How digital delight will keep us healthy, make us epic

Prof. Dr. Koen Kas
@kaskoen

arvato
BERTELSMANN
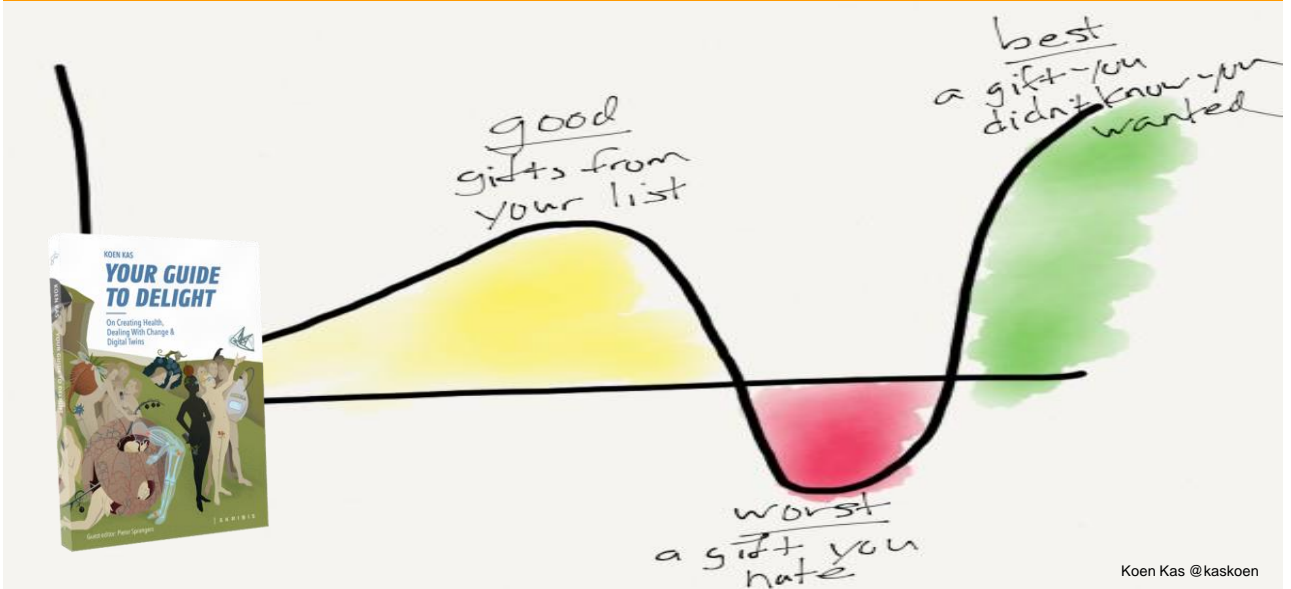**September 10, 2024**

1

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

The New York Times

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

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Let your voice … help you (r) patients

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Chinese paid their doctor to remain healthy
Ultimate value/outcome-based healthcare
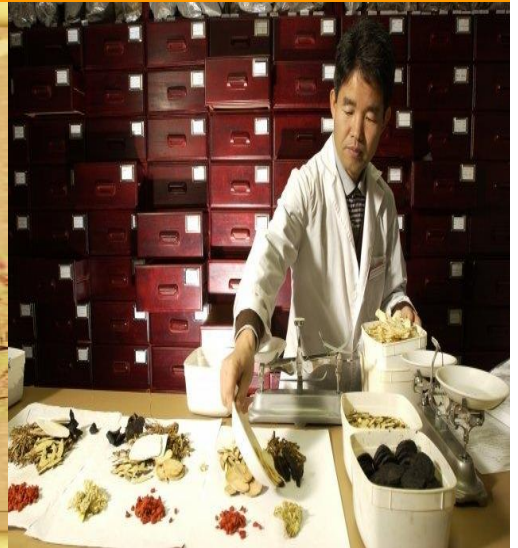
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To die young ... as late as possible

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

Source: @gabe_ragland
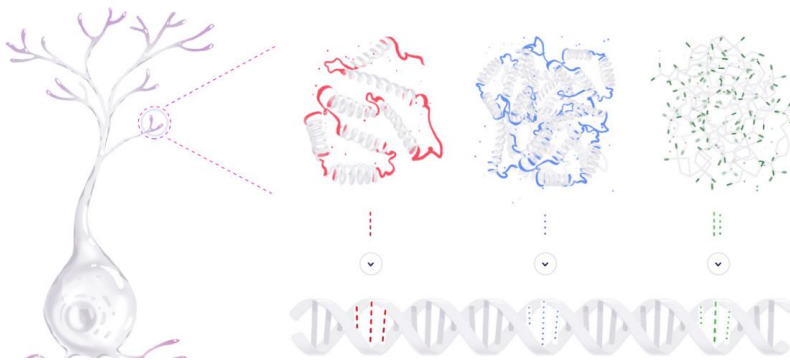
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Airbus sensors x AI predicting the next pandemic

