

**International Society
for Gerontechnology
*15th World
Conference***

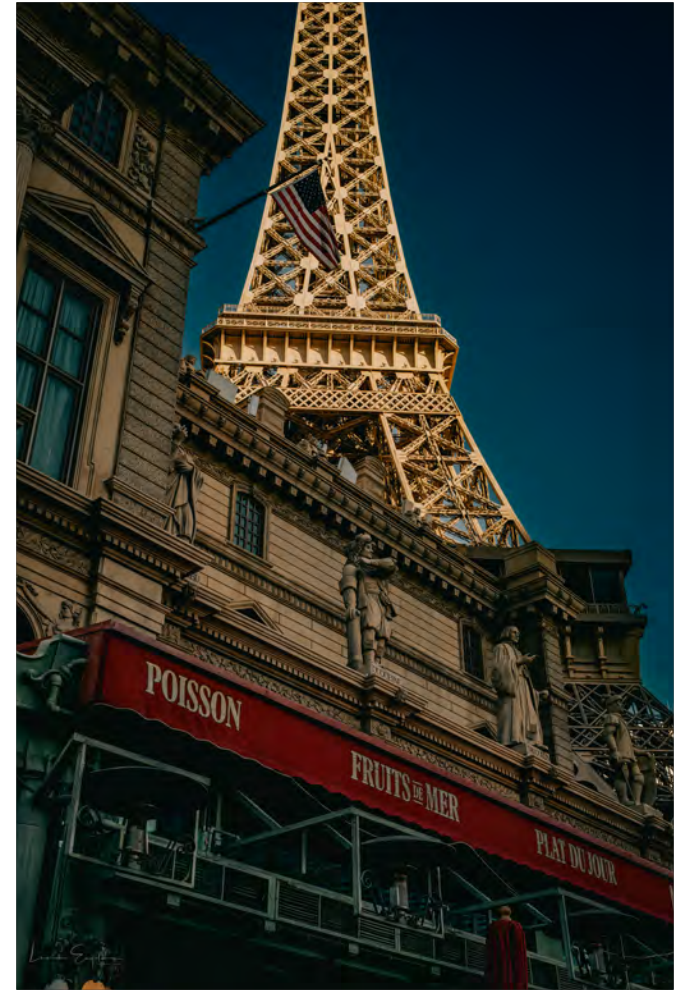
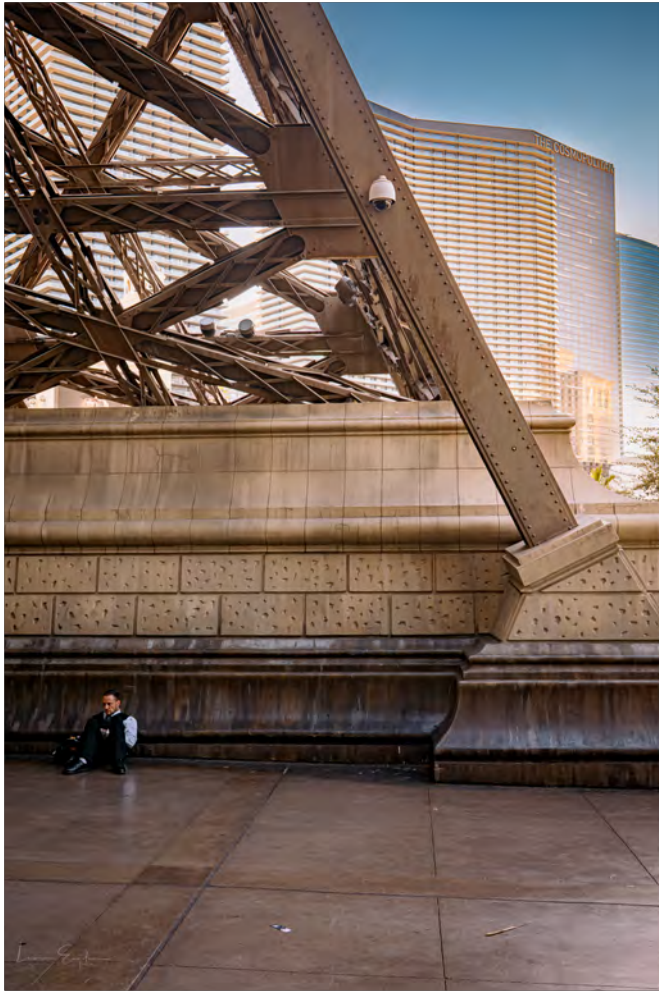
Vancouver, Canada | March 26-29, 2026



A photograph of a forest landscape at sunrise. The scene is filled with mist or fog, and rays of golden light from the sun are streaming through the trees, creating a dramatic and ethereal atmosphere. The sun is positioned behind a ridge of trees in the background, casting long, soft shadows and illuminating the mist with a warm, golden glow. The foreground is dominated by the mist, which appears to be settling in the valleys between the hills. The overall mood is one of hope and clarity amidst uncertainty.

**Not everything is clear yet
There are challenges
Opportunities ahead**







“HEALTH(CARE)’S FUTURE WHISPERER”

- ✦ HEALTH(CARE) STRATEGY & DIGITAL TRANSFORMATION MAVEN, MAKES THINGS HAPPEN
- ✦ INTERNATIONAL AMBASSADOR NURSING INNOVATION.
- ✦ SPEAKER
- ✦ CHIEF INNOVATION & STRATEGY OFFICER ICT & HEALTH

FACULTY NEXTMED HEALTH

- ✦ FORMERLY KNOWN AS SINGULARITY UNIVERSITY EXPONENTIAL MEDICINE, SILICON VALLEY
- ✦ PART OF INAUGURAL GROUP OF 100 GLOBAL LINKEDIN INFLUENCERS
- ✦ 750.000+ FOLLOWERS & 150.000+ SUBSCRIBERS NEWSLETTER

TYTO TOP 500 RANKING

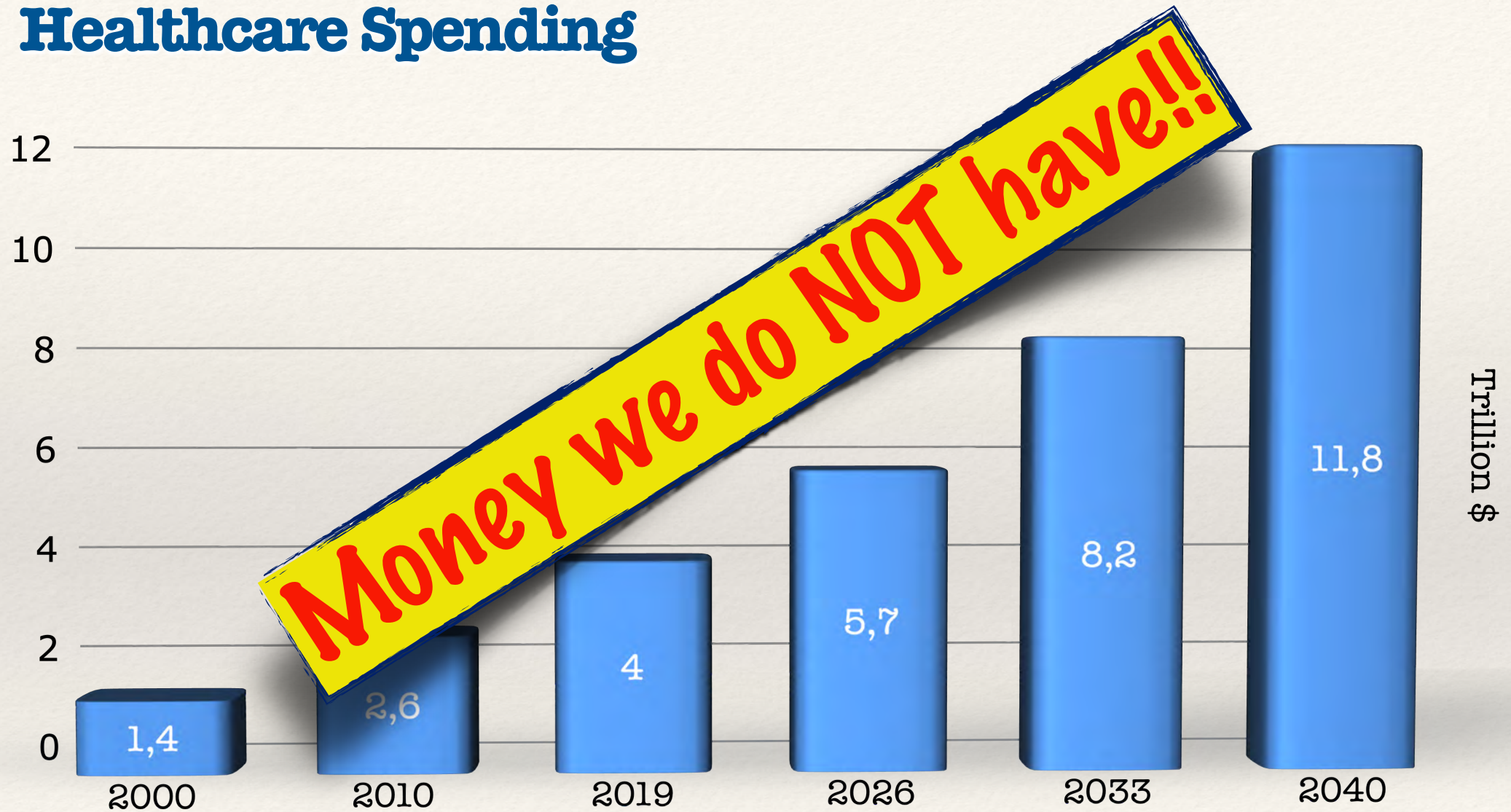
- ✦ #1 TOP HEALTHTECH
- ✦ #2 TOP BUSINESS LEADER IN TECH
- ✦ #4 TOP TECH INFLUENCER GLOBAL OVERAL





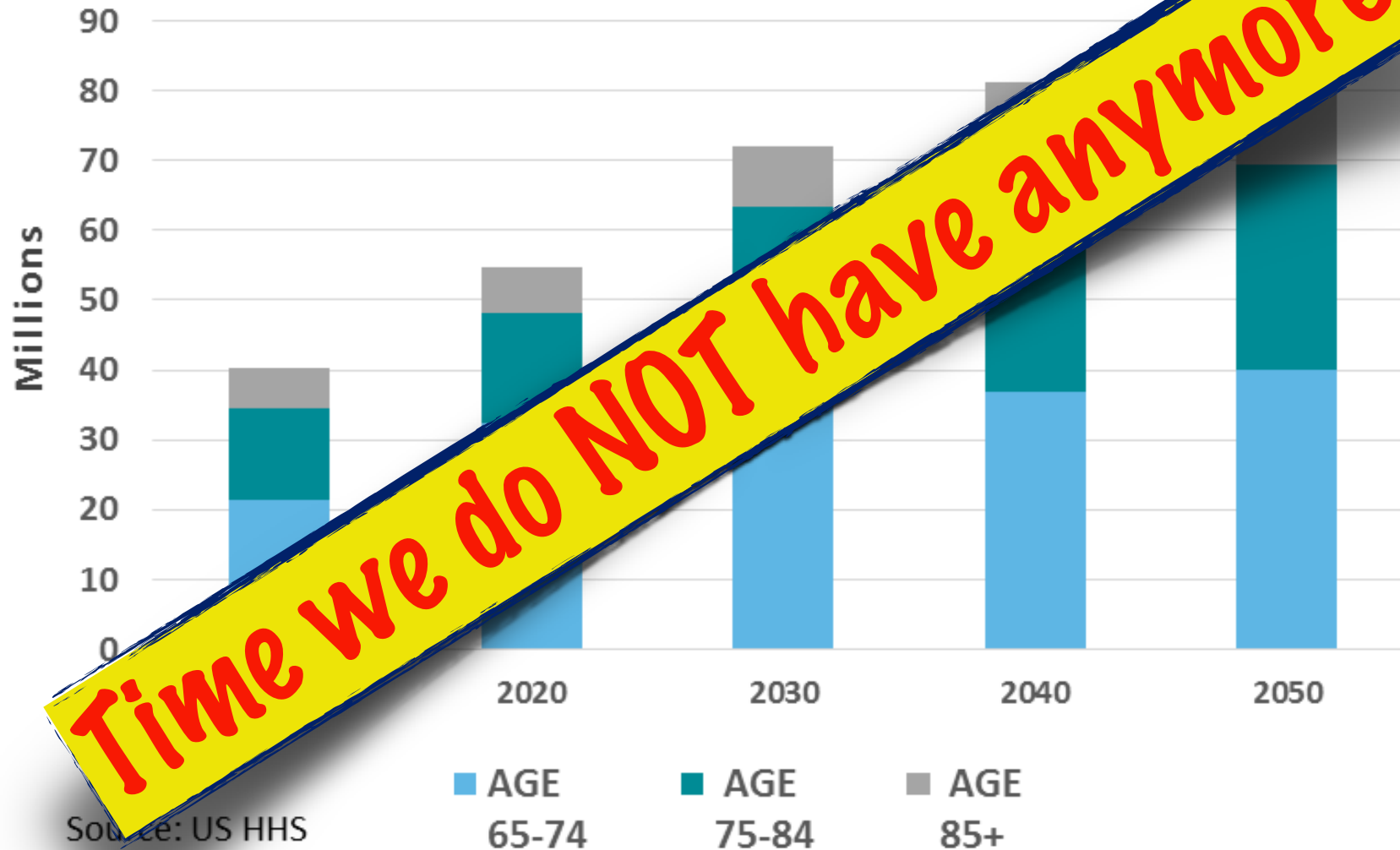


Healthcare Spending



Steady Growth in Healthcare Demand

Older Americans are biggest care users -- and Medicare eligibles



Time we do NOT have anymore!!

