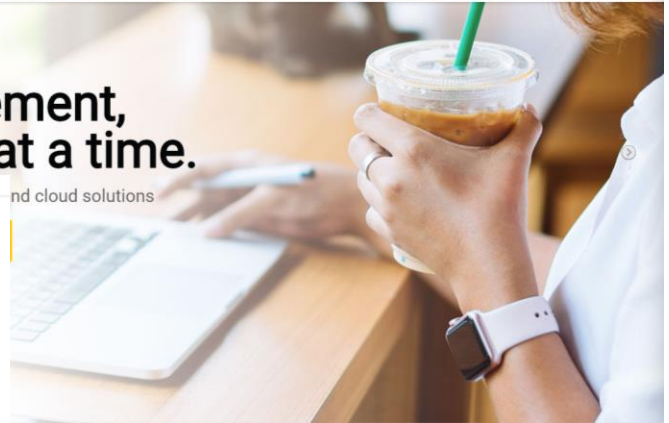
AI high-tech for lifestyle coaching



Home What's Klue Examples Partners About Contact

User engagement, one sip or bite at a time.

and cloud solutions



KLUE



BEFORE MEAL
Automatically track how much you drink



START OF MEAL
Prompts to check your blood sugar level



START OF MEAL
Real-time coaching to eat more mindfully



DURING MEAL
Reminders to slow down when you eat



DURING MEAL
Make it easier to log your food



AFTER MEAL
Occasional nudges to stay more hydrated

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19

Digital enabled coaching - weight straight into EHR

Withings Partners with Redox to Make Remote Patient Monitoring Seamless for Physicians and Hospitals

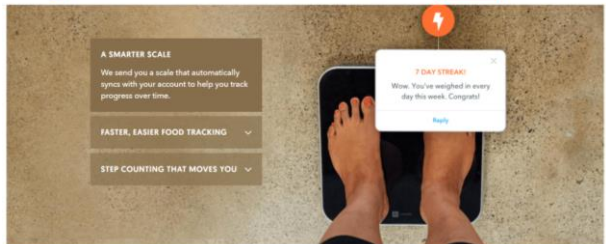
Digital Health Done Right, News



Posted January 5, 2021
By Redox



omado Outcomes About Partner With Us Success Stories CONTACT US LOG IN



<https://www.youtube.com/watch?v=FrtlxjGEcEM&t=369s>

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20

Virtual care companions Our diet (+ exercise) can revert chronic disease

inhealth
Lifestyle Therapeutics

HEALTH COACHING WITH CLINICAL RESULTS
Personalized telehealth to prevent and reverse chronic disease.

virta
New Research on Virta's Expanded Clinical Offerings
Virta Health's Reversal Treatment Prevents Progression to Type 2 Diabetes in 97% of Prediabetes Patients

noom
Learn to eat mindfully. Psychology is the key to lasting change. I want to:

- Get Fit For Good
- Lose Weight For Good

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21

Food as medicine - Personalised diet via novel interfaces

"OUR FOOD SHOULD BE OUR MEDICINE AND OUR MEDICINE SHOULD BE OUR FOOD" ~ HIPPOCRATES

Sweet Citrus Avocado Quinoa Sa...
Whole grains, nuts and seeds, foods wi...

Protein	3%
Fat	12%
Carbs	12%

View more

Suggestic

How a new 'milestone' ChatGPT bot can recommend recipes based on ingredients in your fridge

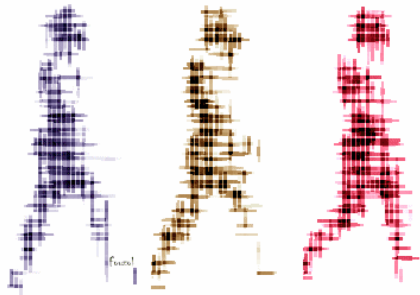
Thursday 16 March 2023

Healthy Chef

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22

**150 min exercise / week
-> 35% less likely
to die prematurely**



Associations of Accelerometry-Assessed and Self-Reported Physical Activity and Sedentary Behavior With All-Cause and Cardiovascular Mortality Among US Adults

Kelly R. Evenson*, Fang Wen and Amy H. Herring
*Correspondence to Dr. Kelly R. Evenson, 137 East Franklin Street, Suite 306, University of North Carolina, Gillings School of Global Public Health, Department of Epidemiology, Chapel Hill, NC 27514 (e-mail: kelly_evenson@unc.edu).