KONIKU   HOME / TECHNOLOGY / APPLICATIONS / ABOUT / CONTACT ●

Understanding
Sensory Systems

Taste and smell receptors are specific sensors.

https://koniku.com/technology

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Doctors know nothing about their patient

8755hrs

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9

3 Guardian angels –> our Digital Twin / avatar

Genomics, proteomics, microbiomics – Gene-editing – Precision med
Sensors (Wearables, dermals, insideables) -> Real World connected Data
Social Determinants of health (SDOH)
-> AI: anticipational intelligence & empathic new interfaces

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Towards your digital twin / your avatar

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Personal genome analysers
Crack DNA code 3.000.000.000

Oxford Nanopore

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

Anticipating sudden death
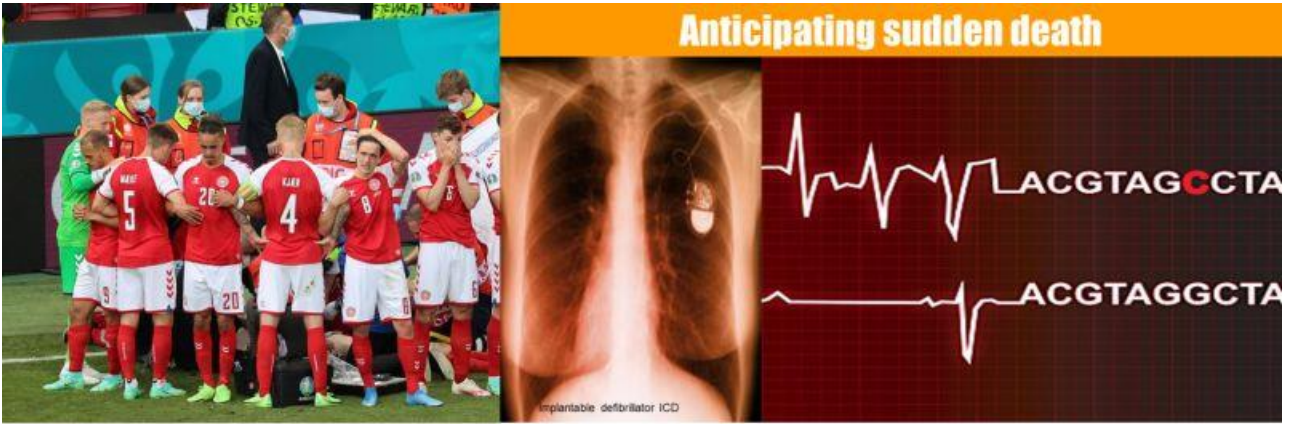
Implantable defibrillator ICD

ACGTAGCCTA

ACGTAGGCTA

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13

Lead by example

Lutein
10 mg of Free Lutein
from Lutein Esters
Supports Eye Health*
Promotes Macular Health*
Free Radical Protection*
120 Softgels
A Dietary Supplement

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14

Doctor AI: Software as a Medical Device

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

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16

https://apps.healthskouts.com/

17

Nestle Wellness – supplement advice

18

AI high-tech for lifestyle coaching
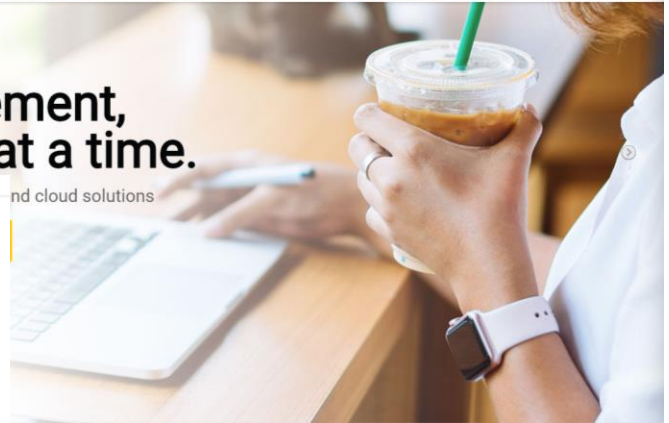
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19