Workers in healthcare (NL)

2025



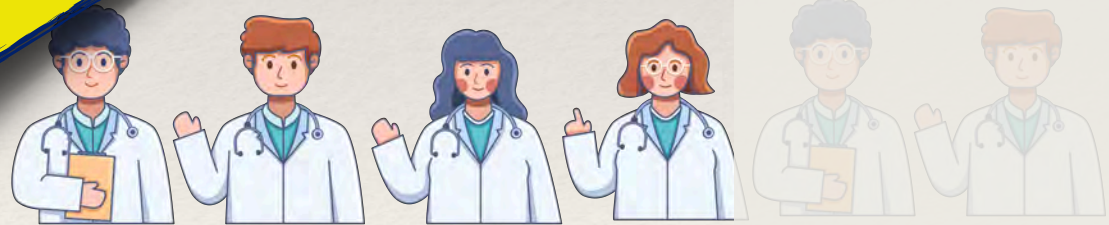
1:6

2033



1:5

2040



1:4

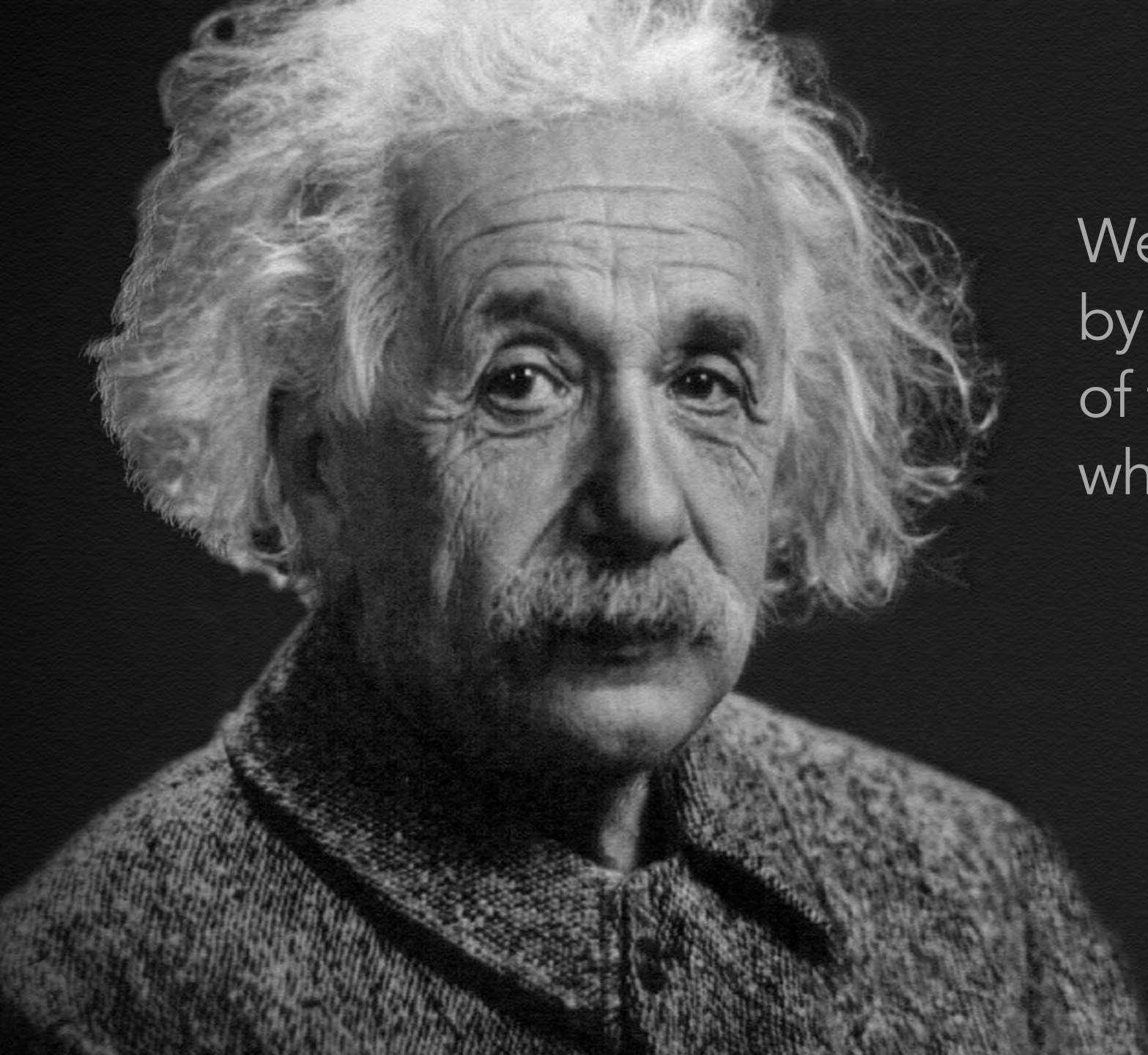
Colleagues we do NOT have!!

"... 1 in 3 doctors and nurses report depression and 1 in 10 experienced recently passive suicidal thoughts !!"

WHO MeND survey, with 90.000 responses



We are facing a
new kind of
Code
BLACK



We can't solve problems
by using the same kind
of thinking we used
when we created them.

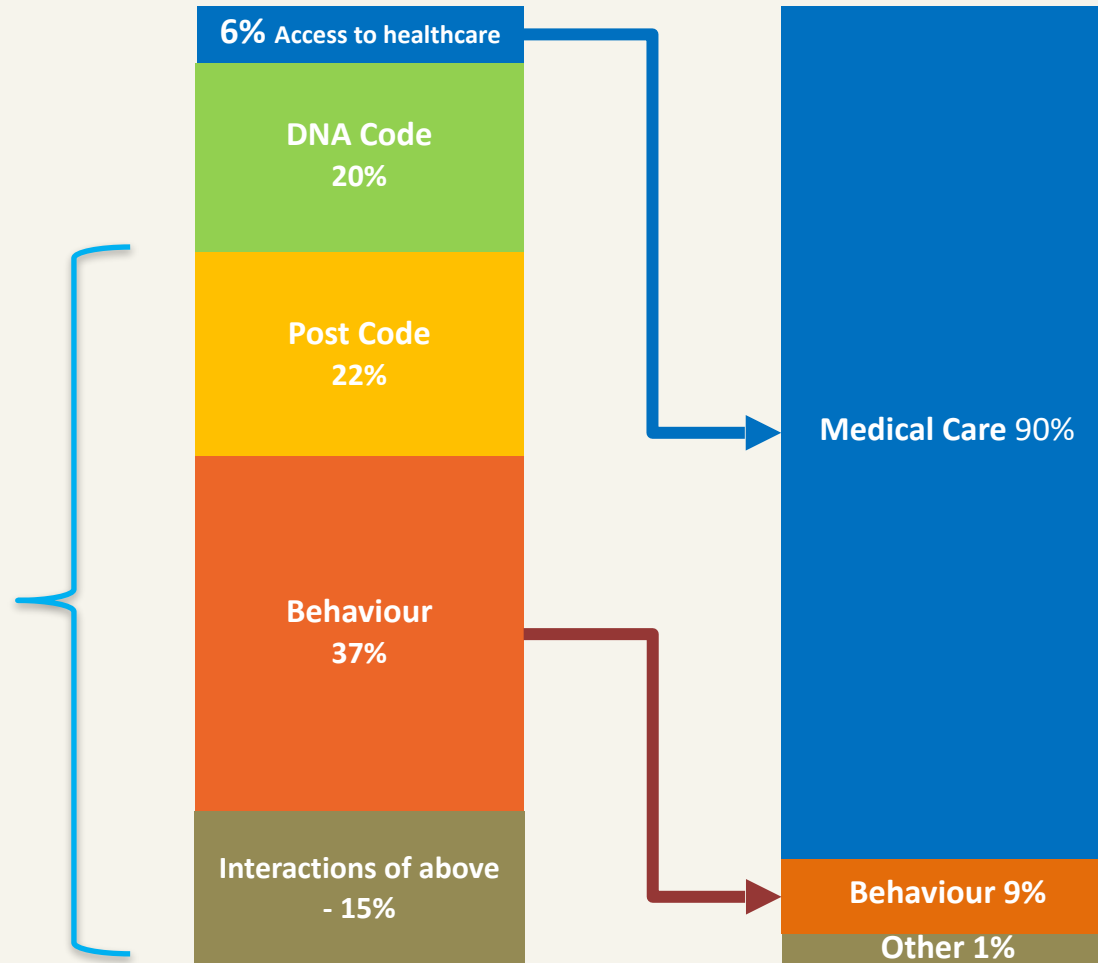
*What is the % of impact of
healthCARE
on health*

?

Drivers of health

Where we invest

Where
health is
created





Laura Engler
Transform Health

KTLA

CNN



More healthcare ...

*is not the solution for
the current challenges,*

... more health is!



Think Different



50% OF FALLS HAPPEN IN / AROUND HOME
So ... 50% DOES NOT

CARVE OUT UP TO

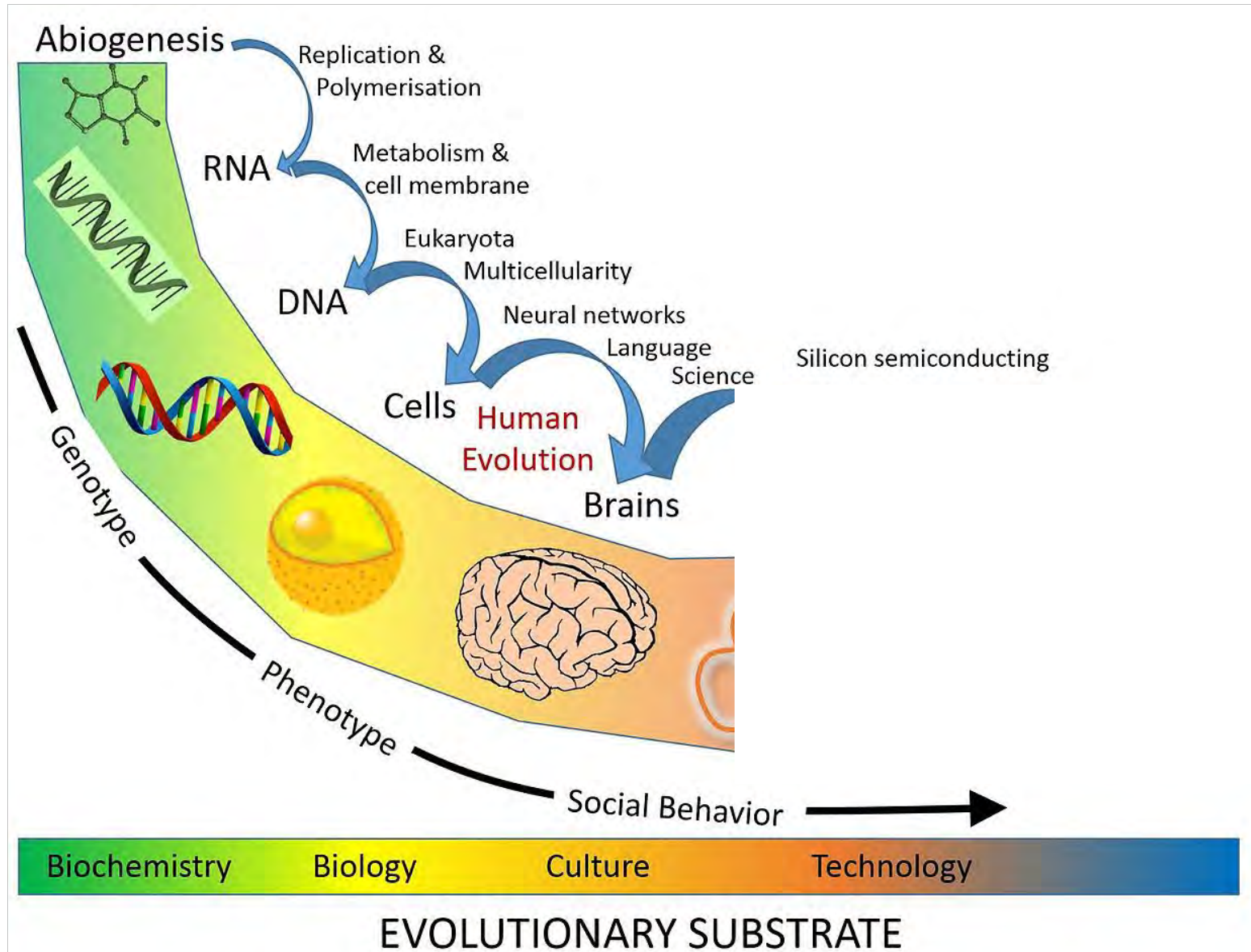
30%



THE DELOCALIZATION OF HEALTH(CARE)

-70%





based on: Gillings, M. R., Hilbert, M., & Kemp, D. J. (2016). Information in the Biosphere: Biological and Digital Worlds. *Trends in Ecology & Evolution*, 31(3), 180–189. <http://escholarship.org/uc/item/38f4b791>



5



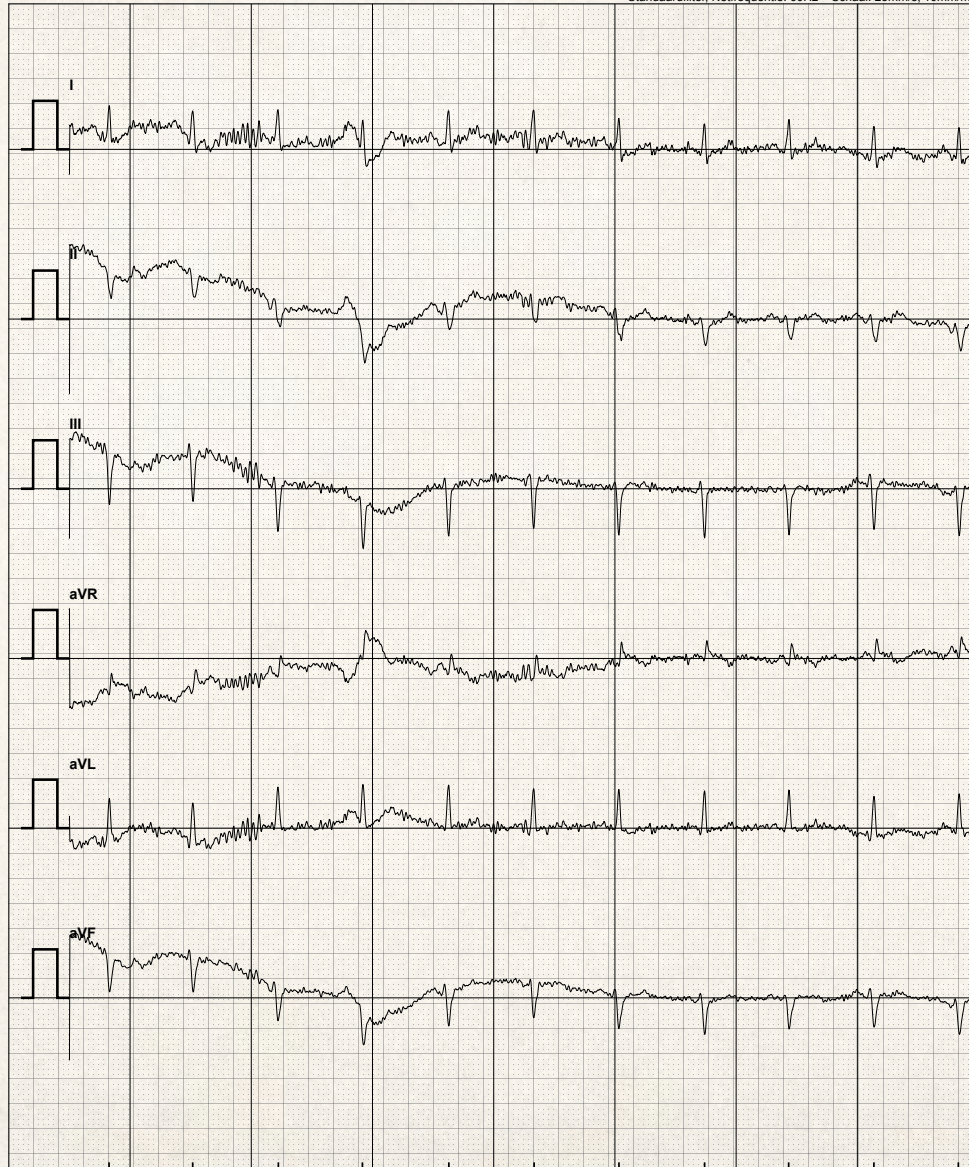
This ECG does not show signs of atrial fibrillation.

