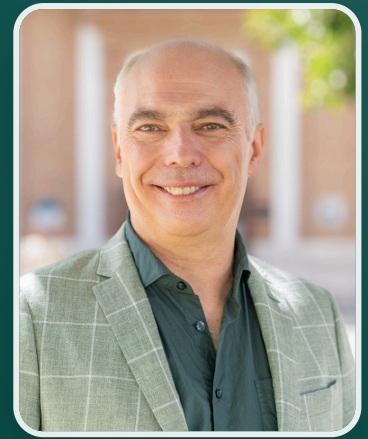


Prof. Dr. Koen Kas

Inviting people and organisations to die young, as late as possible. With AI, longevity science and a healthy dose of delight.



Healthcare futurist

Keynote speaker

Longevity explorer

Creator of Delight Thinking®

Author of EPIC

NN Chair, Ghent University

400+

keynotes and moderations
worldwide

20 yrs

in biotech, oncology and drug
discovery

1

whole genome, sequenced, and
open for your review

3 + 1

books, a fourth on its way

WHY KOEN DOES WHAT HE DOES

Koen Kas believes healthcare should feel less like a repair shop and more like a source of **delight**: something people want, not something they endure. As a healthcare futurist he scouts the technologies, data and science that will let us predict and prevent disease, and turns them into stories that make audiences curious, energised and ready to act the day after. His method, **Delight Thinking®**, designs health experiences starting from the outcome people truly want. His passion today is **longevity**: not just living longer, but living fuller, with purpose, curiosity, creativity and connection, the thesis of his book EPIC. As holder of the NN Chair in Lifestyle Medicine & Longevity he works to make that measurable. Behind the stage sits 20 years in biotech and drug discovery, which keeps the vision grounded in what science can really deliver.

SPEAK

Keynotes & briefings

Provocative, uplifting keynotes for pharma, insurers, hospitals, employers and industry. In person or virtual, English or Dutch.

ADVISE

Strategic mandates

Outside-in advice on patient support, prevention, digital health and AI, for pharma, insurers and health systems.

BUILD

Ventures

Certified Health Apps, the EPIC Longevity Score and a CGM programme that shows people how their own biology responds.

ACADEMIC · SINCE MAY 2026

NN Chair in Lifestyle Medicine & Longevity

Ghent University, Faculty of Medicine and Health Sciences. Mission: make longevity measurable, through HemoPrint, an RNA fingerprint in home-collected dried blood.

ENTREPRENEURIAL · SINCE 2017

Founder & CEO, Healthskouts

Healthcare scouting, disease and technology landscaping, Delight Thinking® and the global library of certified health apps, DTx and SaMD.

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Three flagship keynotes

- 1 AI, Digital Twins & the Future of Health**
AI is becoming Anticipational Intelligence. Digital twins that combine labs, genome, wearables and lifestyle will predict what happens next, not just record what happened. What is already real, what is hype, and what it means for patients, products and business models.

For pharma and medtech leadership, hospitals, insurers, tech companies

- 2 Beyond Longevity: How to Become EPIC**
Living longer is not the goal. Living fuller is. Based on the book EPIC and the NN Chair, from lifespan and healthspan to fullness of life, with the science, tools and experiments that make it measurable.

For employers, insurers, consumer and wellbeing brands, leadership events

- 3 Delight Thinking: Designing Healthcare People Actually Want**
Patients do not want more healthcare. They want more life. Koen's method to design health services from the experience and outcome you want to create, combining science, technology, behaviour and business-model innovation.

For patient-experience, commercial and innovation teams

Formats: keynote (30 to 60 minutes) · keynote with interactive workshop · executive briefing for boards and leadership teams · moderation and session curation. In person or virtual, in English or Dutch, always tailored to your audience and industry.

UPCOMING STAGES

19 Oct	From good to great to Epic in Healthcare · FTI Festival	Brussels
28 Oct	Knokke meets Blue Zones · AZ Zeno & Knokke-Heist	Knokke
29 Oct	Designing Your 100-Year Life · YPO	Amsterdam
14 Nov	De laatste generatie met diabetes · Leefstijlapotheek	Grimbergen
18 Nov	Building Healthcare Systems for National Resilience · AmCham	Skopje
19 Nov	The State of the Art in Longevity · Science of Lifestyle Medicine Summit	Ostend
4 Dec	Beyond longevity. EPIC thinking. · ENTR Future Health	Antwerp

RECENT STAGES, 2026

May	Pharma's Next Interface: AI you can feel, twins you can trust	Lisbon
May	AI and the future of oncology · 450 medical oncologists	Prague
Mar	From heart care to smart care · cardiology congress	Brussels
Mar	Designing a healthy future by digital delight	Vienna

WHAT ORGANISERS SAY

"One of the highlights of our entire healthcare partner event."

Carlo Ciapparelli, Vice President NEMEA, IQVIA

"A clear vision of what healthcare should truly look like."