Abbreviations: AHR, adjusted hazard ratio; CVD, cardiovascular disease; MVPA, moderate-to-vigorous physical activity; NHANES, National Health and Nutrition Examination Survey; PA, physical activity.

Received September 2, 2015.
Accepted March 28, 2016.

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23

>100 examples Prevention/Proactive care nudge Behaviour



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24

Singapore x Apple: population health reward

LUMI HEALTH MEET LU HOW IT WORKS REWARDS WHAT'S ON FAQ **DOWNLOAD NOW**

A GAME-CHANGING COLLABORATION

LumiHealth is a first-of-its-kind health programme designed by Singapore, in partnership with Apple, to help Singaporeans lead healthier lives. Prioritising privacy and data security, LumiHealth uses technology and behavioural insights to offer a unique health and wellness experience designed to delight, motivate, and reward Singaporeans and residents.

FIND OUT MORE

GO ON AN ADVENTURE WITH LU

Find out where you can meet Lu in person at our pop up events islandwide, and get your hands on our limited edition LumiHealth collectibles!

FIND OUT MORE

<https://www.lumihealth.sg/#benefits>

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25

PVI
Parkinson's Voice Initiative

amazon

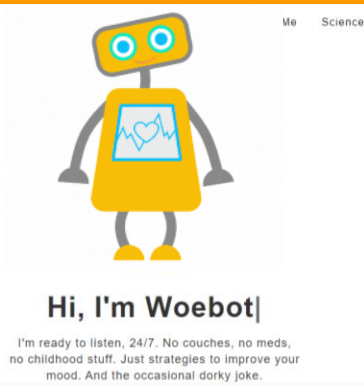
amazon

amazon

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26

My mental health / psy companion Dealing with anxiety, stress of disease



Woebot Labs adds COVID-19 support through its mobile health chatbot

Users gain emotional well-being, comfort, reassurance in the global pandemic

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27

First AI therapy platform dealing with emotions

<https://www.clearmind.plus/>

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28



Home About Features Testimonials Pricing FAQ

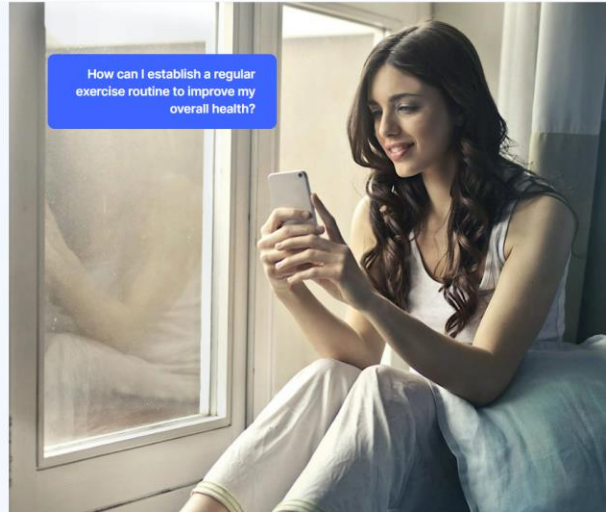
Contact Us

Request a demo

THRIVE AI: THE AI-BASED THERAPY APP

Imagine Having a Mentor, a Guide, and a Therapist Available 24/7.

