



SUPERINTELLIGENTIE

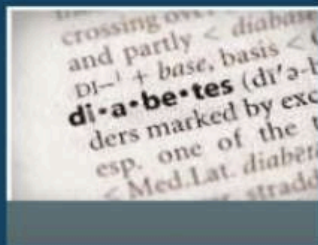
Watson

Training Watson for Healthcare

SUPERINTELLIGENTIE

Literature, news and articles

Medical Terminology

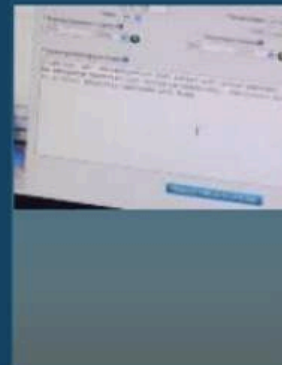


Watson first needed to learn basic medical terminology



Watson is taught how to adjudicate medical requests subject to policies and guidelines supported by

Clinical Treatment Options



Watson begins to learn how to understand a patient case and identify candidate treatment options and relevant supporting

Health and Wellness



Watson will broaden its base of medical knowledge and deepen its understanding of data relevant to patient health

Watson in healthcare

IBM Watson en Medtronic voorspellen lage bloedsuiker bij diabetespatiënten

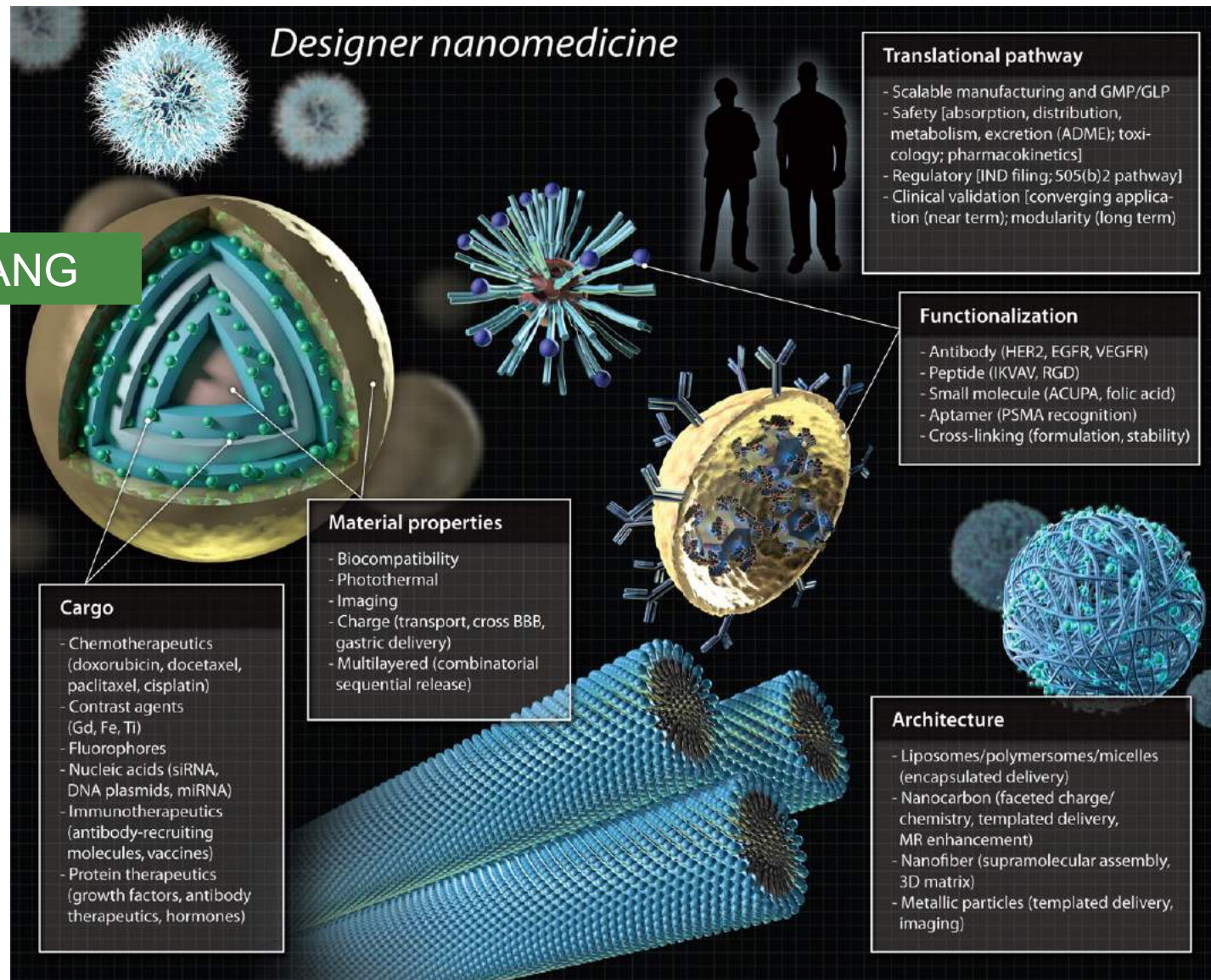
SUPERINTELLIGENTIE



TRENDS TOEPASSEN 2016

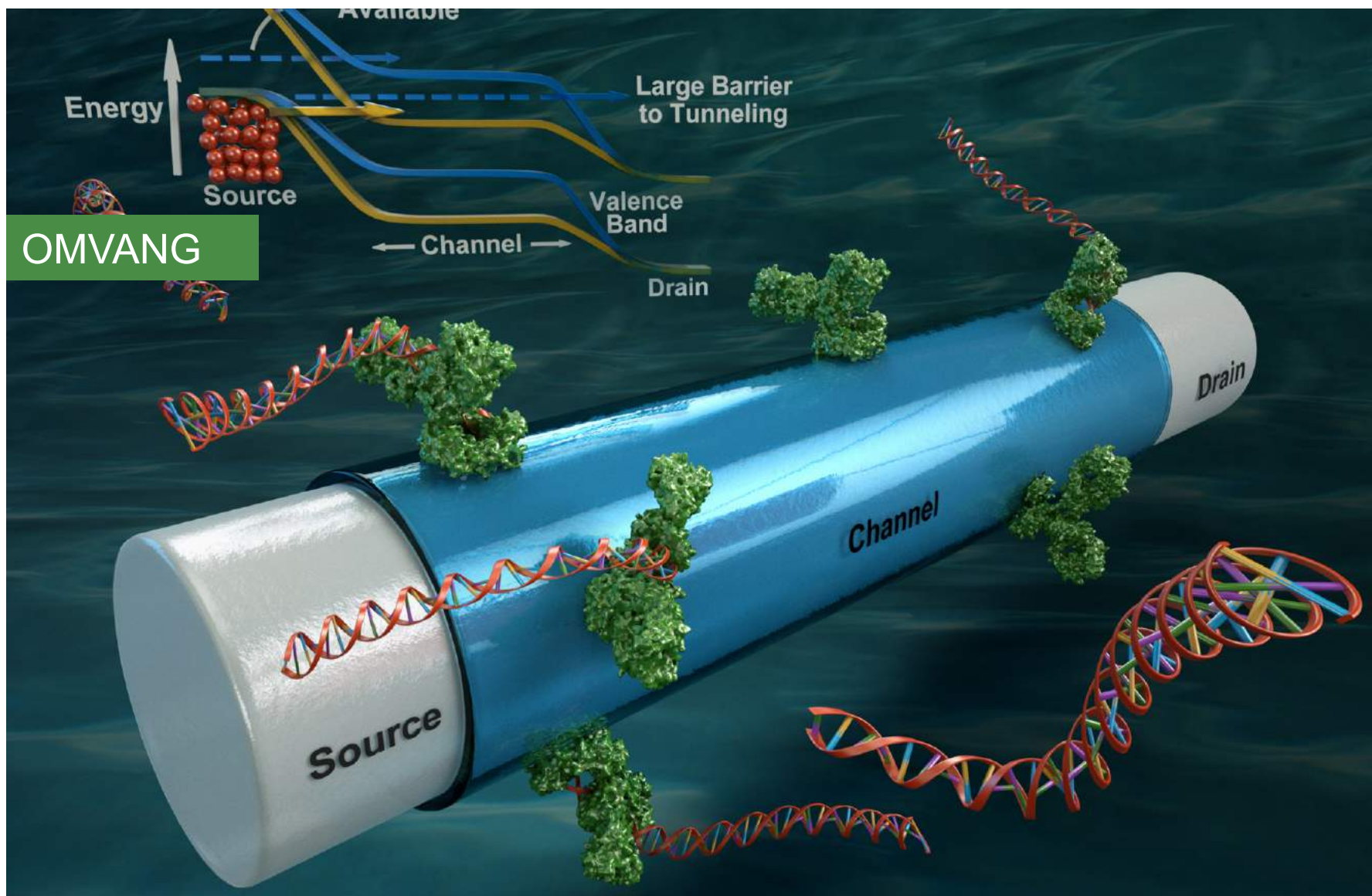
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OMVANG



