

Prof. Dr. KOEN KAS



Healthcare futurist • Keynote speaker • Author

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YouTube bit.ly/2xzcpla

Born 24 Apr 1967, Antwerp (BE) • **Citizenship** Belgian

PROFILE

Healthcare thought leader focused on making healthcare **delightful, personalized, and preventive**. International keynote speaker and moderator (400+ talks, incl. Fortune 500), tech scout, and hands-on builder of Digital health / Longevity products, services, and experiences. Creator of **Delight Thinking®**, curator of a **global database of certified health apps / DTx / SaMD (incl. AI)**, and long-time innovator spanning functional genomics, proteomics, biomarker discovery, and oncology drug discovery.

CURRENT ROLES & VENTURES

CEO, Healthskouts (2017–present) - Strategy, scouting & landscaping (disease/tech), digital health, data & AI destigmatisation & demystification, creation of Digital twin Health Companions, and Delight Thinking toolset.

Curator of Certified health apps / DTx / SaMD solution library.

Through Healthskouts and his wider innovation activities, Kas is involved in emerging thinking around next-generation GLP-1-based approaches. GLP-1 therapies such as semaglutide have become widely known through their effects on diabetes and weight management. However, research interest in GLP-1 biology increasingly extends beyond weight loss toward broader effects. His team explores digital engagement tools, patiënt support initiatives and AI companions to guide administration of those drugs towards long lasting lifestyle change. Meanwhile he explores how a therapeutic concept initially developed for one indication can evolve into a broader platform for metabolic and preventive medicine.

Healthskouts is also involved in preventive-health initiatives connecting AZ Zeno hospital and the Municipality of Knokke-Heist. The collaboration is particularly noteworthy because it brings together two environments that have traditionally operated largely separately: hospital medicine and community/public health. The ambition is to explore how hospitals, municipalities, technology and citizens can cooperate to move healthcare further upstream - from treating established disease toward maintaining health and preventing disease.

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Development of unique bloodprofiling technology to measure the impact of lifestyle changes on home-collected, dried blood

Author - *Sick No More* (2014); *Your Guide to Delight* (2018); *EPIC: Unleash Your Full Potential through Health, Technology & Art* (2025). See <https://koenkas.com/books/>



Ambassador / Advisor - Health House (Leuven); VITO **We Are** (citizen-centric health data on Solid); Digital Therapeutics Alliance (DTA); former **Chair**, Healthcare workgroup, Digital Twin Consortium; partner, In4Care Health Arena.

Boards & Advisory Seats - Six seats (VC, accelerator, and digital health startups).

ACADEMIC & SCIENTIFIC

Professor (UGent; formerly KU Leuven) - Molecular Oncology, Digital Health & Healthtech (since 2004).

Editorial & Scientific - Chair, Scientific Committee **European Cancer Prevention Organisation** (ECP); Editor, *European Journal of Cancer Prevention*; Editor, *mHealth Journal*; Judge, **Prix Galien** (since 2017).

Research - Molecular oncology/genomics/proteomics at KU Leuven, Karolinska (Stockholm), Harvard (Boston). 60+ publications; 20+ patents. Currently new research @UGhent on blood profiling using RNA fingerprints on dried blood to prove impact of lifestyle and longevity measurements (Hemoprint)

SELECTED LEADERSHIP (PRIOR)

- **Founding CEO/CSO, Pronota (née Peakadilly)** - Raised €24M VC; built mass-spec biomarker platform; advanced clinical programs in pre-eclampsia, cardio-renal, ovarian cancer & sepsis (acquired by Biocartis → launched as MyCartis).
 - **CSO, ThromboGenics/Oxurion (Oncurious spin-out)** - From humanized antibody discovery to pediatric brain cancer trials.
 - **CSO, Foundation Fournier-Majoie (FFMI)** - Funded 10 innovative oncology biomarker projects.
 - **VIB Business Development Manager** - IP portfolio analysis → creation of Pronota.
 - **Director Drug Discovery, Galapagos** - Helped shift from platform to leading EU drug discovery player (Euronext).
 - **Director Oncology, Tibotec** - Cancer target validation/selection; led epigenomics tech transfer that seeded **OncoMethylome/MDxHealth**.
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SELECTED HIGHLIGHTS & INITIATIVES

- **Delight Thinking®** — Methodology to create “wow” health experiences from a blank page.
- **Certified Health Apps / DTx / SaMD Library** — Global, quality-filtered resource for payers, providers, and employers.
- **Hackathons** - HackEpilepsy (with UCB), mHealth Hack (with Pfizer, IBM, BASE & MLOZ), HealthHack Belgium

- **Talks & Moderation** - 400+ global keynotes across pharma, tech, hospital, policy, and Fortune 500 audiences
 - **Network** - Extensive cross-industry ties (pharma, diagnostics, high-tech, ICT, hospitals, patient groups, academia, government)
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EDUCATION & EXECUTIVE TRAINING

PhD Biochemistry (UIA, Antwerp) - Thesis: *The human FAU1 and FAU1P gene* (1994)

MSc Biology/Biotechnology (UIA, Antwerp) - Highest distinction (1989)

BSc Biology (RUCA, Antwerp) - Great distinction (1986–87)

Business Administration (UIA, 1991–92)

Harvard fellow (Beth Israel Deaconess 1999-2003)

Innovation Management: Strategy & Implementation (Cranfield School of Management, 2012)

AWARDS (SELECTION)

Erasmus Award (1989) • Prix STAS, Royal Academy (1994) • D. Collen Research Award (1998) • NATO Research Fellowship, Harvard (1998) • J. Van Helmont Prize, Royal Academy of Medicine (2000) • Nominated Influential European Voice in Digital Health (2014) • Jury Member, **Prix Galien** (2017–).

EXPERTISE SNAPSHOT

Digital health & DTx • SaMD (incl. AI) • Health apps curation & certification • Longevity & preventative care • Patient experience & behaviour change • Data ecosystems & citizen-centric data (Solid) • Biomarkers & multi-omics • Oncology & immunology • Product and venture creation • Storytelling & executive facilitation.

SELECTED LINKS

Solution Library (certified apps) - healthskouts.com/solutionlibs

Client Cases - healthskouts.com/cases

Publications - ncbi.nlm.nih.gov/pubmed/?term=kas+k

Patents - patents.justia.com/inventor/koen-kas

Health House (soon Vesalius museum) - health-house.be