Patiënt: Lucien Engelen, 02-07-1962 (57jaar)
Geregistreerd: woensdag 6 november 2019 om 16:24:48
Hartfrequentie: 85 BPM
Duur: 30s

Directe analyse: Normaal
*Directe analyse wordt uitgevoerd bij afleiding I.

Kardia

Standaardfilter, Netfrequentie: 60Hz Schaal: 25mm/s, 10mm/mV



Alivecor Kardia



Medical



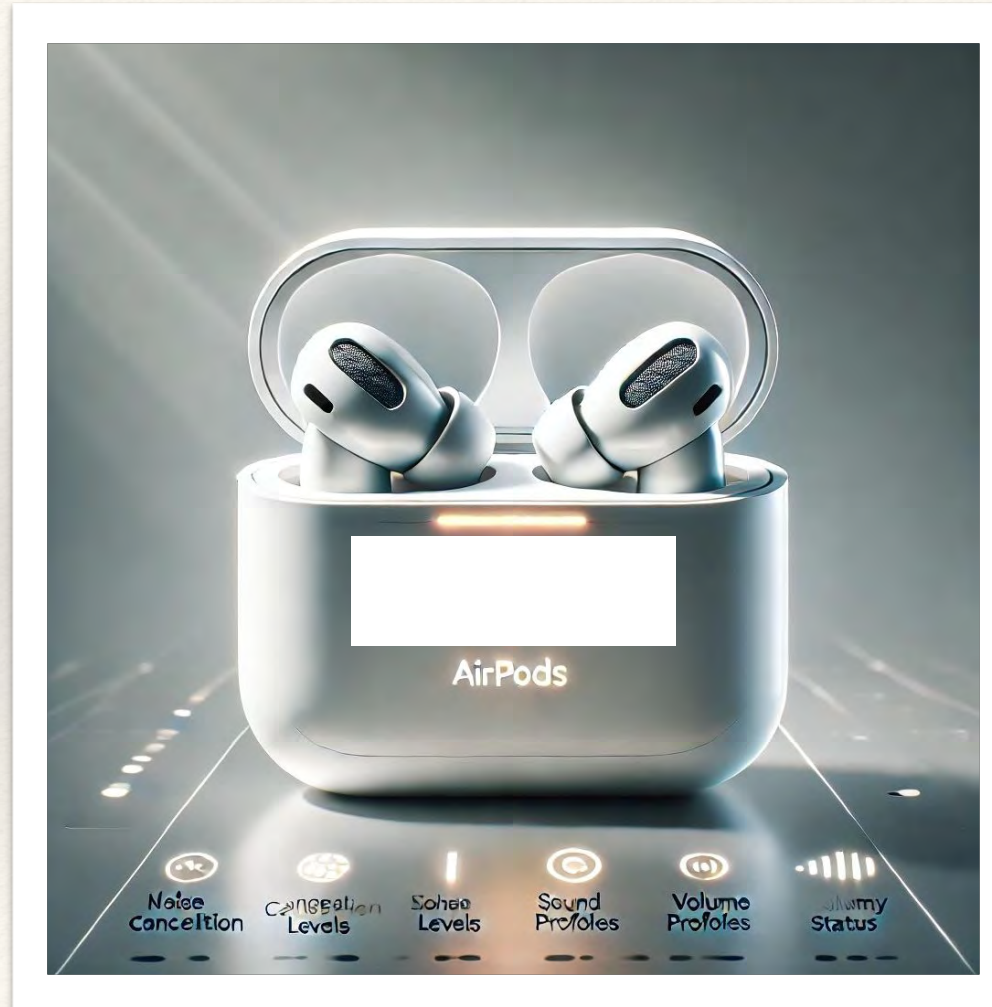
**Observational /
Consumerism**



Medical



Observational / Consumerism

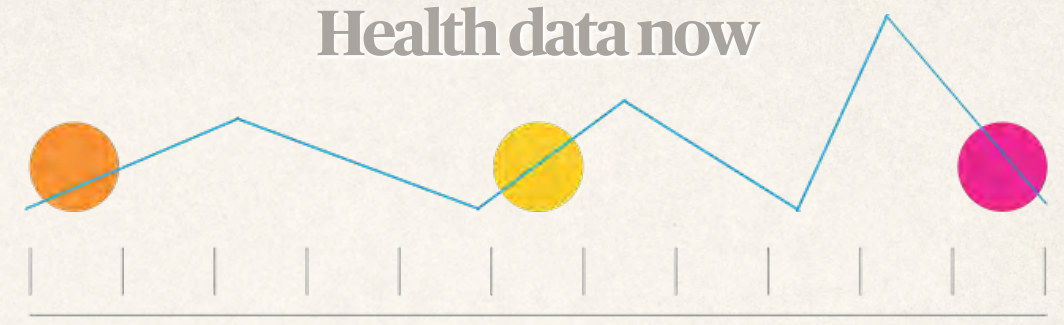


Live vitals in clinical patients

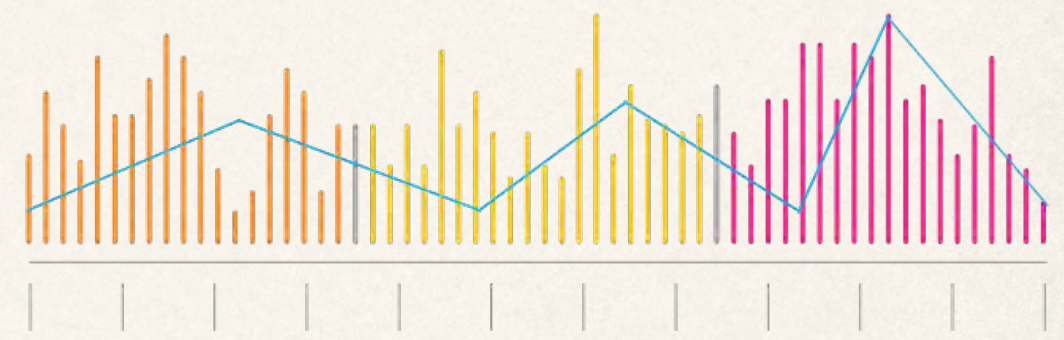
LEAN MONITORING

Life vitals of citizens

Lucian Engelen
Transform Health



... when they need to be
Continuous & Proactive



From three times daily to
24/7 continuous monitoring
Anytime, Anywhere, Always

~~from 'Hospital' to 'Home'~~



from 'Hospital' to 'Phone'

Healthcare will become a software branch.



has
Healthcare ~~will~~
become a
software branch.









 **laurentius**





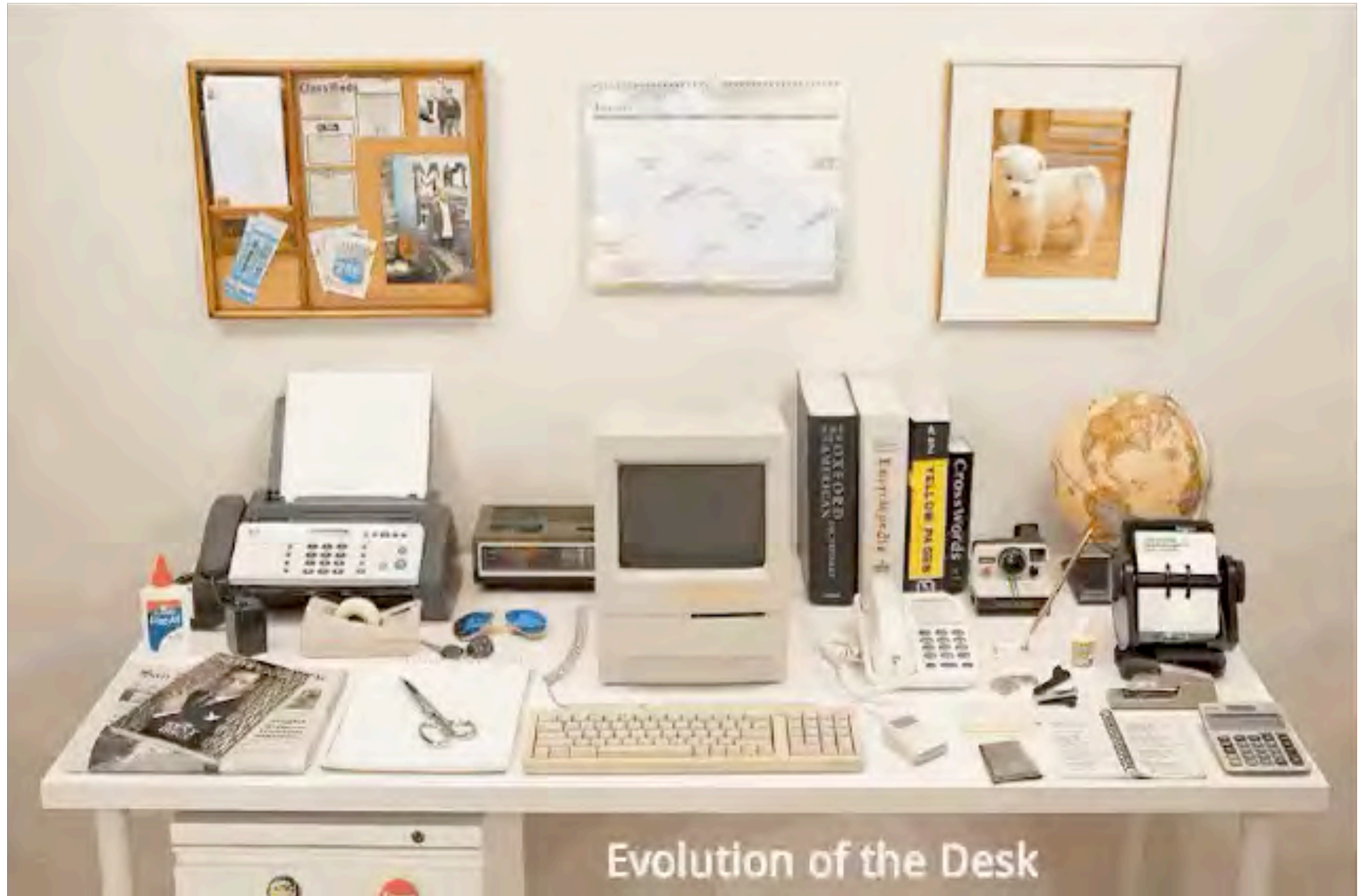


VITESTRO

VITESTRO

Lucie Engle
H MEETS R
Health(care) meets Retail





Evolution of the Desk



We have become a
DIGITAL



TECHNOLOGY CAN BE THE BRIDGE



WE NEED TO REBALANCE



HEALTH SPAN



SICK SPAN

Professional journey



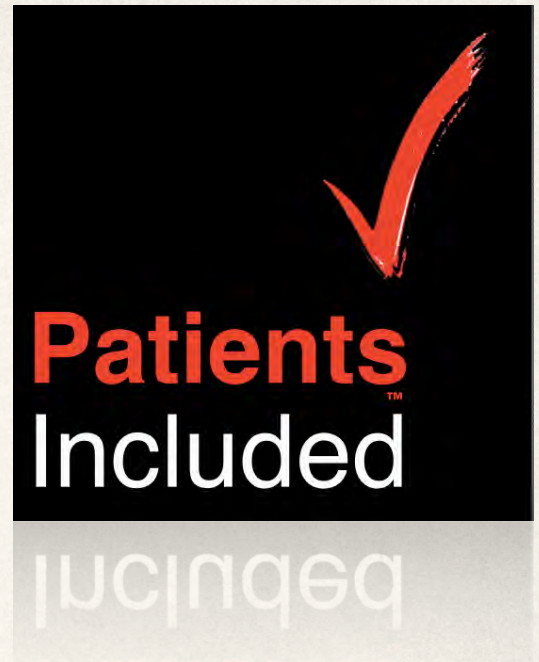
Institution journey



Patient journey



Journey of life



**“Do not listen to me, but HEAR me.
Don’t look at me, but SEE me”**

Rene Tabak



Health(care) meets Retail





Together we build the Future of Health driven by Research & Edge building

GOAL

Identify 30% of the current healthcare activities that can be delocalized to Retail

Identify shifts from Healthcare to Retail that already exist in the market

Investigate customer willingness for the transition from healthcare to health

Build a physical Edge of Health meets Retail to experiment and accelerate the dialogue

TEAMS



Healthcare Research Team



Retail Research Team



Customer Research Team



Exploration Center Team

Deloitte Center for the Edge

PARTNERS





De nieuwe
GIZOND
2030

HUIDCHECK

Wanneer u bij ons komt, wordt u uitgenodigd om uw huid te laten checken door een huidarts. Dit is een gratis service die u helpt om uw huid gezond te houden. Het is belangrijk om uw huid te laten checken, vooral als u last heeft van huidproblemen. Het is ook belangrijk om uw huid te beschermen tegen de zon en te gebruiken voor de juiste huidverzorging.

De huidcheck wordt uitgevoerd door een huidarts die u advies geeft over de beste manier om uw huid gezond te houden. Het is belangrijk om uw huid te laten checken, vooral als u last heeft van huidproblemen. Het is ook belangrijk om uw huid te beschermen tegen de zon en te gebruiken voor de juiste huidverzorging.

WELKOM

WELKOM

PROJECT H

Winkelwagen 2.0



Display

Via het display kunnen de metingen real-time worden afgelezen.



Electroden

Dankzij de elektroden op het handvat van de winkelwagen kunnen metingen van het hart worden gedaan zoals een enkel kanaals ECG, hartslag en hartslag variatie. Door slimme algoritmes kan vervolgens ook het stressniveau worden bepaald.

Stappenteller

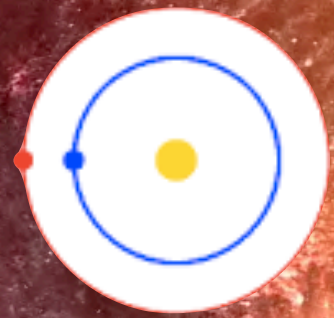
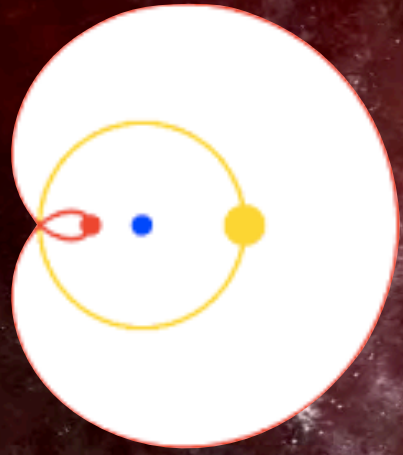
Door gebruik te maken van een eenvoudige kilometer teller kan worden berekend hoeveel stappen iemand ongeveer heeft gezet, gecombineerd met de hartslag levert dit ook een calorïenverbruik op.