Nano medicatie

OMVANG



Biosensors

OMVANG



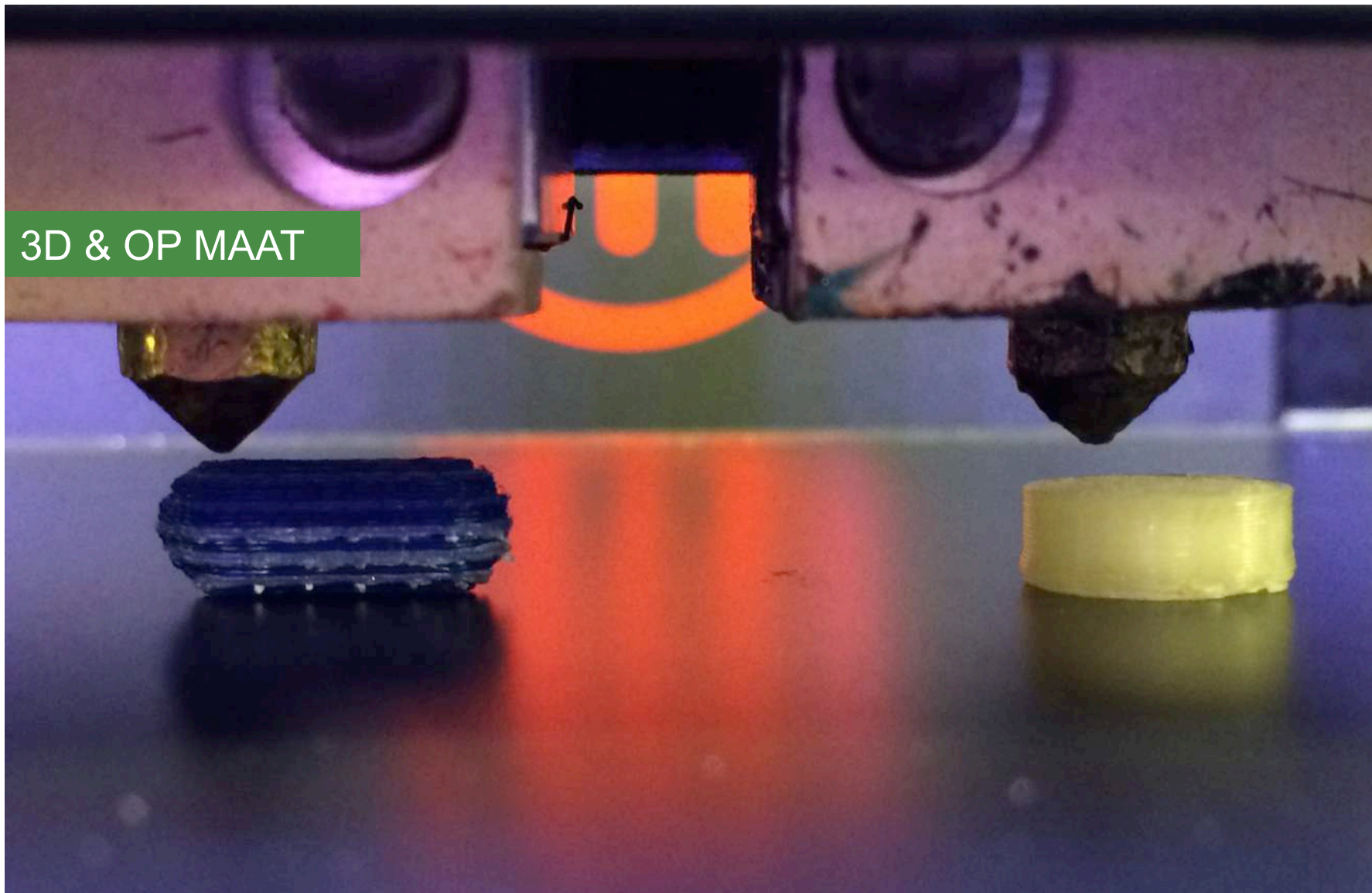
MIT

TRENDS TOEPASSEN 2016

Wireless drug injections

52

3D & OP MAAT



3D pil



3D & OP MAAT

Philips food probes

MENS?



2045 AVATAR PROJECT MILESTONES

STRATEGIC SOCIAL INITIATIVE



Avatar **D** 2040 - 2045
A hologram-like avatar

Avatar **C** 2030 - 2035
An Avatar with an artificial brain in which a human personality is transferred at the end of one's life

Avatar **B** 2020 - 2025
An Avatar in which a human brain is transplanted at the end of one's life

Avatar **A** 2015 - 2020
A robotic copy of a human body remotely controlled via BCI

2045.COM

TRENDS TOEPASSEN 2016

Menselijke vorm?