Digital enabled coaching - weight straight into EHR

https://www.youtube.com/watch?v=FrtlxjGEceM&t=369s
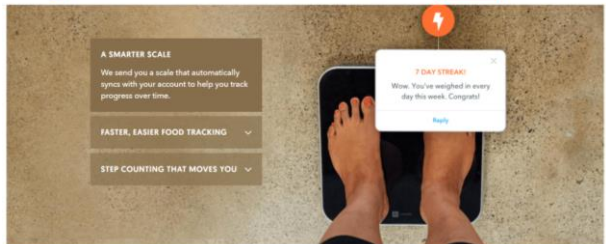
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20

10

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

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Food as medicine - Personalised diet via novel interfaces

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

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

Thursday 16 March 2023

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

Protein	Fat	Carbs
3%	12%	12%

View more

Suggestic   Healthy Chef   Koen Kas @kaskoen

22

150 min exercise / week -> 35% less likely to die prematurely
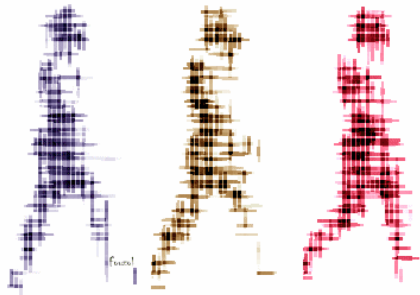
Associations of Accelerometry-Assessed and Self-Reported Physical Activity and Sedentary Behavior With All-Cause and Cardiovascular Mortality Among US Adults

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.

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23

>100 examples Prevention/Proactive care nudge Behaviour

Peridot

Turn your Netflix routine into a workout routine.
The DIY Netflix personal trainer transforms your favorite characters into your coach.

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Singapore x Apple: population health reward

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26

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

Me   Science

Hi, I'm Woebot|

I'm ready to listen, 24/7. No couches, no meds, no childhood stuff. Just strategies to improve your mood. And the occasional dorky joke.

@Woebot®   How it works   About us ▾   Solutions ▾
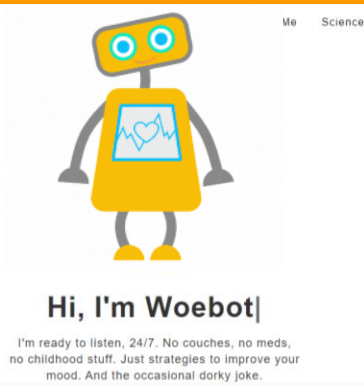
Woebot Labs adds COVID-19 support through its mobile health chatbot

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

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27

First AI therapy platform dealing with emotions

clearmind   Try clearmind

Turn Your Complex Emotions
Into Clear Actions

World's first personalised AI therapy platform
to measure and elevate your emotional health.

Try Now

Your to-do for the day
☑ Say sorry to mama
☐ 15 minutes breathing exercise
☐ Pack bags and check-in
☐ Pitch practice with Ritika

JAIN
MAKEBA

Makeba   Recommended because you mentioned feeling low on energy.

Happiness
67% ▲

https://www.clearmind.plus/   Koen Kas @kaskoen

28

14
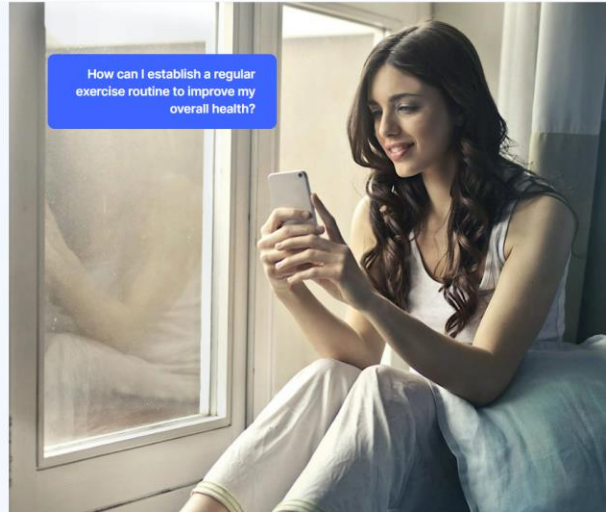
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New breed of e-wearables collect RWD -> LLM