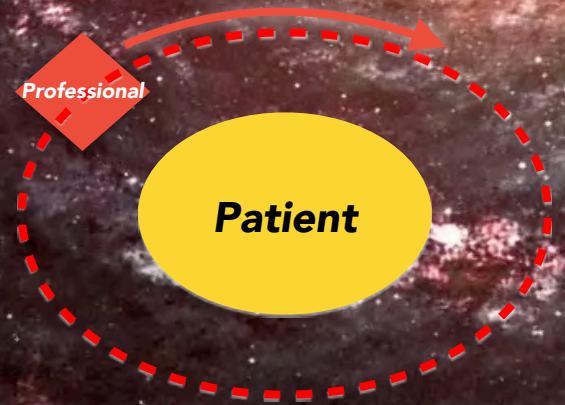
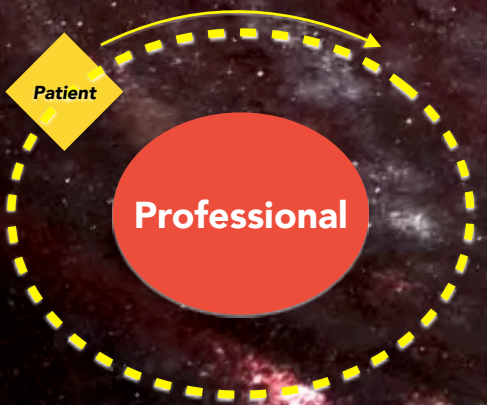
HERE IS MY DATA™

REshape Center
Radboudumc

Lucien Engelen



Health(care)'s Copernican moment



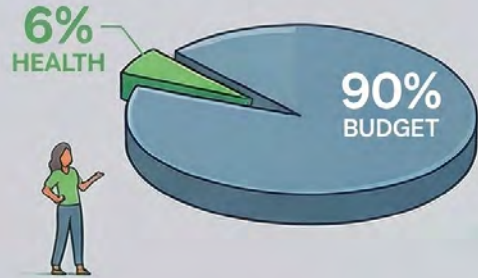
Nicolai
Copernicus
1500

Healthcare's Tipping Point: From Reactive Care to Proactive Health

The Problem: An Unsustainable System

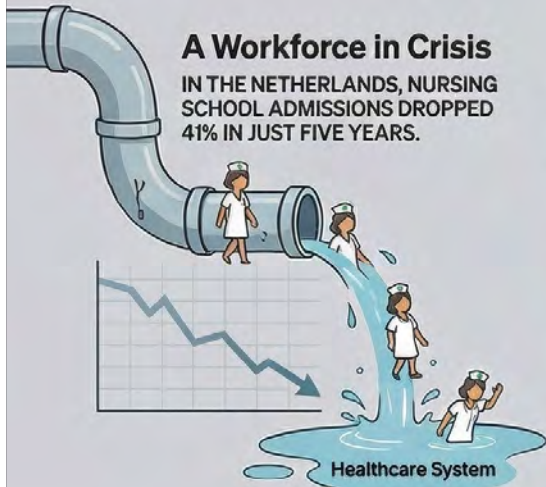
The 6% Problem

HEALTHCARE DETERMINES ONLY 6% OF A PERSON'S HEALTH, YET CONSUMES 90% OF THE BUDGET.



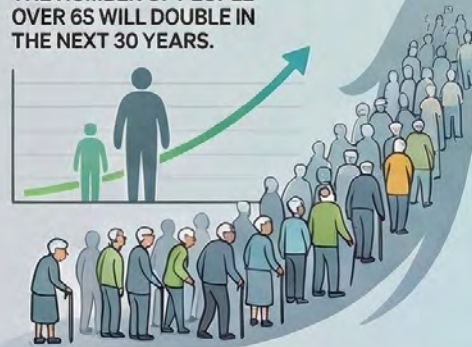
A Workforce in Crisis

IN THE NETHERLANDS, NURSING SCHOOL ADMISSIONS DROPPED 41% IN JUST FIVE YEARS.



Overwhelming Demand

THE NUMBER OF PEOPLE OVER 65 WILL DOUBLE IN THE NEXT 30 YEARS.



The Solution: A New Paradigm for Health

Patients Take Control of Their Data

BY 2030, EU CITIZENS WILL HAVE MANDATORY ACCESS TO ALL THEIR MEDICAL DATA.



Care Moves from Clinic to Consumer

TECH SHIFTS CARE FROM SPOT-CHECKUPS IN HOSPITALS TO 24/7 LIFE VITALS AT HOME.



Health Meets Retail

LOW-COMPLEXITY CARE IS MOVING INTO ACCESSIBLE RETAIL SETTINGS AND AWAY FROM HOSPITALS.



Lucian Engelen







Sandwich Generation

Meet the engine of transition





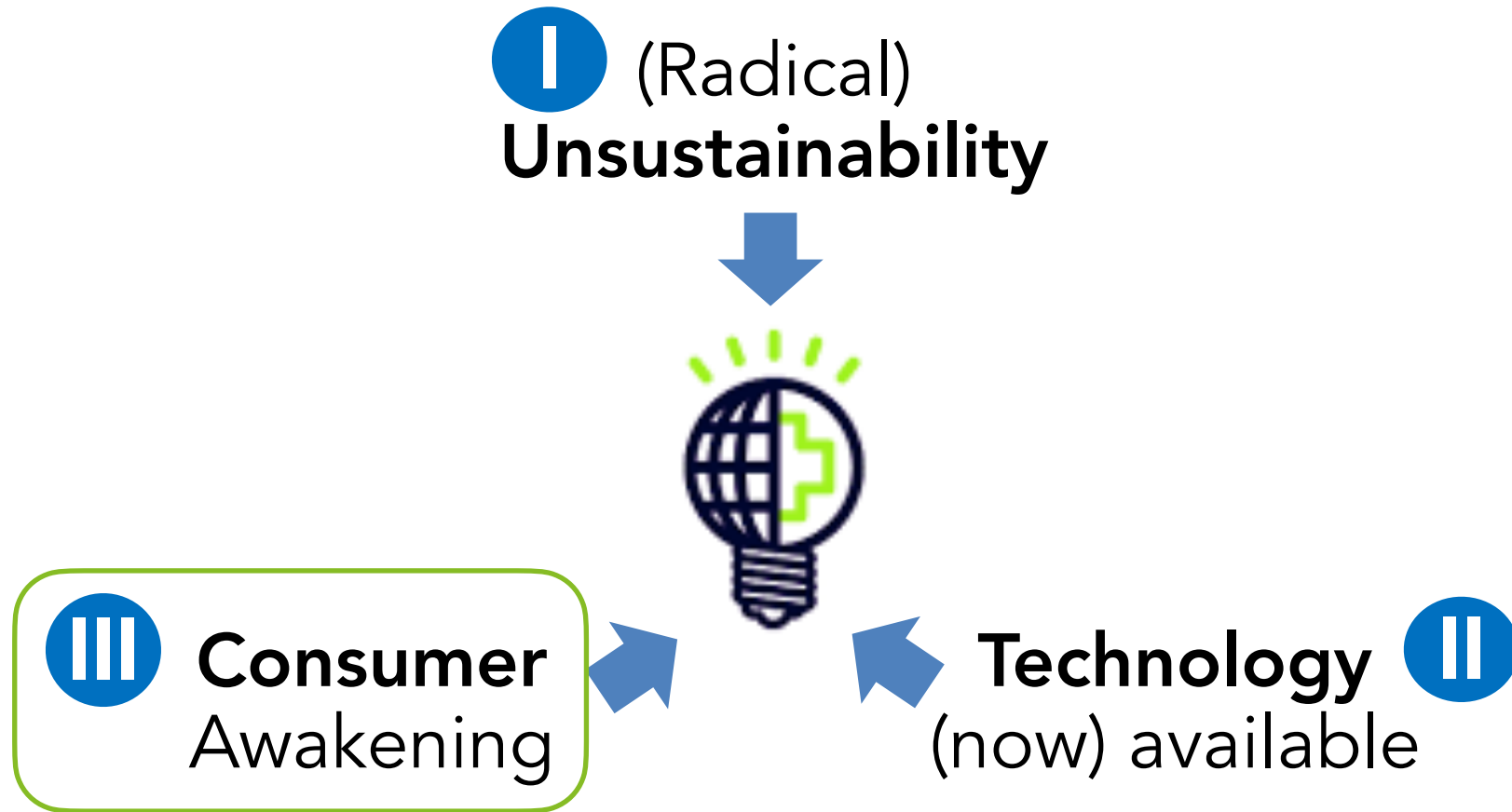
**WHAT DO THESE THREE TECHNOLOGIES
HAVE IN COMMON?**



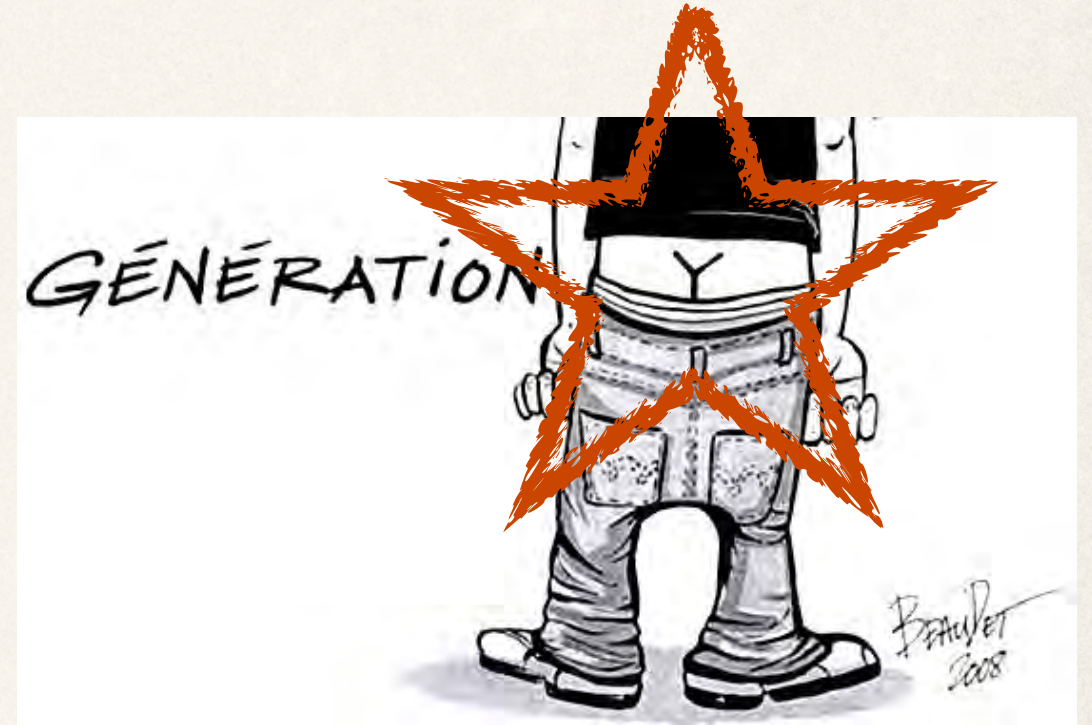
**THEY ALL STARTED FOR THE 'HAPPY FEW...
AND NOW HAVE BECOME COMMON IN
EVERY HOUSEHOLD**



INNOVATION IS OFTEN PAID FOR BY INEQUITY

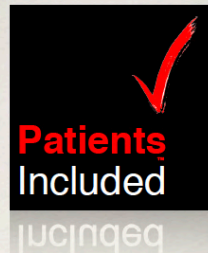
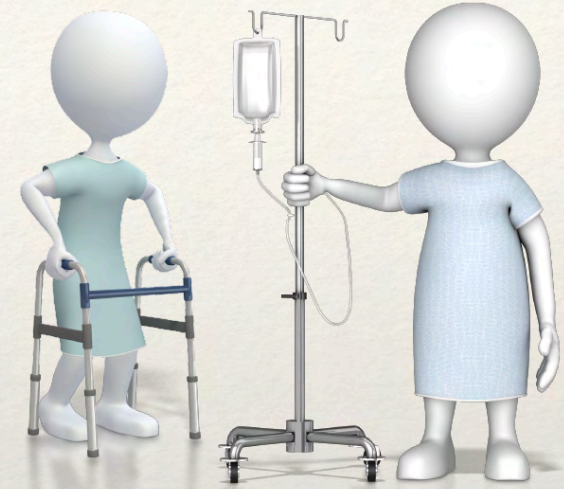
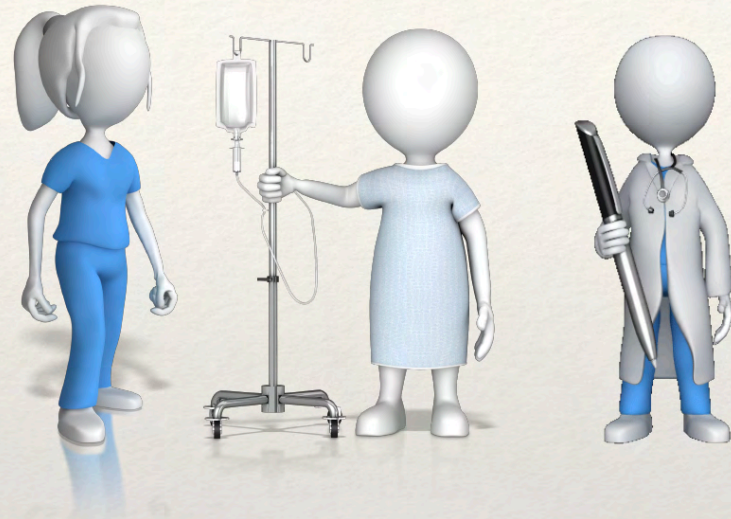


The Innovation Imperative: 3 Forces





Innovation shift



För patients

With patients

By patients

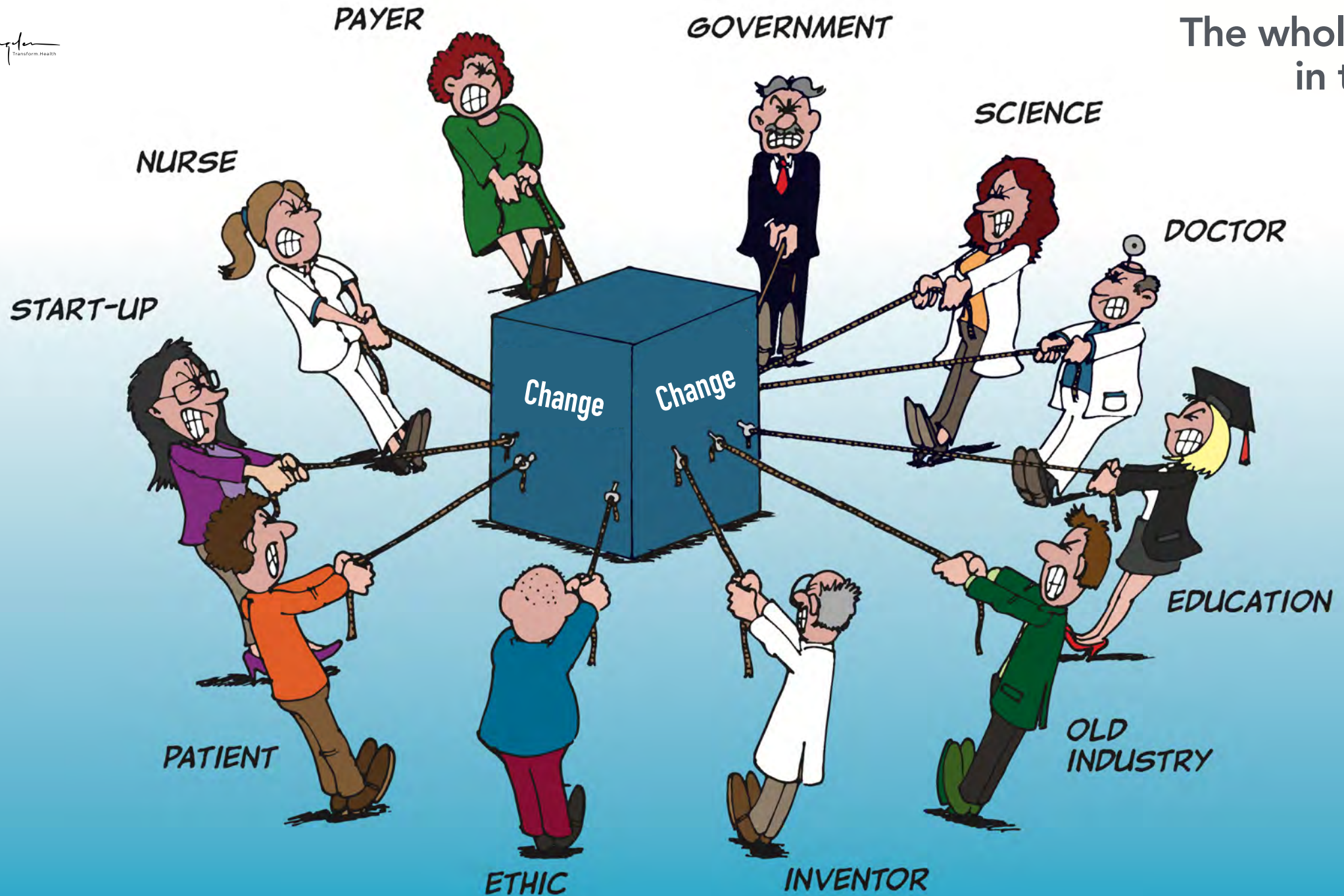


Patients
IncludedTM



Nurse
IncludedTM

The whole system
in the room





2025/327

5.3.2025

REGULATION (EU) 2025/327 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

of 11 February 2025

on the European Health Data Space and amending Directive 2011/24/EU and Regulation (EU) 2024/2847