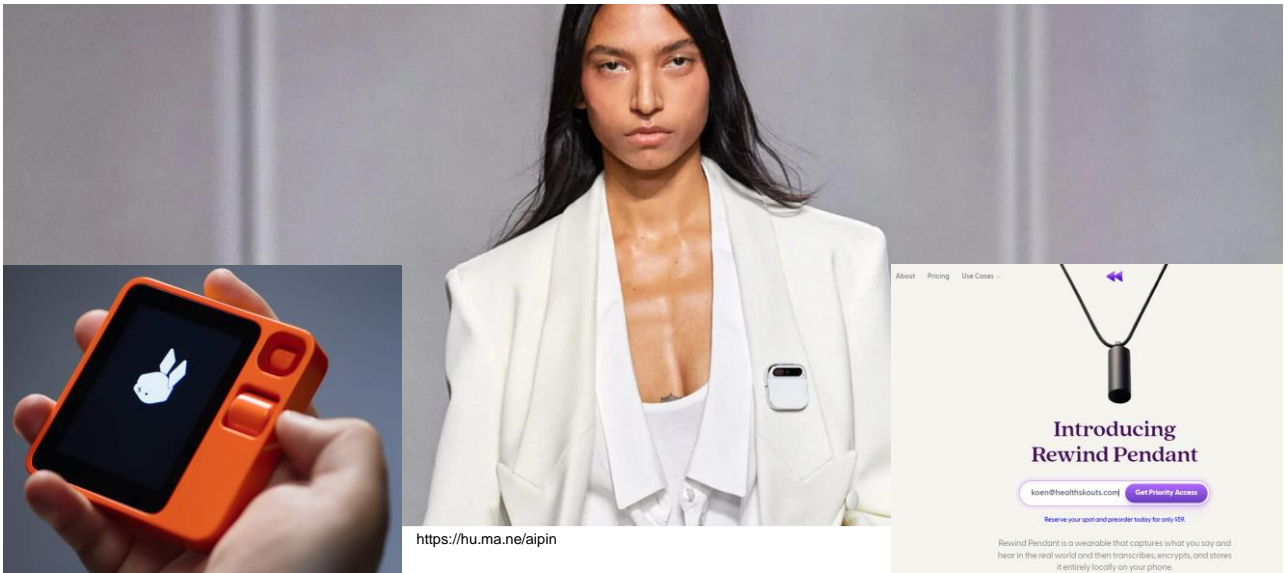
Thrive AI is a newly developed cutting-edge mobile app that is committed to improving mental health and promoting personal growth. It can understand unique human feelings and needs and provide valuable insights to overcome obstacles and succeed.



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29

New breed of e-wearables collect RWD -> LLM



<https://hu.ma.ne/aipin>

<https://www.rabbit.tech/>

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30



Data
→ Information
→ Knowledge
→ Wisdom



Anticipation



Delight

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31



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32

My digital twin / triplet as Chinese doctor & personal assistant, to interrogate with chatGPT



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33

Data today: application centric – you get nothing

IF YOU DON'T HAVE TO PAY FOR THE PRODUCT,
YOU ARE THE PRODUCT



<https://slate.com/technology/2018/04/are-you-really-facebooks-product-the-history-of-a-dangerous-idea.html>

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34

Flanders, Belgium: next version of the world wide web of European Health Data Space (EHDS)



<https://solidproject.org/>

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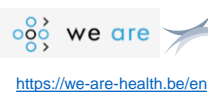
35

We are: 1st nation-wide Citizen-centric data platform

Navigates the path to the most epic version of yourself



<https://solidproject.org>



<https://we-are-health.be/en>



Vlaams patiënten platform
Samen sterker

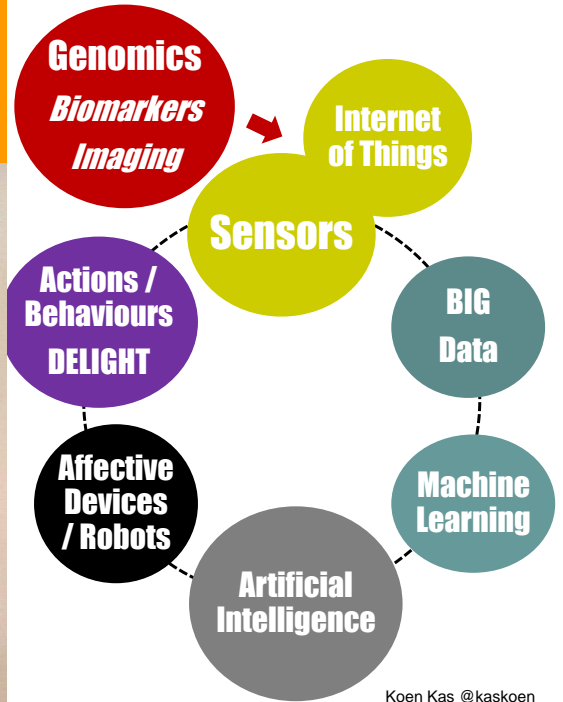
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36

Sick no more – Paid 2be healthy Precision Health by personal health companion (digital twin)



Baymax, Big Hero 6



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37

How will you delight someone & become epic tomorrow?

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38