Wim Vandenhouwee, Commercial Innovation Lead USA, MSD

"Where other visionary thinkers left us with many questions, Koen helped us start working on answers."

A key client

"An energizing and engaging speaker."

Jan Denecker, Marketing Director, UPS

SELECTED AUDIENCES

Amgen · Bayer · Biogen · Boehringer Ingelheim · GSK · Johnson & Johnson · Merck · MSD · Novartis · Pfizer · Roche · Sanofi · UCB · Baxter · Agfa HealthCare · IQVIA · KBC · Vodafone · Coca-Cola · UPS · Mitsubishi

ADVISE

From keynote to mandate

Some organisations want more than one inspiring hour. With a small senior team, Koen works alongside leadership teams to see further ahead and act sooner.

Strategic mandate

A retained partnership of 6 to 12 months on one therapeutic area or transformation: patient support, digital and AI roadmaps, awareness and adherence.

Future scan

Where a disease area, market or patient journey is heading in the next 5 to 10 years, and what to do about it now.

Executive briefing

A half-day session for a board or leadership team: what is coming, what it means for you, where to start.

Innovation sparring

Periodic outside-in sessions for innovation, digital and commercial teams.

RECENT WORK

Boehringer Ingelheim. Multi-month advisory mandate on digital patient support and awareness in MASH (metabolic liver disease), including GLP-1 era digital tools and patient support programmes.

CM. CGM-based prevention programme piloted with one of Belgium's largest health insurers: people learn how their own glucose responds to food, movement and sleep.

AZ Zeno & Knokke-Heist. Connecting hospital medicine with community health to move care upstream, from treatment to prevention.

BUILD

Ventures that put the vision to work

Certified Health Apps

Hundreds of regulated health apps and devices, checked against FDA and EUDAMED and re-verified monthly. For hospitals, insurers and employers.

EPIC Longevity Score

The measurement framework behind EPIC: where you stand today, and what changes when you change.

The Longevity Experiment

Eat. Measure. Learn. A CGM-based programme for organisations, and a forthcoming cookbook written with a dietitian and a behavioural expert.

HemoPrint · NN Chair

An RNA fingerprint in dried blood that measures the biological effect of lifestyle and longevity interventions.

BOOKS

Sick No More

2014 · from sickcare to proactive healthcare

Your Guide to Delight

2018 · Delight Thinking and the digital twin

EPIC

2025 · health, technology, art and fullness of life

The Longevity Experiment

Forthcoming · a cookbook that shows what food does to you

Scientist, entrepreneur, professor

Academic & scientific

- Professor at Ghent University (formerly KU Leuven) in molecular oncology, digital health and healthtech, since 2004
- NN Chair in Lifestyle Medicine & Longevity, Ghent University, since May 2026
- Chair, Scientific Committee, European Cancer Prevention Organisation
- Editor, European Journal of Cancer Prevention and mHealth Journal
- Research at KU Leuven, Karolinska Institute and Harvard (Beth Israel Deaconess fellow, 1999 to 2003)
- 60+ publications, 20+ patents; jury member, Prix Galien, since 2017

Ambassador & advisory roles

- Health House, Leuven
- VITO We Are: citizen-centric health data on Solid
- Digital Therapeutics Alliance
- Former chair, healthcare working group, Digital Twin Consortium
- Partner, In4Care Health Arena
- Board and advisory seats in VC firms, accelerators and digital health startups

Selected awards

- 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)

EXPERTISE

AI in healthcare

Digital twins

Longevity & lifestyle medicine

Prevention

Digital therapeutics & SaMD

Health app certification

GLP-1 & metabolic health

Patient experience

Behaviour change

Biomarkers & multi-omics

Oncology & immunology

Citizen-centric data

Venture creation

Executive storytelling

Biotech & pharma leadership

- **Pronota**: founding CEO and CSO; raised €24M, built a biomarker platform; acquired by Biocartis (MyCartis)
- **ThromboGenics / Oxurion**: CSO Oncology, from antibody discovery to pediatric brain cancer trials (Oncurious)
- **Galapagos**: Director Drug Discovery
- **Tibotec (J&J)**: Director Oncology; epigenomics transfer that seeded MDxHealth
- **Fondation Fournier-Majoie**: CSO; **VIB**: business development

Education

- PhD in Biochemistry, University of Antwerp (1994)
- MSc Biology / Biotechnology, University of Antwerp (1989), highest distinction
- Business Administration, University of Antwerp (1991 to 1992)
- Innovation Management, Cranfield School of Management (2012)

Initiatives

- Delight Thinking®: designing health experiences from the outcome you want to create
- Hackathons: HackEpilepsy (UCB), mHealth Hack (Pfizer, IBM, BASE, MLOZ), HealthHack Belgium
- Curator, FTI Festival Brussels, Digital Health & AI track (2026)
- Longevity Be-MINE: personal longevity sessions in Beringen, longevitybemine.com