(Text with EEA relevance)

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,

Having regard to the Treaty on the Functioning of the European Union, and in particular Articles 16 and 114 thereof,

Having regard to the proposal from the European Commission,

After transmission of the draft legislative act to the national parliaments,

Having regard to the opinion of the European Economic and Social Committee ⁽¹⁾,

Having regard to the opinion of the Committee of the Regions ⁽²⁾,

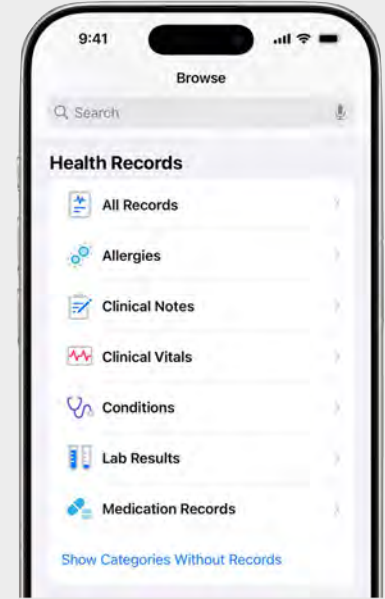
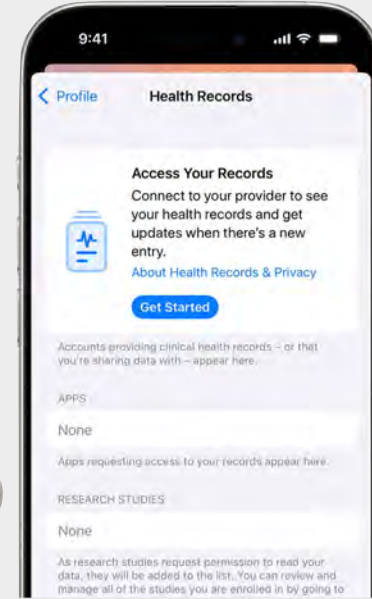
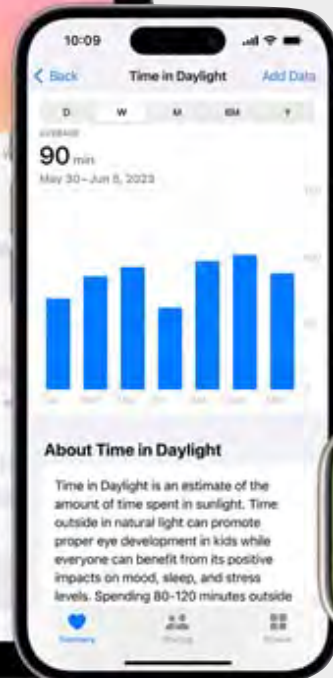
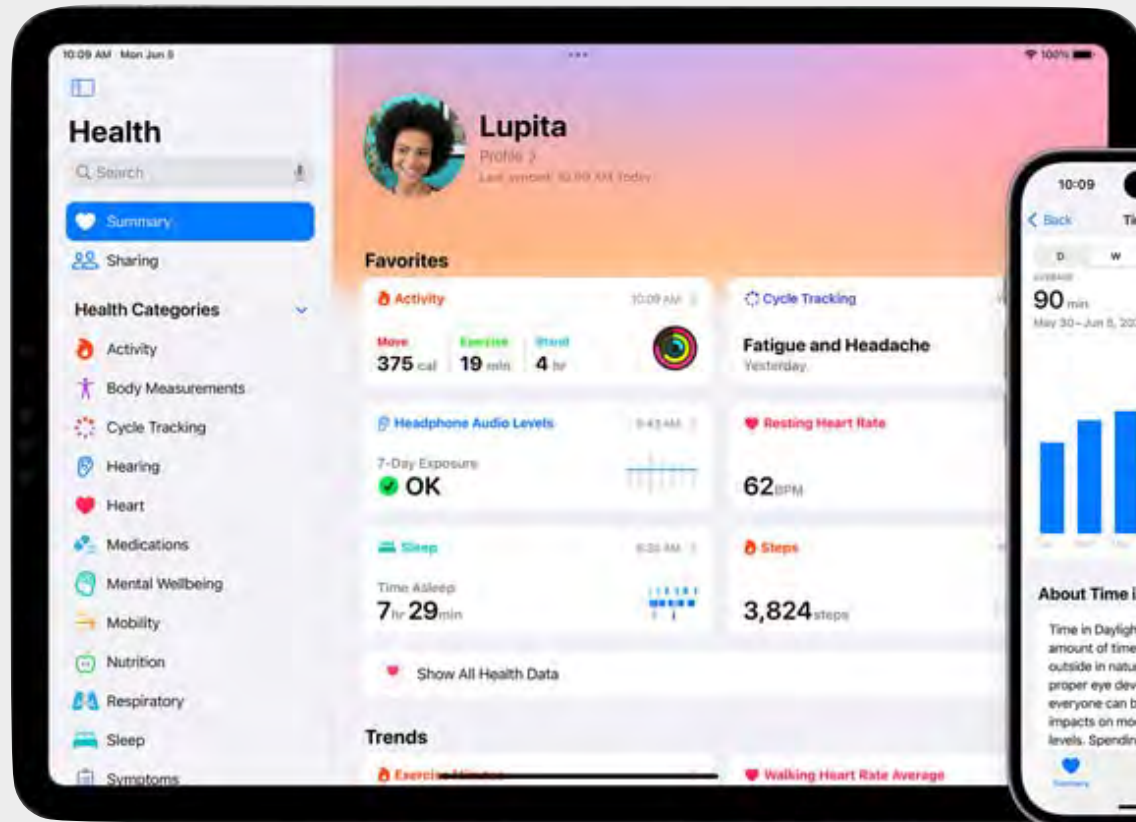
Acting in accordance with the ordinary legislative procedure ⁽²⁾,





For a European
Health Data Space

#HealthUnion



SAMSUNG HEALTH

Samsung Health update will let you access medical records



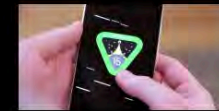
Andrew Romero | Oct 22 2024 - 8:50 am PT 🗨️ 2 Comments



9T05Google

Featured

from 9T05Google



Here's everything new in Android 15 QPR1 Beta 3 [Gallery]

Abner Li | Oct 23 2024



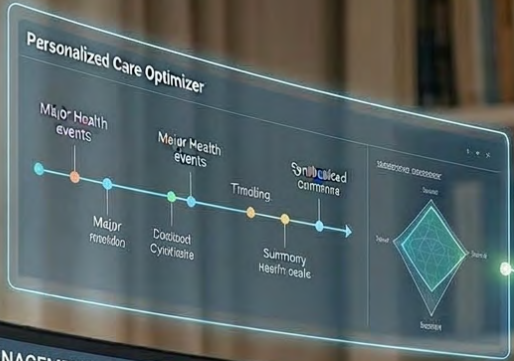
This \$1,000 foldable is far better than I ever anticipated