Onderhouds straat mensen & onderdelen

Pharma

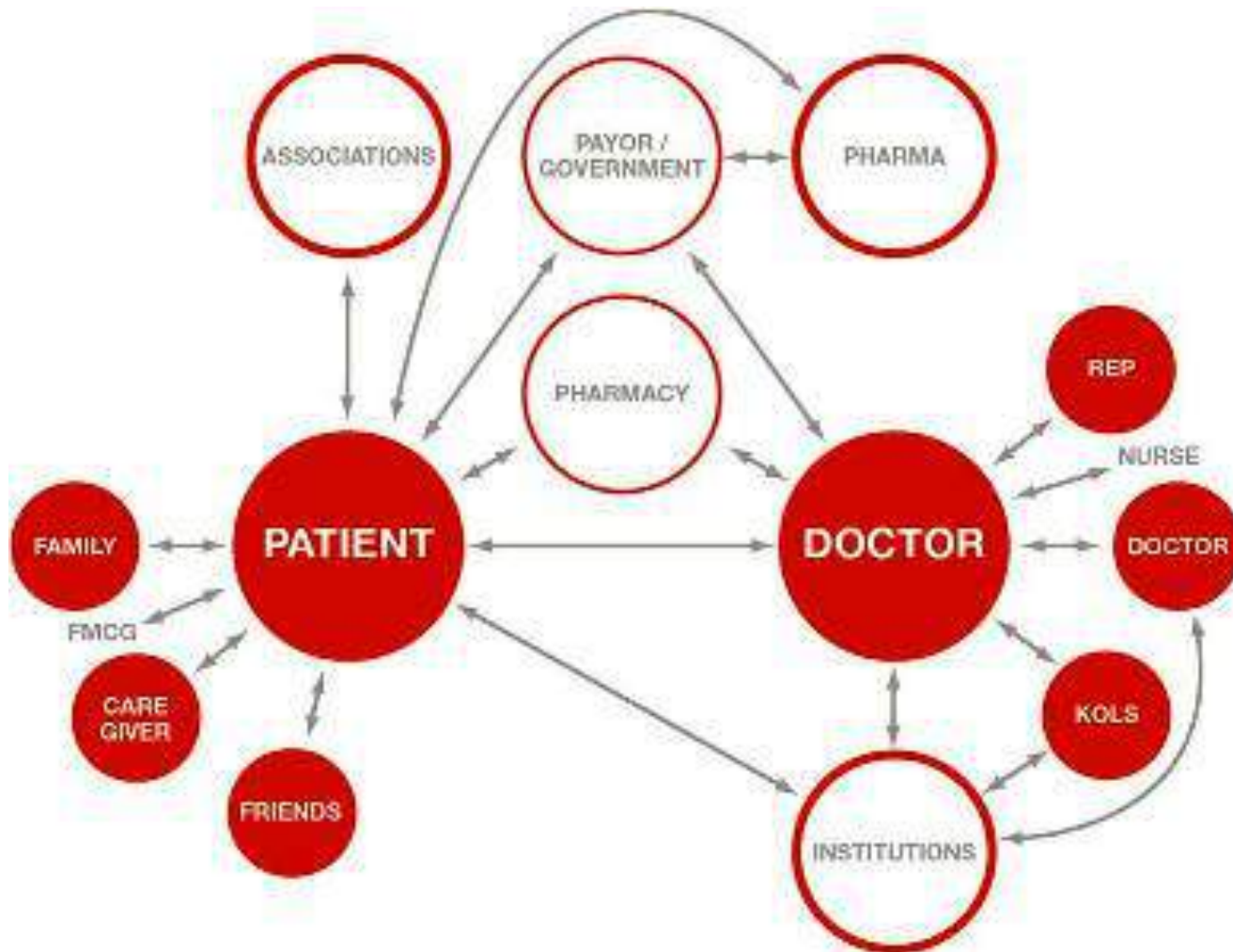
Van:

- Blockbusters
- Vaste structuren & regels
- Focus op dodelijke & chronische ziektes
- Black boxes (geen interactie met patiënt etc)

Naar:

- Grotere markt (internationale middenklasse groeit + leeft langer)
- Precisie / 1 op 1 / opmaat
- Superintelligentie, data & meetbaarheid > pricing obv outcome?
- Mens – onderdeel – computer interactie
- Herstructureringen & nieuwe spelers

Pharma marketing



but what
the hell is it?

500 words on this new Content
Marketing thing by midday.

CONTENT MARKETING



CONTENT



TRENDS TOEPASSEN 2016

Herkomst en instructie

INTERACTIE



INTERACTIE



Verschijningsvorm van arts of apotheker



INTERACTIE

Augmented reality: moment van feedback

INTERACTIE

Touch to Control



Left is Tracking.

Right is Sound.

