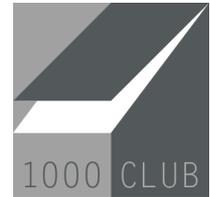


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EINLADUNG ZUR FORTBILDUNGSVERANSTALTUNG

Datum **Freitag, 25. Januar 2019, 17.00-19.00 Uhr**

Kursort **Universitätsspital Zürich**
Grosser Hörsaal, WEST U, Rämistr. 100

Referenten **Prof. Dr. Koen Kas, Healthcare Futurist, Ghent und Leuven**

Titel **Creating health by delight**

Abstract On our way to redesign healthcare, we will learn to combine different layers of our biological code, data from visible and invisible sensors, and the connected Internet of Bodies/Things. These guardian angels will open up unseen opportunities for the way we deal with ourselves in health and disease. With DNA soon becoming the new software, combining biology, electronics, attractive design & smart communication will provide the tools to (bio)hack our lives. But smart technologies and the data they generate, are just a tool. When not trusted by the established care provider, when not integrated and available in a personal data platform, healthcare will only be pseudo modernized. The real magic happens when these tools start to anticipate things from happening, allow you to change behavior, to encounter novel experiences and to introduce delight. Delight will convert us into health consumers, with our virtual alter ego, our digital twin, as coach. This will move us away from current curative healthcare to precise, preventive and even augmented healthcare.

Background **Dr. Koen Kas** is a health care futurist, entrepreneur, professor of molecular oncology, international keynote speaker, and author of "Sick no more" and "Your guide to Delight". He is a healthcare game-changer who has developed unique views on what's happening in the global health community. He is revolutionizing health care through his speaking, writing and workshops by helping Healthcare providers prepare for future realities. He is focused on pioneering the novel concept of Delight thinking, combining his expertise in genomics, drug discovery and biomarker research with his expertise in shaping Digital health companies. He combines Real World Data with design & business model innovations into novel experiences redefining Health. Koen is chairman of the European Cancer Prevention Organisation; ambassador of Health House; Jury of the Prix Galien; editor of the mHealth and EJCP journals, ...

He is founding CEO of InBioVeritas, trendspotting developments at the crossroads of biology, medicine, ICT, engineering/electronics and behavioural sciences. He uses these insights in different ideation and advisory roles facilitating innovative disruptions in healthcare and creating novel digital health start-ups.

He serves on the Scientific Advisory Board of a number of large tech & life sciences companies & investors. Before, he spent 14 years in Executive positions at 4 leading biotech companies. As CSO Oncology of Thrombogenics he prepared the spin-out of the oncology franchise into a new venture. Before that, Koen was founding CEO & CSO of Pronota, a company committed to better diagnosis and personalized medicine. He also developed digital next generation -omics tools. He was, prior to that Director drug discovery at Galapagos. Previously, he set up and directed the Cancer drug discovery program at Tibotec (now Johnson & Johnson).

Koen is professor Molecular Oncology at Ghent University, Belgium, and chairs the scientific committee of the European Cancer Prevention Organisation.

He received his PhD degree in Biomedical Sciences from the University of Antwerp where he also obtained a degree in Business Administration. In 1999 he was appointed professor at the University of Leuven, Belgium and lecturer at Harvard University, Boston, USA. He is author of over 60 publications in international journals and he authored over 20 patents and patent applications. He is a member of different scientific societies and received prestigious awards from NATO and the Colten Research Foundation and from the Royal Belgian Academy of Sciences and the Belgian Royal Academy of Medicine.



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