Damien Wilde | Oct 24 2024

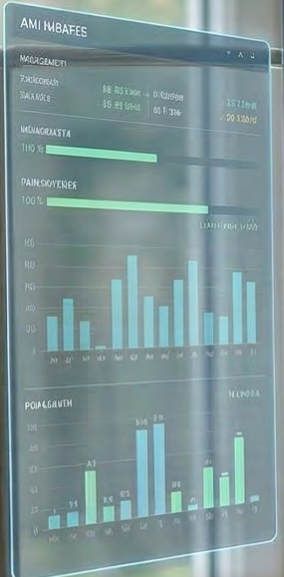


Hands-on: OnePlus packs

EMR / EHR Data



AI
GEMINI
HEALTH
INTEGRATED
ANALYSIS



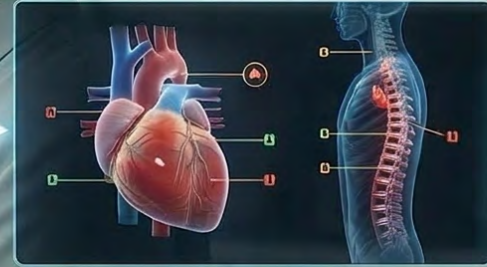
EMR / EHR Data



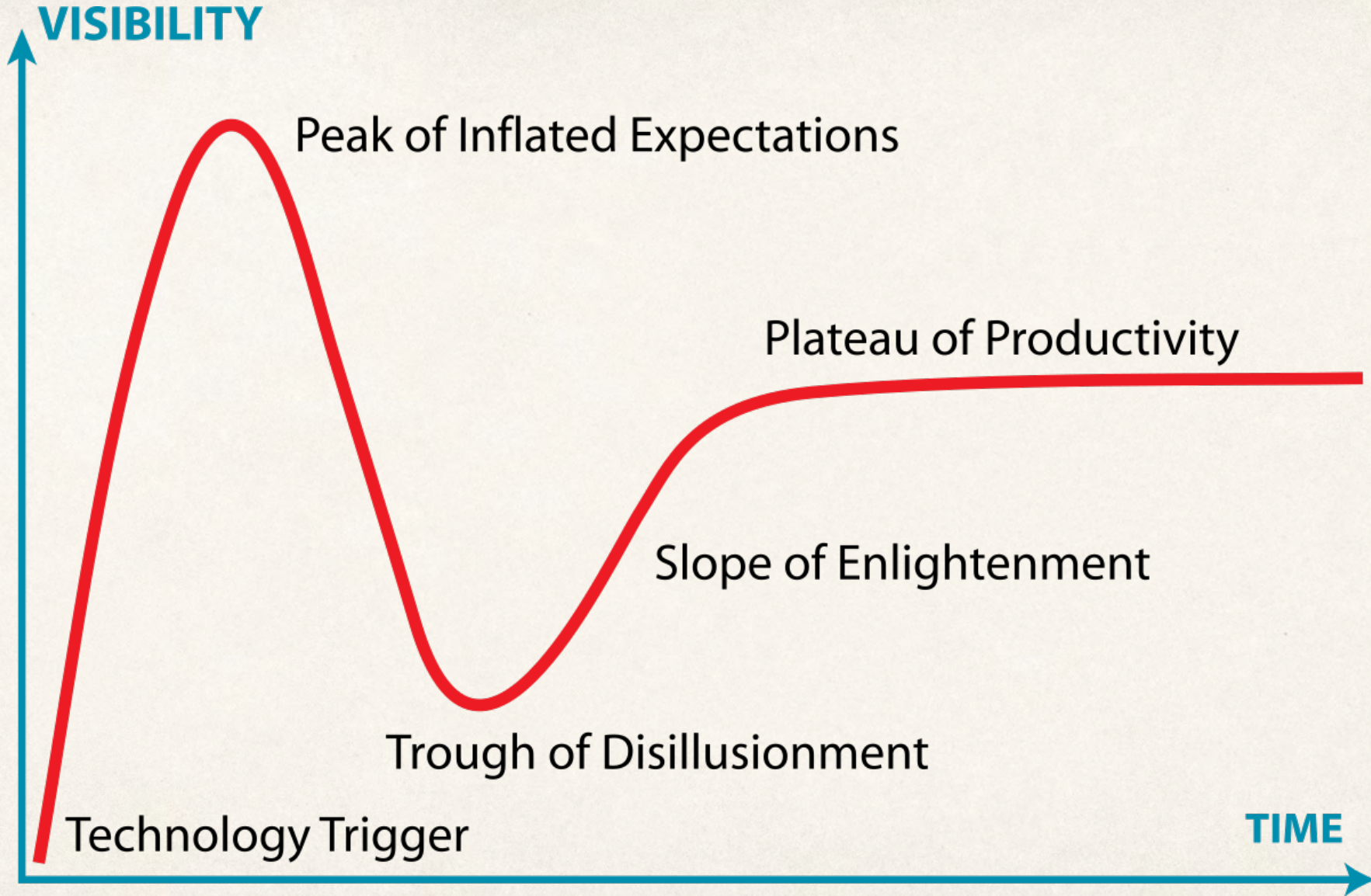
Smartphone Health Data



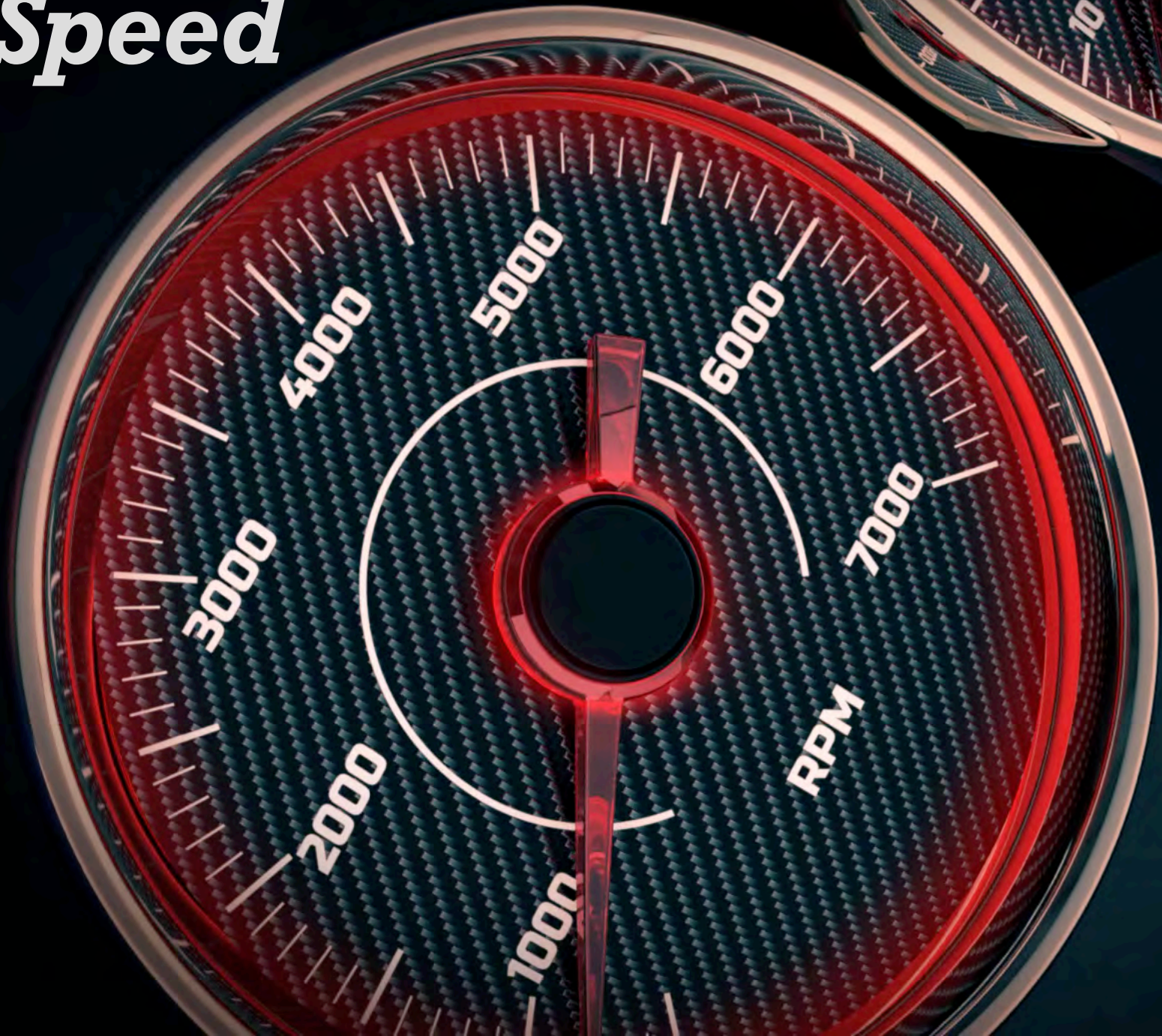
Wearable Device



MANAGEMENT OUTCOMES:
[Active Care with Cardio Risk Mitigation]

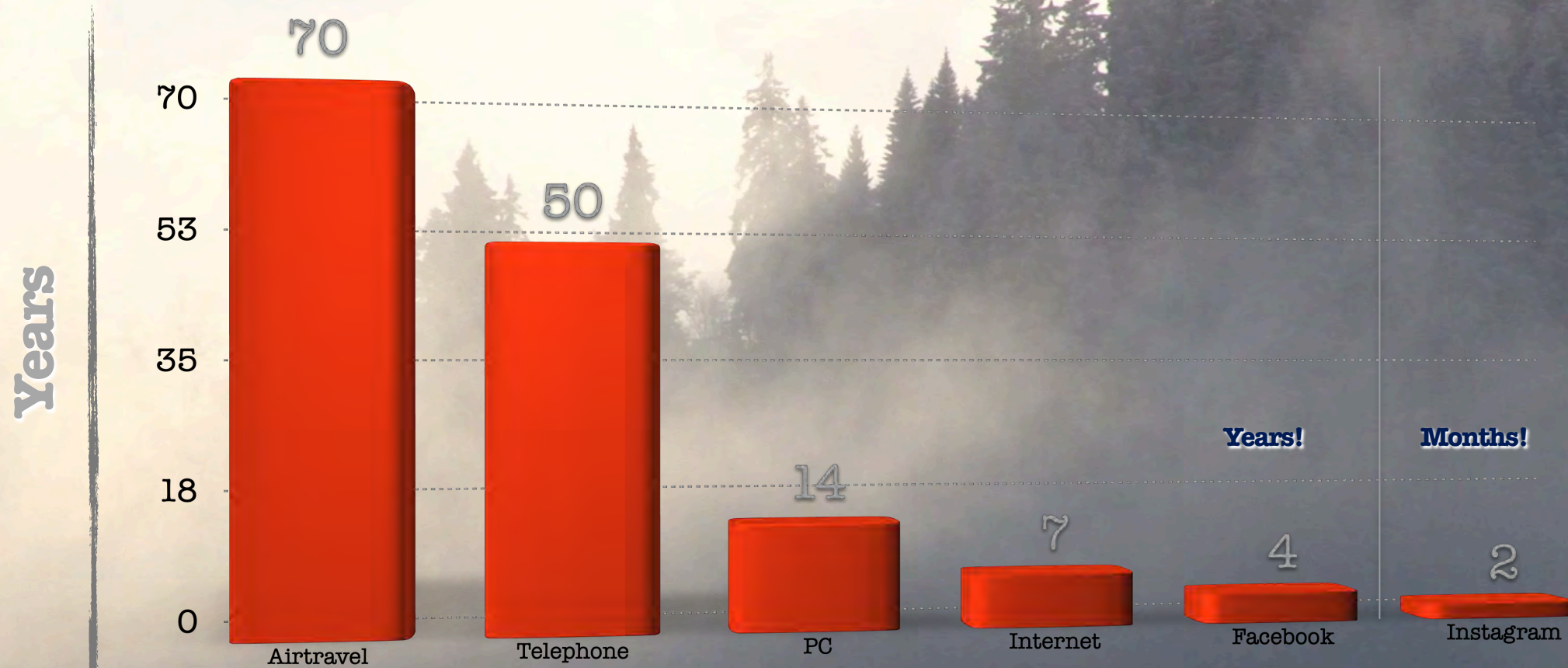


Speed



Lucian Engelen
TRANSFORM HEALTH

Years to reach 100 Million people

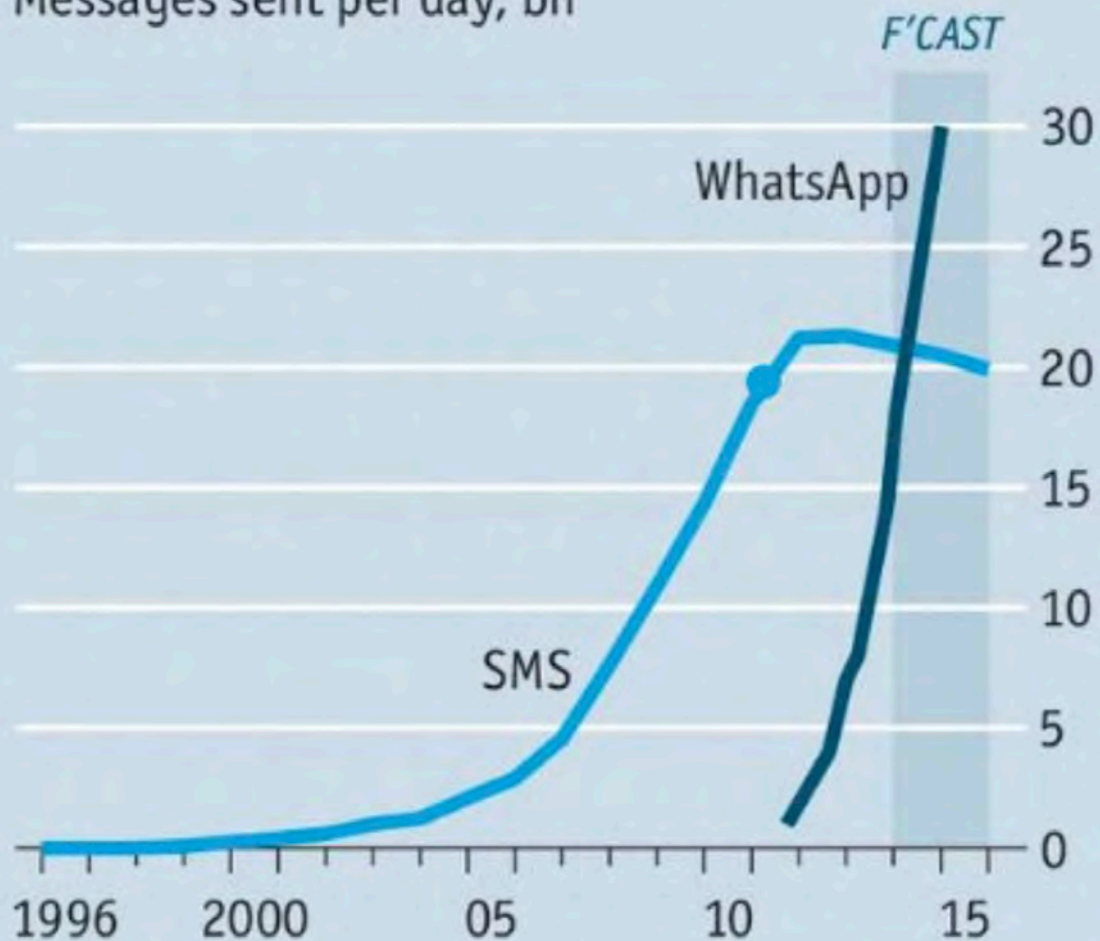


800 Million to date



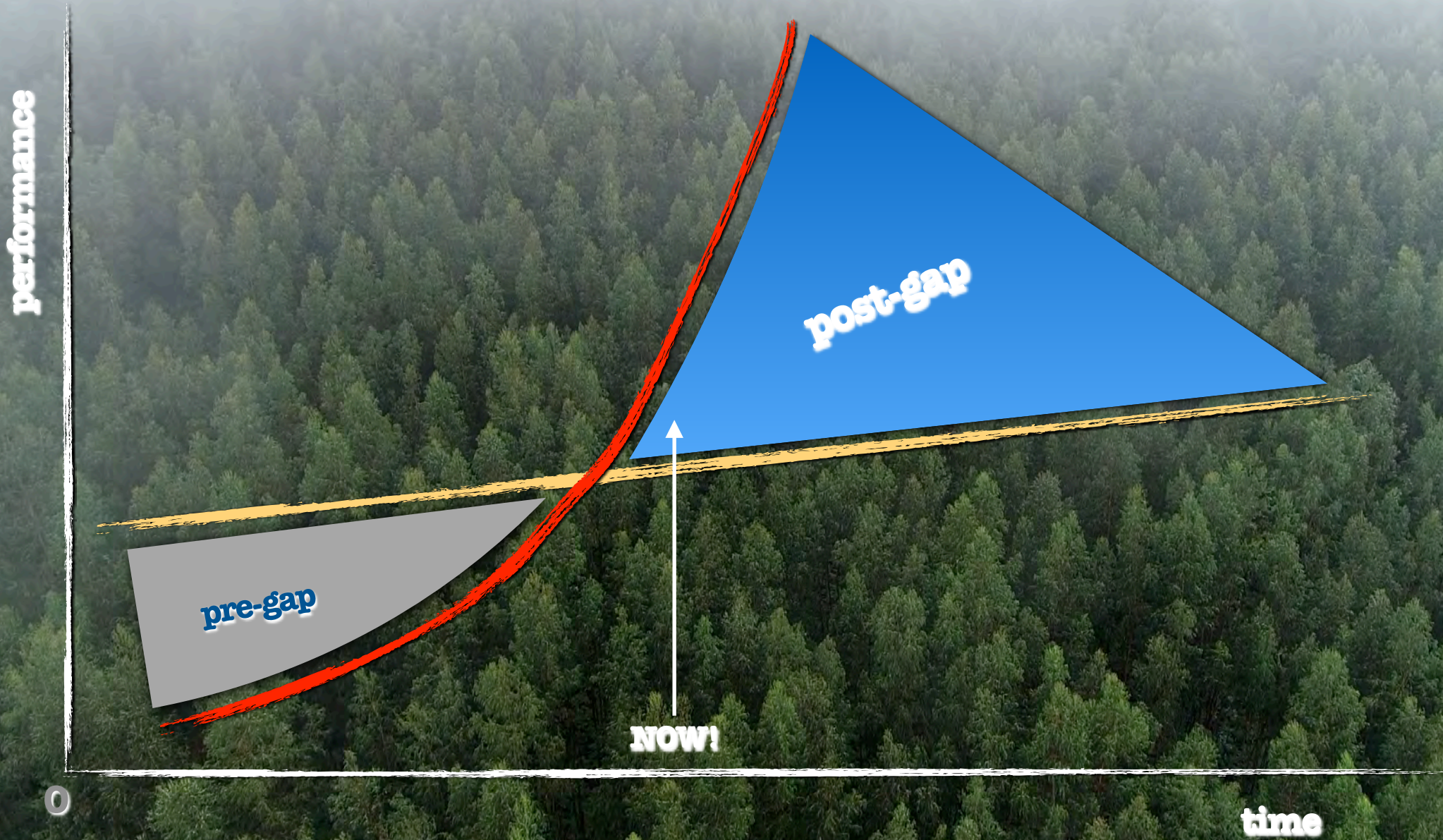
OMG, RIP txt

Messages sent per day, bn



Sources: Portio Research; a16z

**The Future
will fool
history**







AND THEN THERE IS

AI



Value

Smart Technology Era



AI

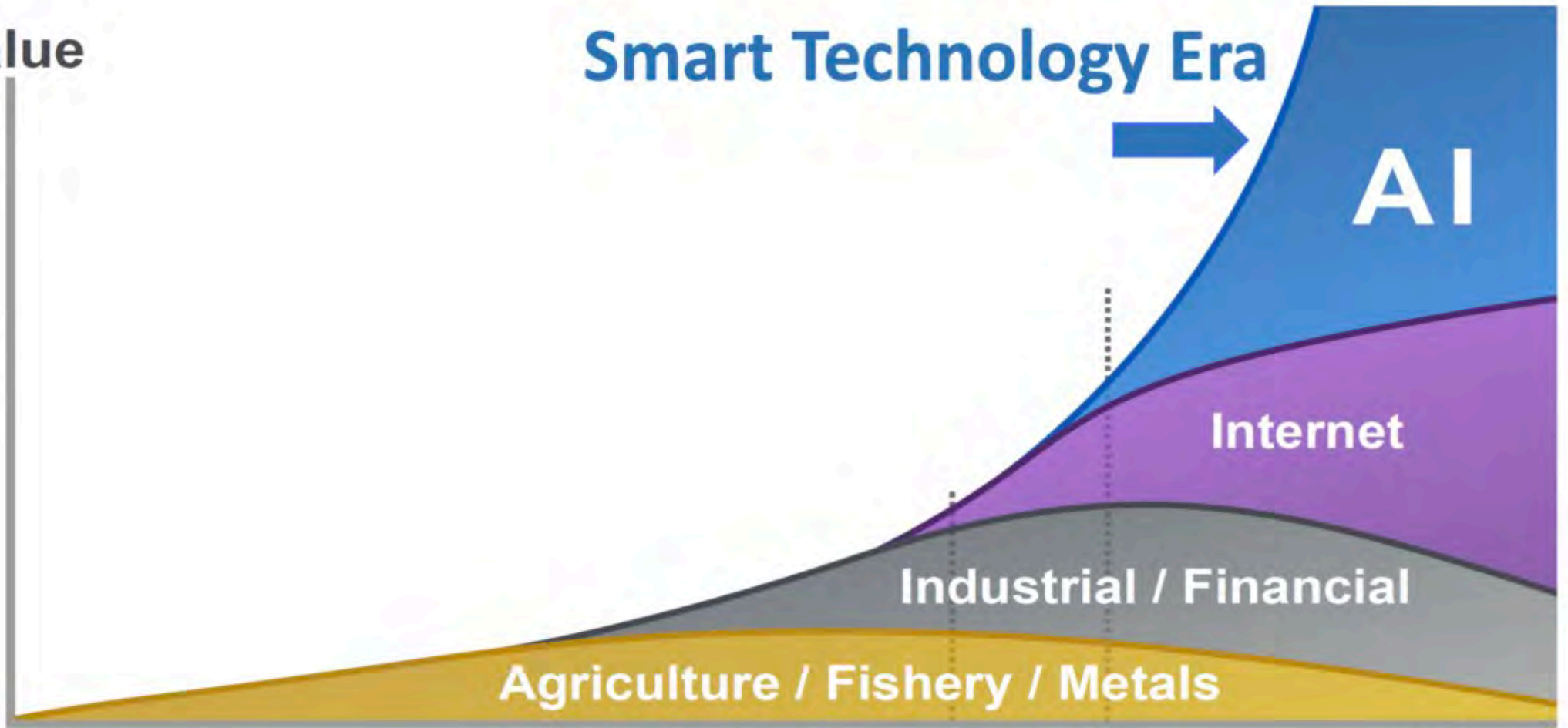
Internet

Industrial / Financial

Agriculture / Fishery / Metals

1995 2019
25 years

Time





?