Select a Workout



Select a Playlist

Start / Stop the Workout



Adjust Volume

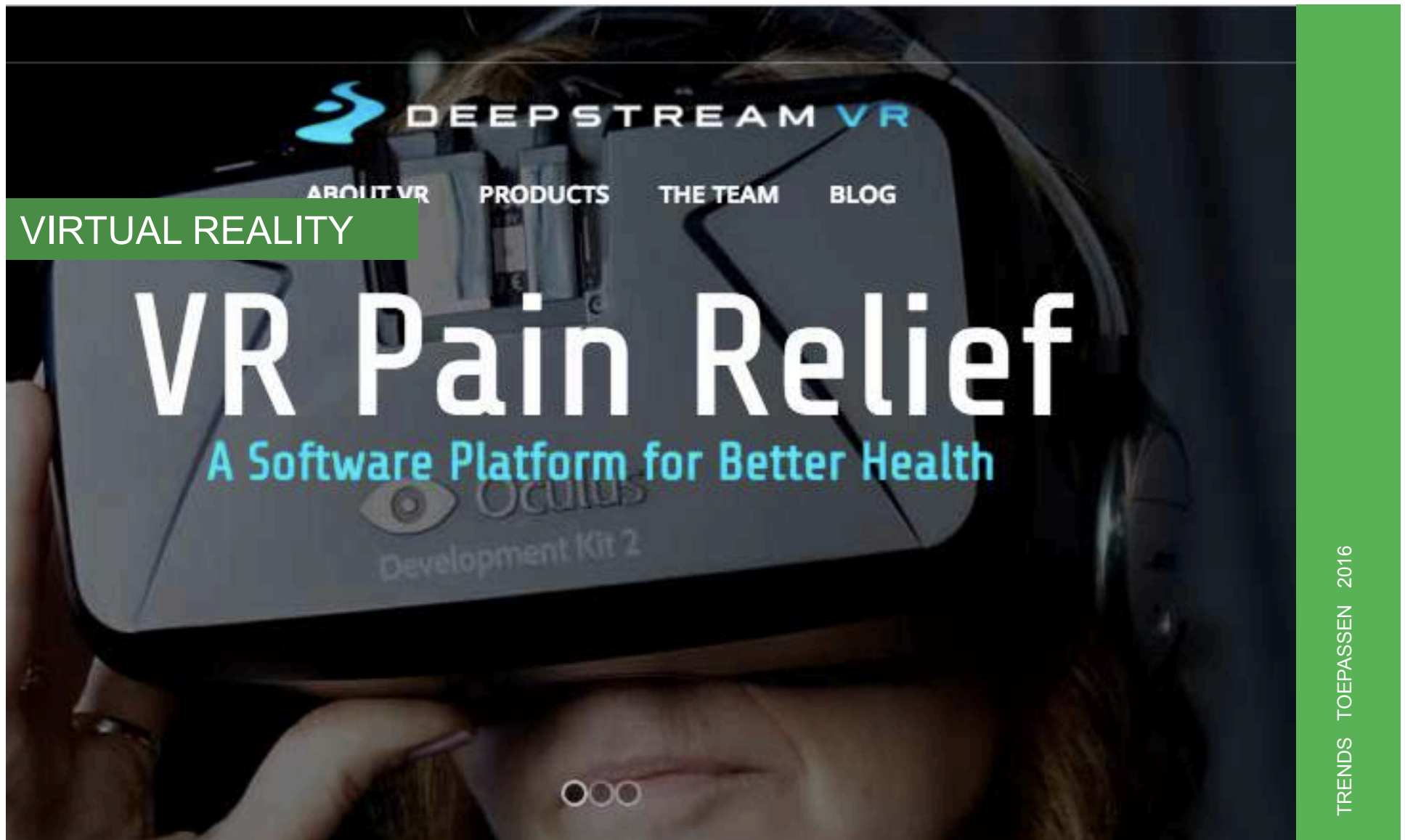
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Set Audio Transparency