https://hu.ma.ne/aipin

https://www.rabbit.tech/
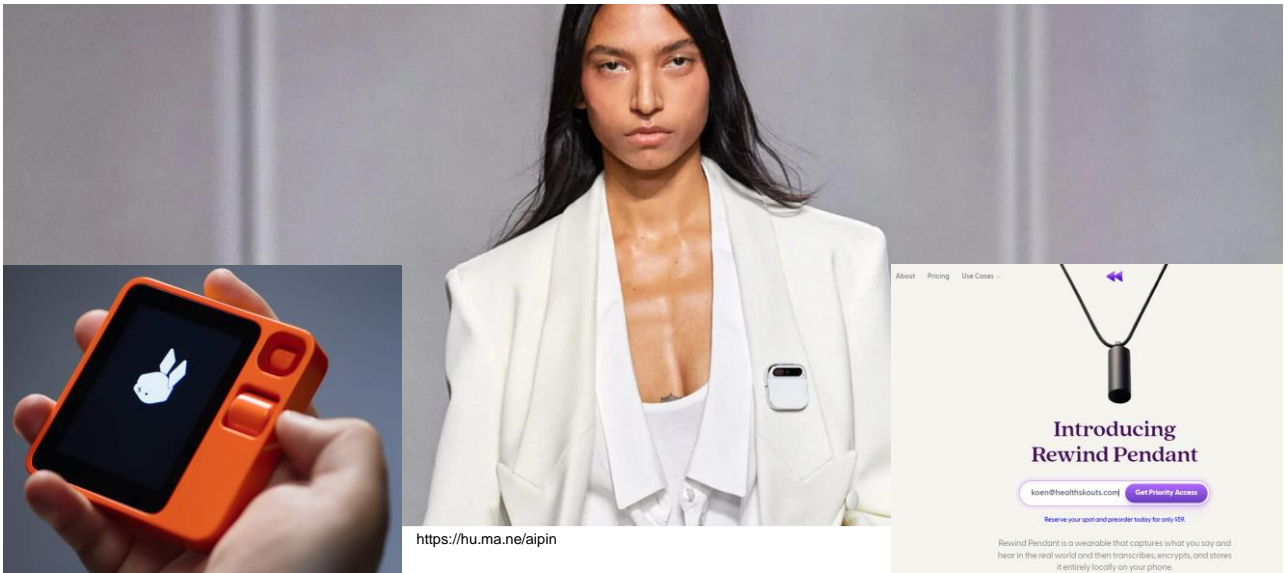
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30

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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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
cf European Health Data Space (EHDS)

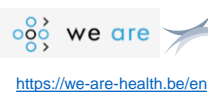https://solidproject.org/

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35

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

Navigates the path to the most epic version of yourself

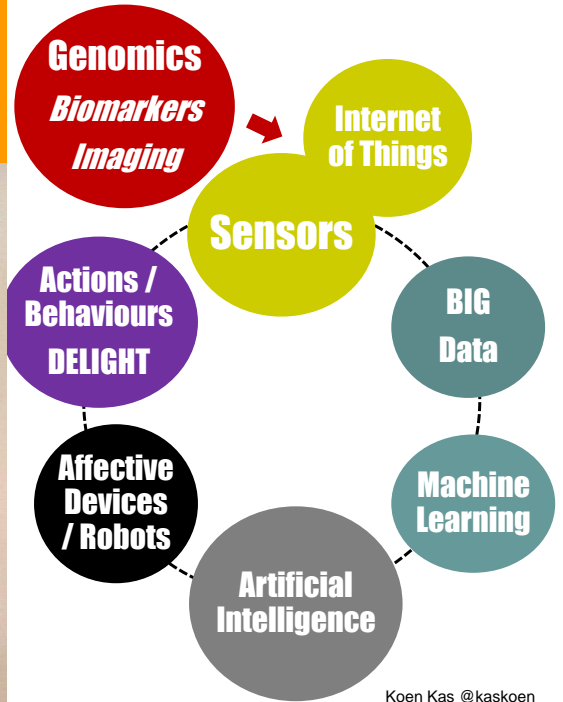

https://solidproject.org

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

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36

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

Baymax, Big Hero 6

Genomics *Biomarkers* *Imaging*

Internet of Things

Sensors

Actions / Behaviours DELIGHT

BIG Data

Affective Devices / Robots

Machine Learning

Artificial Intelligence

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37

How will you delight someone & become epic tomorrow?

Koen Kas
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38