AI DIAGNOSTICS

AI SCHEDULER

LLM RESEARCH AGENT

AI CLINICAL DECISION SUPPORT

AI DRUG DISCOVERY

AI DOCUMENTATION WRITER

PREDICTIVE PATIENT DATA

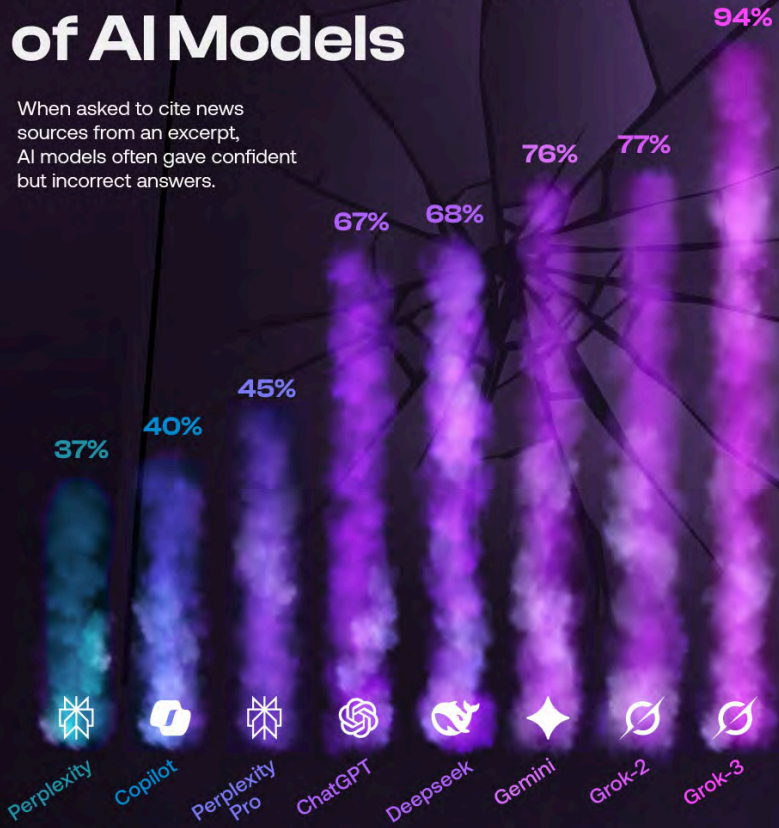
HOW *NOT* TO GET OVERWHELMED USING AI IN THIS ERA OF EXPLODING TOOLS

TELEHEALTH AI ASSISTANT

Cracks in the Act:

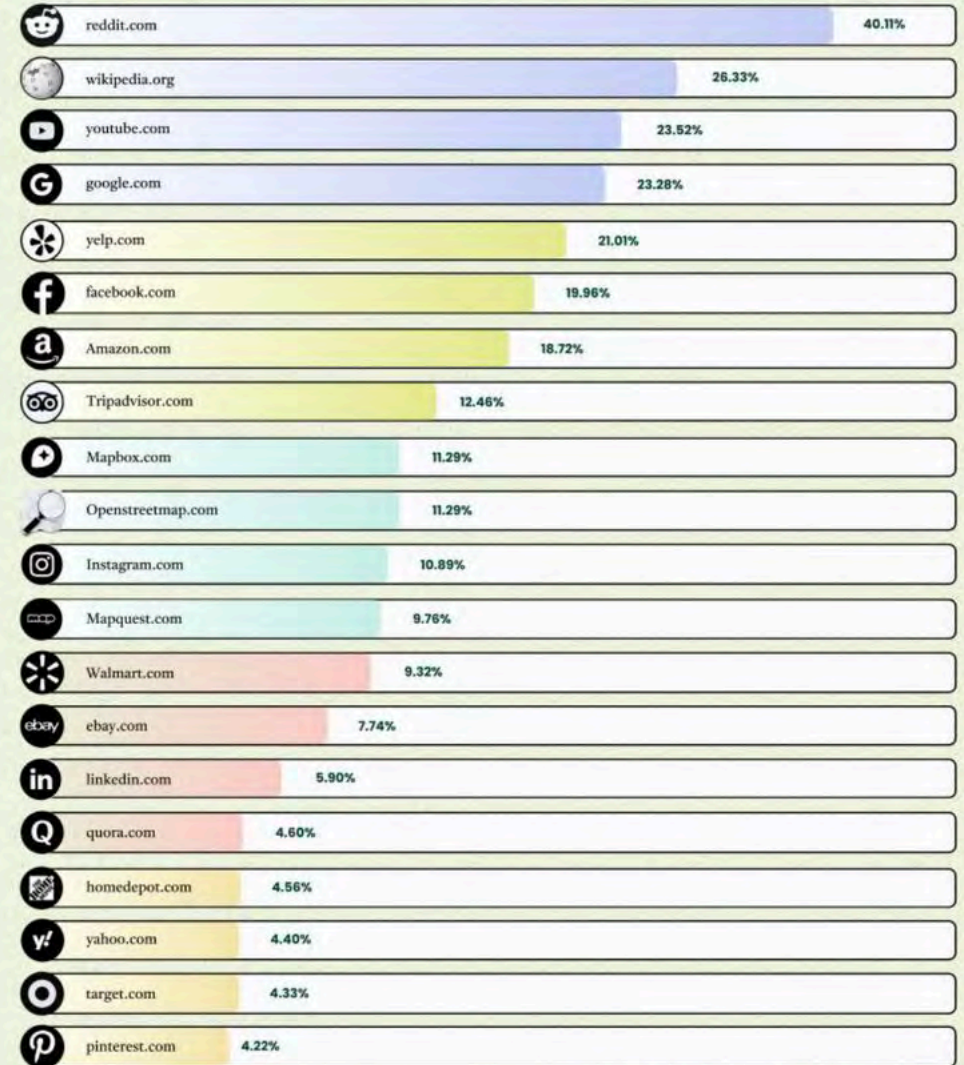
Hallucination Rates of AI Models

When asked to cite news sources from an excerpt, AI models often gave confident but incorrect answers.



Source: Columbia Journalism Review, March 2025. Hallucination rate based on answers that were either completely or partially incorrect. Responses where no answer was provided were not considered a hallucination.

Where AI Gets Its Facts From





Data-hunger

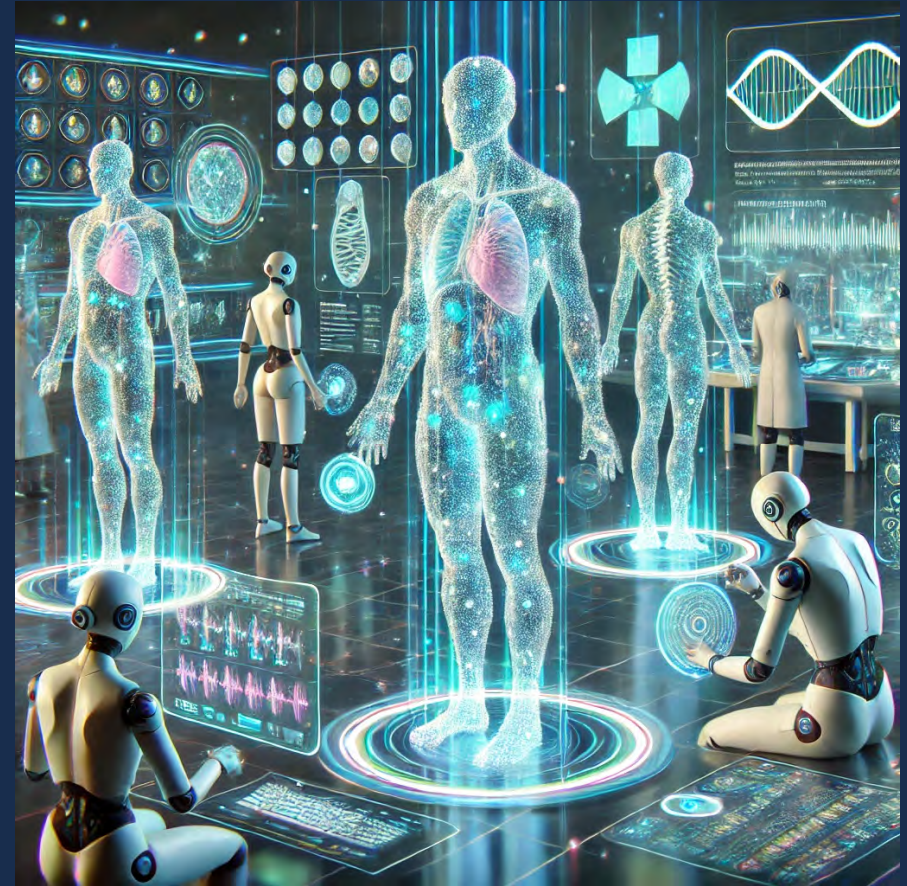




SMARTER

AI Agents Agentic AI

Is going to disrupt
websites, portals, apps
and point solutions
and EMR's



8-OUNCE CUP ALLREADY FULL



Lucian Engelen

WHAT CAN BE TAKEN OUT FIRST!





Red Bull



Red Bull

MOTUL

Red Bull

Red Bull

MOTUL

189

188

ELIAS HOLMINTONEN

ST

ST

PERFORMANCE PARTS

Lucian Engler



Cashing the Humanity Dividend: How AI Could Return Time to Care





THE RIVER OF DATA

DATA SHIFT

**STATIC
DATA**

**HISTORIC
DATA**

**WITHIN
walls of hospital**

**PREDICT
-ALITICS**

**RECENT
DATA**

**OUTSIDE
walls of hospital
WITH alarming**

**PRESCRIPT
-ALITICS**

**REALTIME
DATA**

**OUTSIDE
walls of hospital
Collecting data**



(112) 23 101

AMBULANCE

AmbulanceZorg Limburg Noord

71-ZHT-5

RESTAURANT MENU



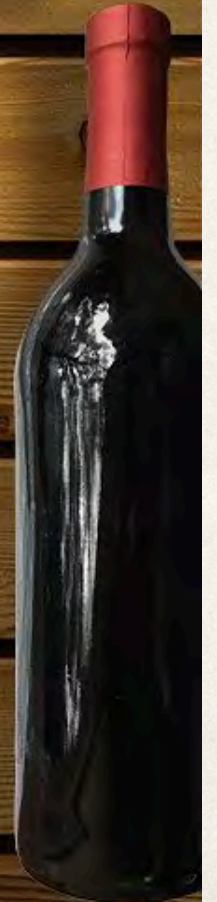
APPETIZERS



When people talk
about us when
we're not at the table:
We are on the menu.

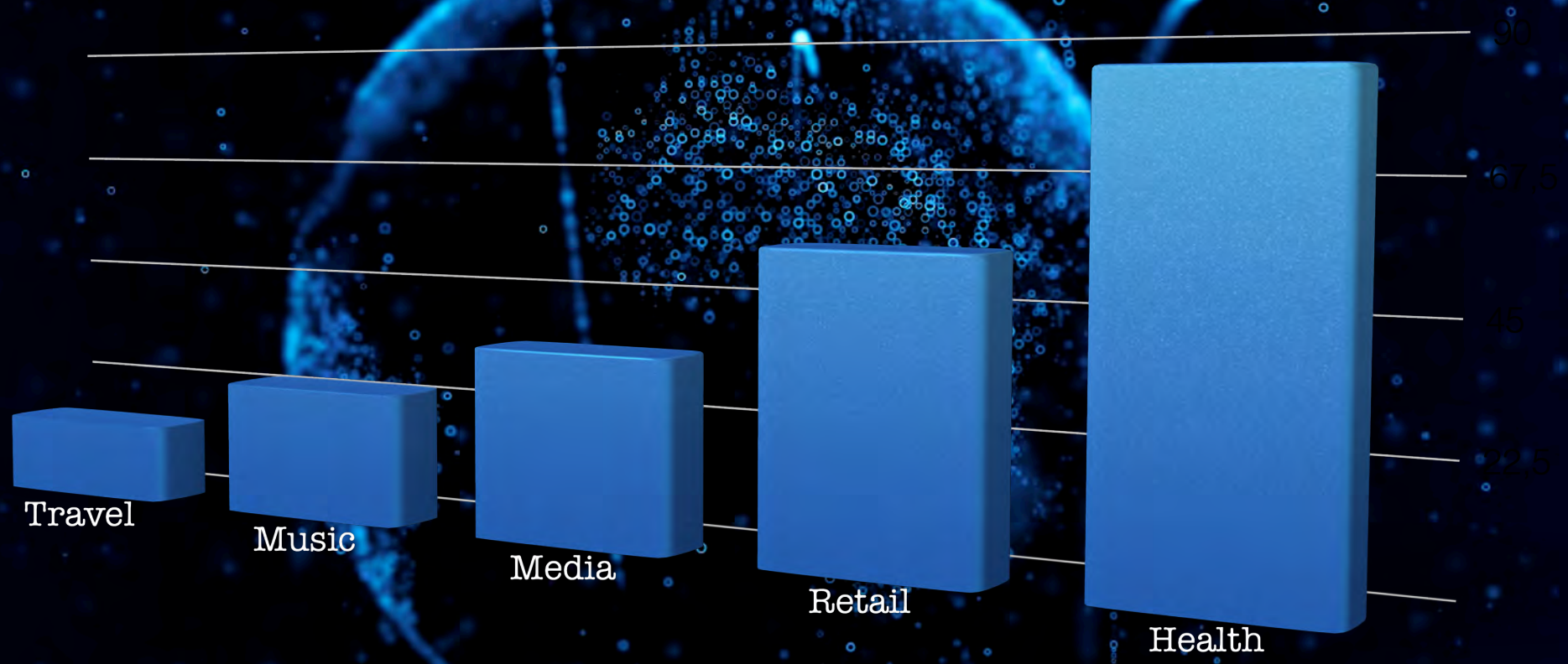
Health(care)

Lucian Engler
Transform Health



A photograph of a snow-covered mountain peak. The mountain is covered in white snow, with dark rocks visible on the upper slopes and the peak. The sky is blue with some white clouds. The text "CHANGE ALWAYS COMES FROM THE EDGE" is overlaid in the center of the image in a blue, bold, sans-serif font.