Dash

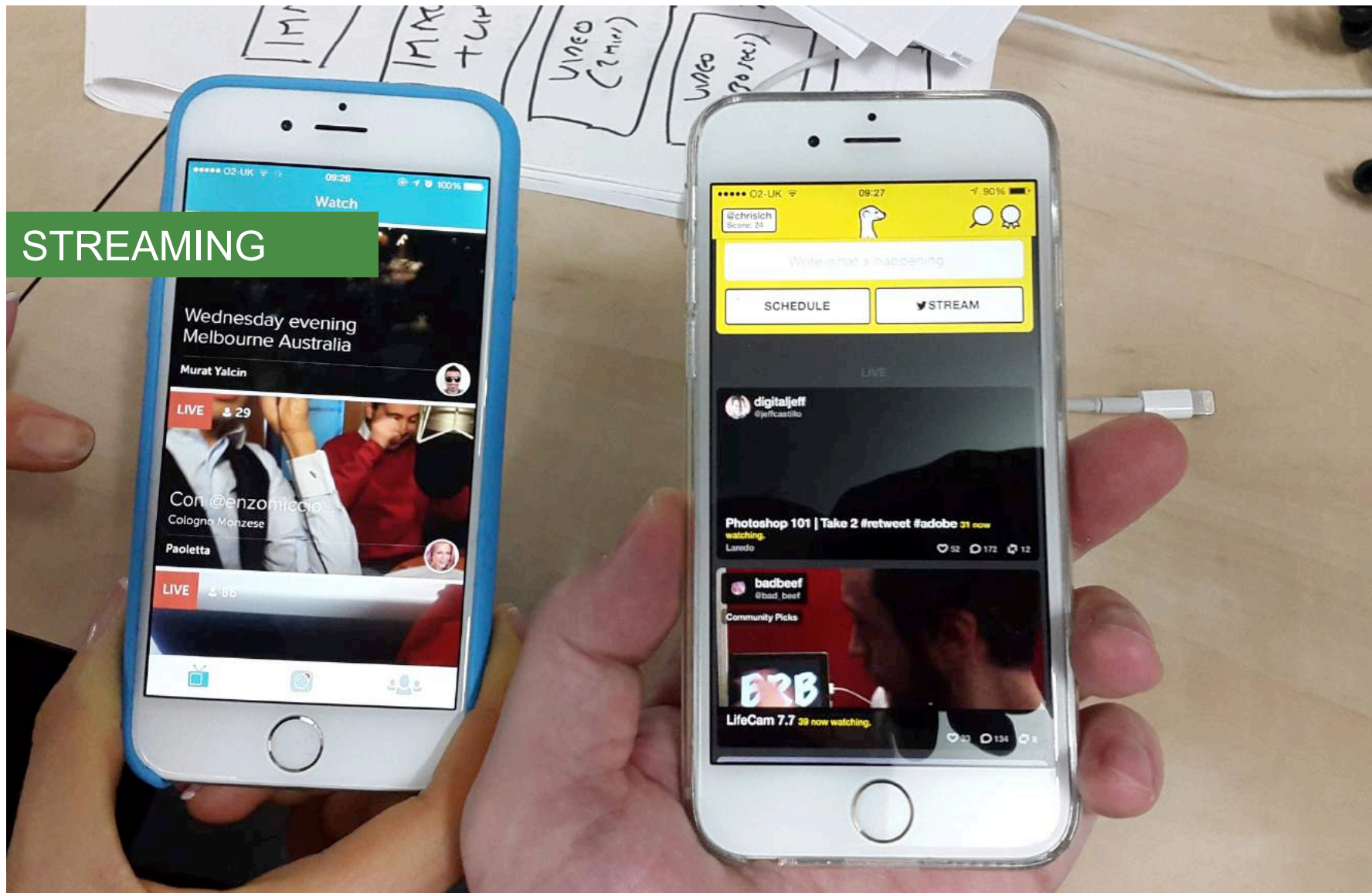


Virtual reality: pain relief



Hans Rosling / Gapminder

STREAMING



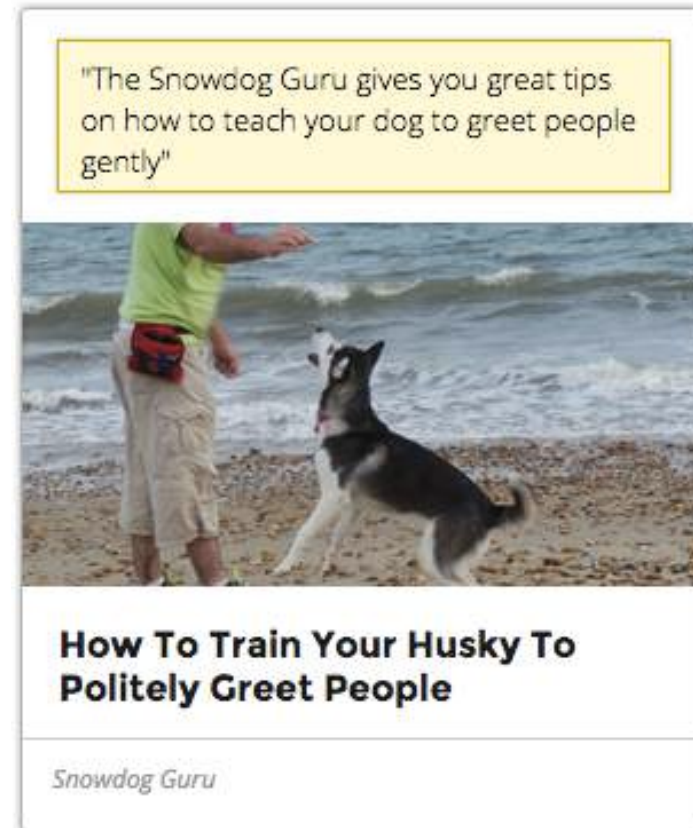
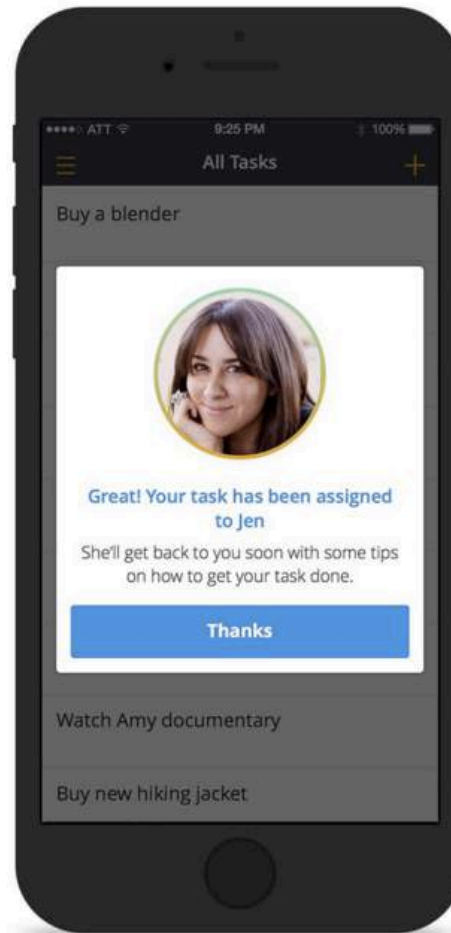
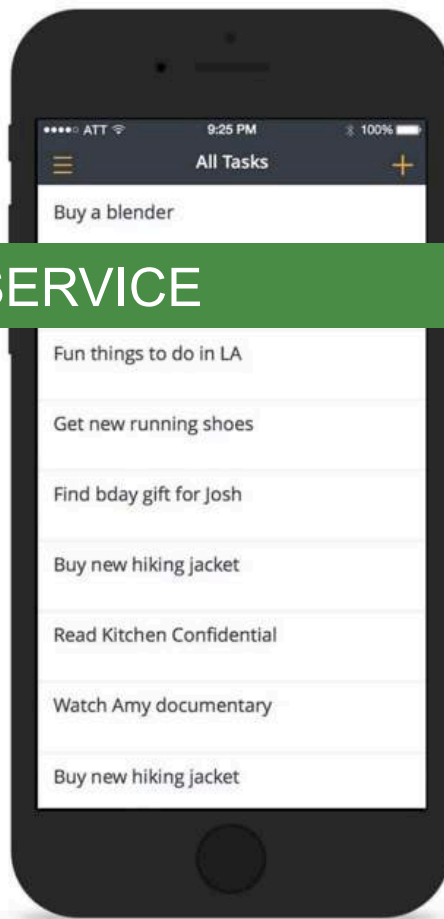
Live streams

SERVICE



Dokter 'in zak'

SERVICE



Service experts inhuren

Diese Vodafone Service Friends helfen Dir gern bei Themen rund um Handys & Smartphones

Sortieren nach: Entfernung Preis Bewertung

SERVICE

Martin Grulich

☆☆☆☆☆ (0)

Mitte, Berlin

EUR 20.00

Moritz Bohl

☆☆☆☆☆ (0)

Prenzlauer Berg, ...

EUR 20.00

Christian Willenbrock

☆☆☆☆☆ (0)

Mitte, Berlin

EUR 10.00

Ricardo Inserra

☆☆☆☆☆ (0)

Gesundbrunnen, Be...

EUR 15.00

Axel Wachtmeister

☆☆☆☆☆ (0)

Prenzlauer Berg, ...

EUR 19.00

Sebastian Pergel

☆☆☆☆☆ (0)

Friedrichshain, B...

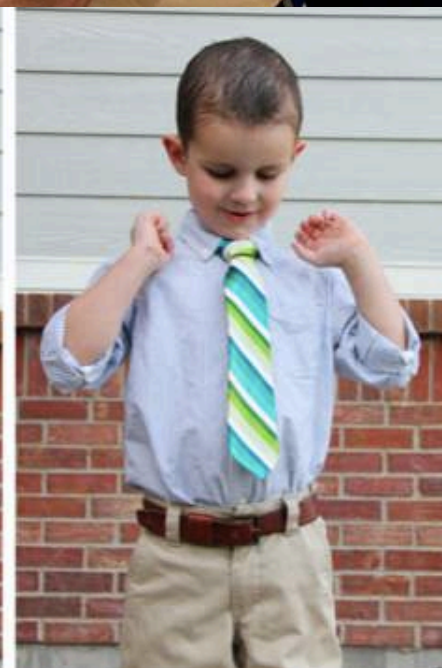
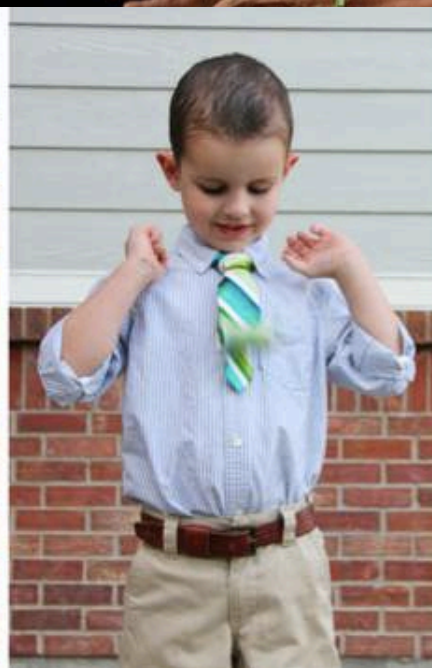
EUR 20.00

Vodafone service friends



SERVICE

in je muggen inzetten als
rdwapen?