**CHANGE ALWAYS COMES
FROM THE EDGE**



amazon.com[®]



PillPack by Amazon Pharmacy
[HOME](#) [HOW IT WORKS](#) [PRICING](#)

amazon pharmacy

Prefer your meds in bottles?



[Visit Amazon Pharmacy >](#)

PillPack
by Amazon Pharmacy

Prefer your meds in packets?



[Visit PillPack >](#)

Your medication, sorted and delivered

[Introducing PillPack \(1:14\) >](#)



299 EURO FULL HEALTH SCAN 50 MILLION DATAPOINTS



The screenshot shows a mobile article on the Sifted website. At the top, there is a hamburger menu icon, the Sifted logo, and a red "Join" button. The article title is "Spotify founder Daniel Ek officially launches new startup — and this time, he's taking on healthcare". The sub-headline reads "Neko Health's launch confirms earlier Sifted reporting on the Spotify founder's next moves". The byline is "BY MIMI BILLING 2 FEBRUARY 2023" and the author is "Daniel Ek and Hjalmar Nilsson, founders of Neko Health". The background image shows two men, Daniel Ek and Hjalmar Nilsson, standing in a modern office setting.

A row of social sharing icons: Facebook, Twitter, LinkedIn, Email, and Print. To the right is a red "Pocket" button and a red circular badge with the number "50" and a checkmark, labeled "Knowledge Tracker".

Spotify founder and CEO Daniel Ek is launching a new startup which aims to shake up an industry even bigger than music: healthcare.



**DIGITAL TRANSFORMATION IS
MAKING THE WORLD
A LOT SMALLER**

**HEALTH(CARE) HAS BECOME
A SOFTWARE BUSINESS...**

**HEALTH IS BECOMING
A SOFTWARE BUSINESS...**



A close-up photograph showing a healthcare worker in blue scrubs holding the hand of an elderly patient lying in a hospital bed. The worker's hand is resting on the patient's hand, which is resting on a white blanket. The worker's other hand is holding a stethoscope. The background is blurred, showing a hospital room.

the Power of the human touch



SIR LUKE FILDES (1887)

**THE TECHNOLOGY IS THE HYPE,
CHANGE WILL BE PERMANENT**

HUMAN CENTERED DESIGN



THE
TIME
IS
NOW

Lucia Engelen



THE MAPLE-TULIP CORRIDOR

Lucia Engler
LUCIAENGLER.COM



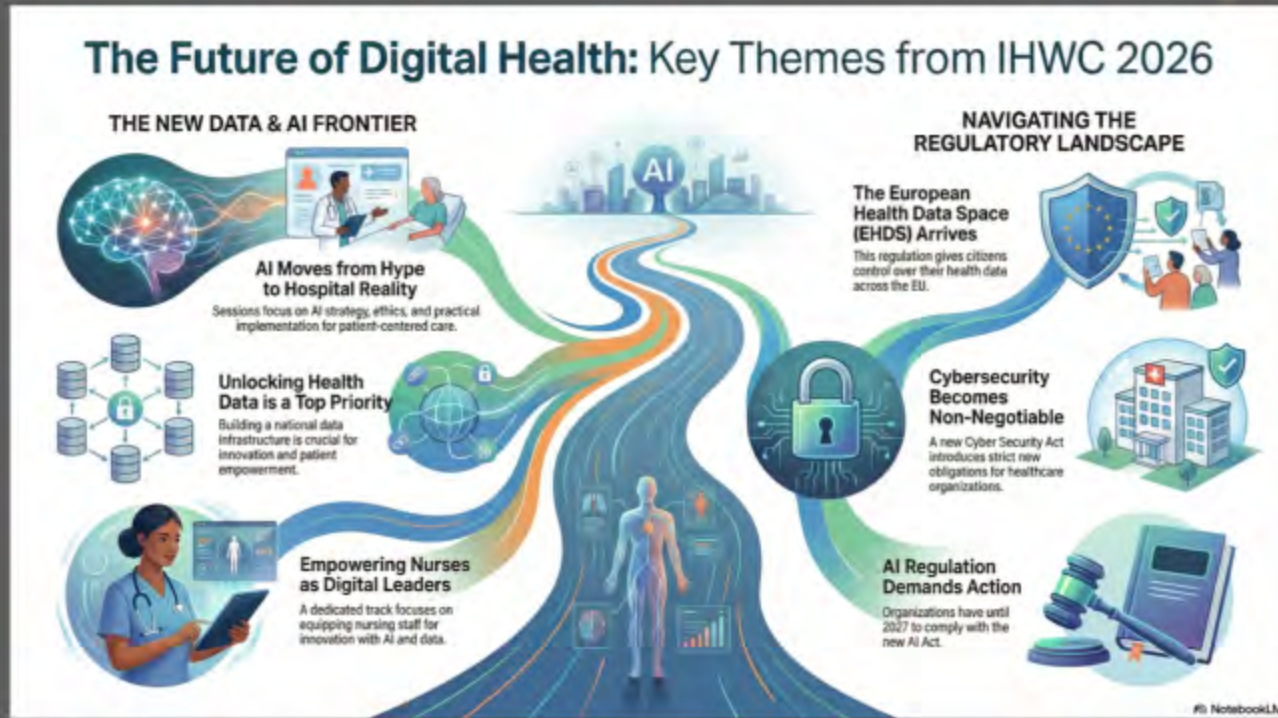
MAPLE-TULIP CORRIDOR
€95.5 BILLION
COLLABORATION CHANCE

JULY '26 AMSTERDAM
JANUARY '27 MAASTRICHT



If we can't go to the US, then the US comes to us!
... and sooo much & many more :

The Future of Digital Health: Key Themes from IHWC 2026



25 keynotes from US and across the globe

300 speakers in total

150 content sessions (no sales talks)

50+ companies present in expo

10.000 visitors

70% **healthcare professionals (HCP)**

In the beautiful Medieval city of Maastricht

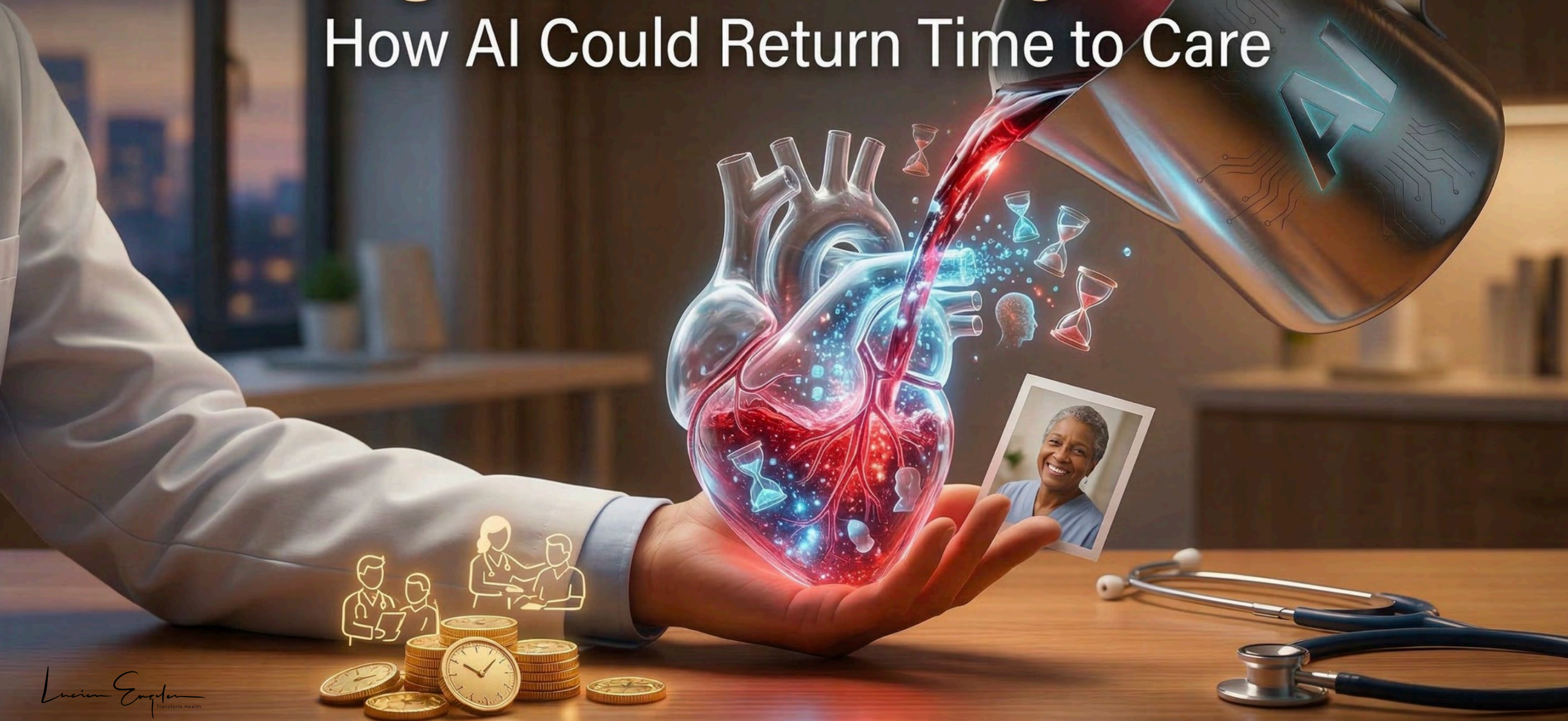
26-27-28 JANUARY 2027
MAASTRICHT, THE NETHERLANDS

3-day ticket
for HCP
€ 35.00



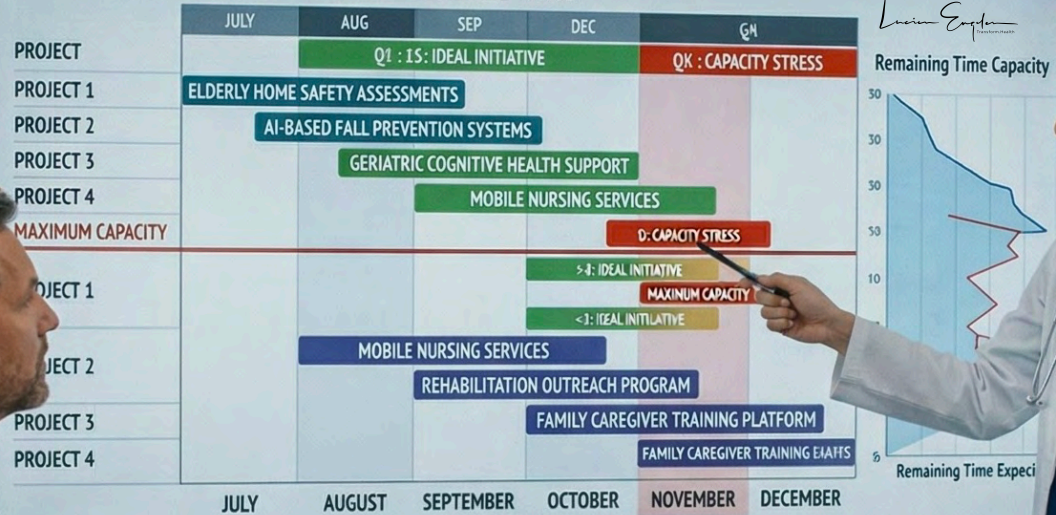
THE MIST WILL CLEAR UP
CHALLENGES ARE WORTH COPING!
ONCE IN LIFETIME CHANCE

Cashing the Humanity Dividend: How AI Could Return Time to Care



TIME-WISE ELDERLY CARE CAPACITY & INNOVATION ASSESSMENT

CENTRAL CITY HOSPITAL GERIATRIC SERVICES WING



Lucian Engle

GERIATRIC SERVICES

GERIATRIC CARE INITIATIVES

ELDERLY CARE RESOURCE

RESOURCE REPORTS

DELOCALIZED
DEMOCRATIZED
DIGITAL
DOLLARS





Images simulated

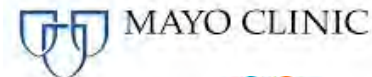
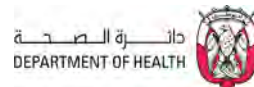


A SOFT LANDING INTO THE FUTURE!

THANK YOU!

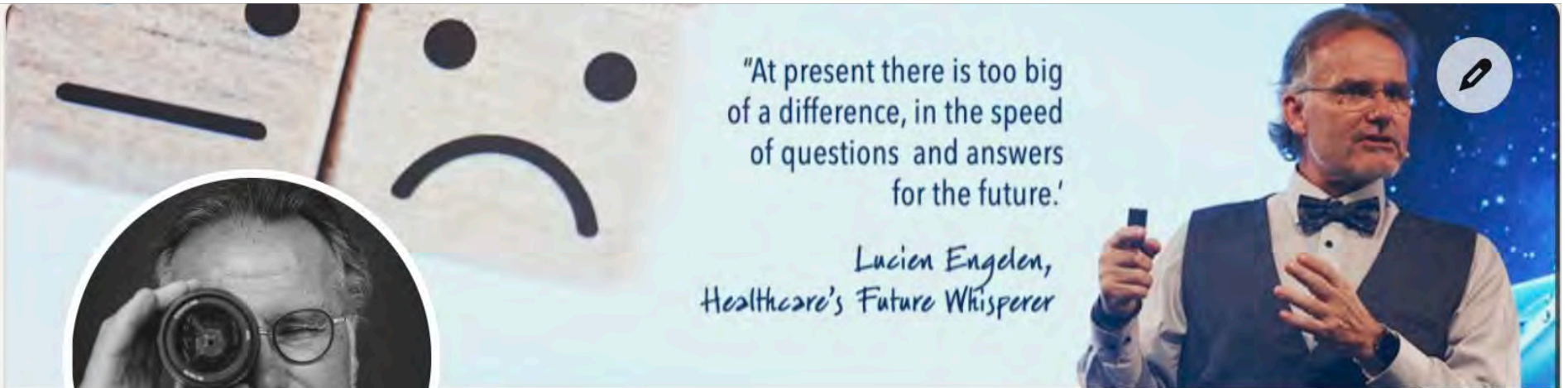


UPS Healthcare
Quality Focused. Patient Driven.



And many others ...

Lucien Engelen
Transform Health



FOR SLIDES



Lucien Engelen



TransformHealth

Health(care) Transformation Maven (former Radboudumc, Vodafone, Deloitte, ZuyderlandMC, Sanofi) | Global ambassador for nursing innovation | a patient & an impatient changemaker | Speaker "Healthcare's Future Whisperer"

Heythuysen, Limburg, Netherlands · [Contact info](#)

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