Kennisdeling & zelfontwikkeling

SERVICE



TRENDS TOEPASSEN 2016

Plek & wijze om te kopen

SERVICE

FETCH

BUYING MADE EASY



TRENDS TOEPASSEN 2016

Personal service & assistance



WATCH VIDEO

INTRODUCING
amazon dash
BUTTON

- Just press and never run out
- Buy from Amazon with confidence—get the same low prices we offer on Amazon.com
- Choose from favorite household products

FREE | Exclusively for Prime Members
By invitation only [Learn more](#)[Sign in to continue](#)

SERVICE

Place it. Press it. Get it.

Dash Button comes with a reusable adhesive and a hook so you can hang, stick, or place it right where you need it. Keep Dash Button handy in the kitchen, bath, laundry, or anywhere you store your favorite products. When you're running low, simply press Dash Button, and Amazon quickly delivers household favorites so you can skip the last-minute trip to the store.



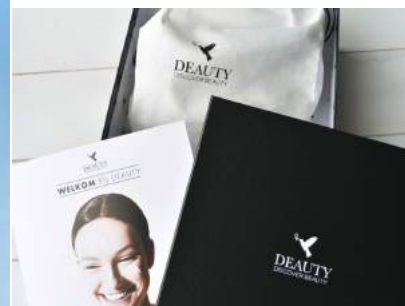
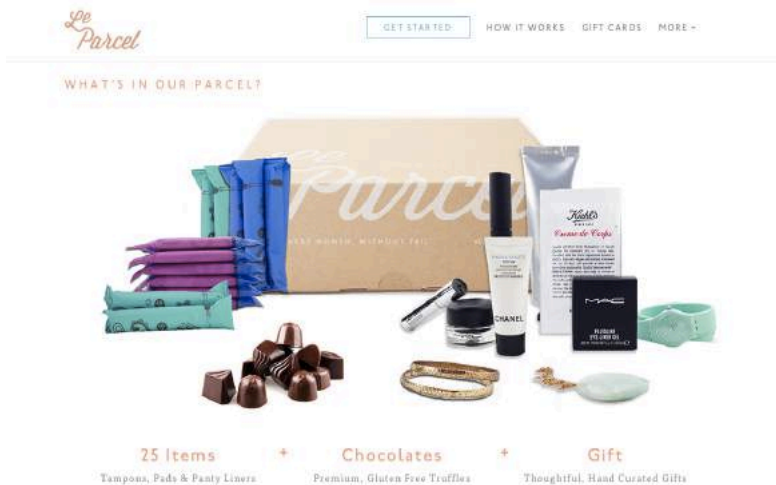
Dash bestel/service button

MENS



TRENDS TOEPASSEN 2016

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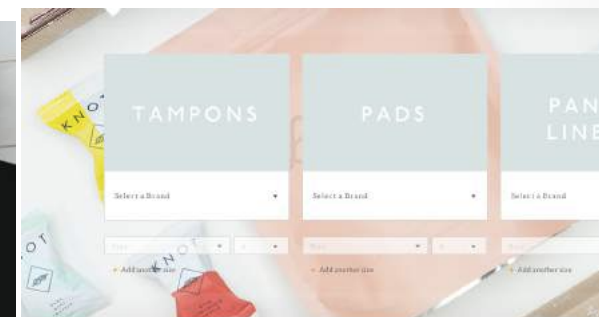
Subscription Commerce– Sector Overview

- Over \$650M invested since January 2014
- 39 investments in the last year
 - 13 investments in the Food segment
 - 8 investments in the Women segment
- Most active investors
 - Andreessen Horowitz (ShoeDazzle, Dollar Shave Club, AgLocal, Cratejoy, Soylent)
 - Lerer Ventures (Barkbox, Birchbox, Le Tote, Plated, OrderGroove, Y Combinator)
 - SV Angel (Babbaco, Oyster, Quarterly, Cratejoy, Gobble)
 - Box Group (Harry's, BarkBox, Oyster, Blue Apron)

Tracxn Deal Discovery Made Easy

De Top 5 van serviceproducten:

1. Een groentetas (27%)
2. Een gezonde maaltijdservice (16%)
3. Koffieabbonement (10%)
4. Een cadeaupakket (13%)
5. Verrassingsabbonement (12%)



SERVICE



subscription commerce



WAARDE

1	Donut - Artisanal, Caramel	22.00
1	Donut - Artisanal, Caramel	12.00
1	Donut - Artisanal, Caramel	10.00
1	Strawberry Tiramisu	10.00

Subtotal:	54.00
Well Behaved Kids:	-5.00
After Discount:	49.00
Tax (5% of 48.99):	2.45
Total:	51.45

Amount Due:	51.45
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Cash on Hand

Waarde / flexibele betaling

Betaling per uur, per resultaat, per gedrag/soft metrics?

A woman with blonde hair, wearing a blue and white patterned dress, is standing on a city street. She is smiling and placing a blue aluminum can into a recycling slot on a white machine. The machine has a screen and a coin slot. To the right of the machine is a large yellow sign with bold black text that reads "RECYCLE TO WIN TICKETS FOR MOVIES BUS TRIP". The background shows a city street with buildings and a "Stand C" sign.

WAARDE

Gedrag als currency

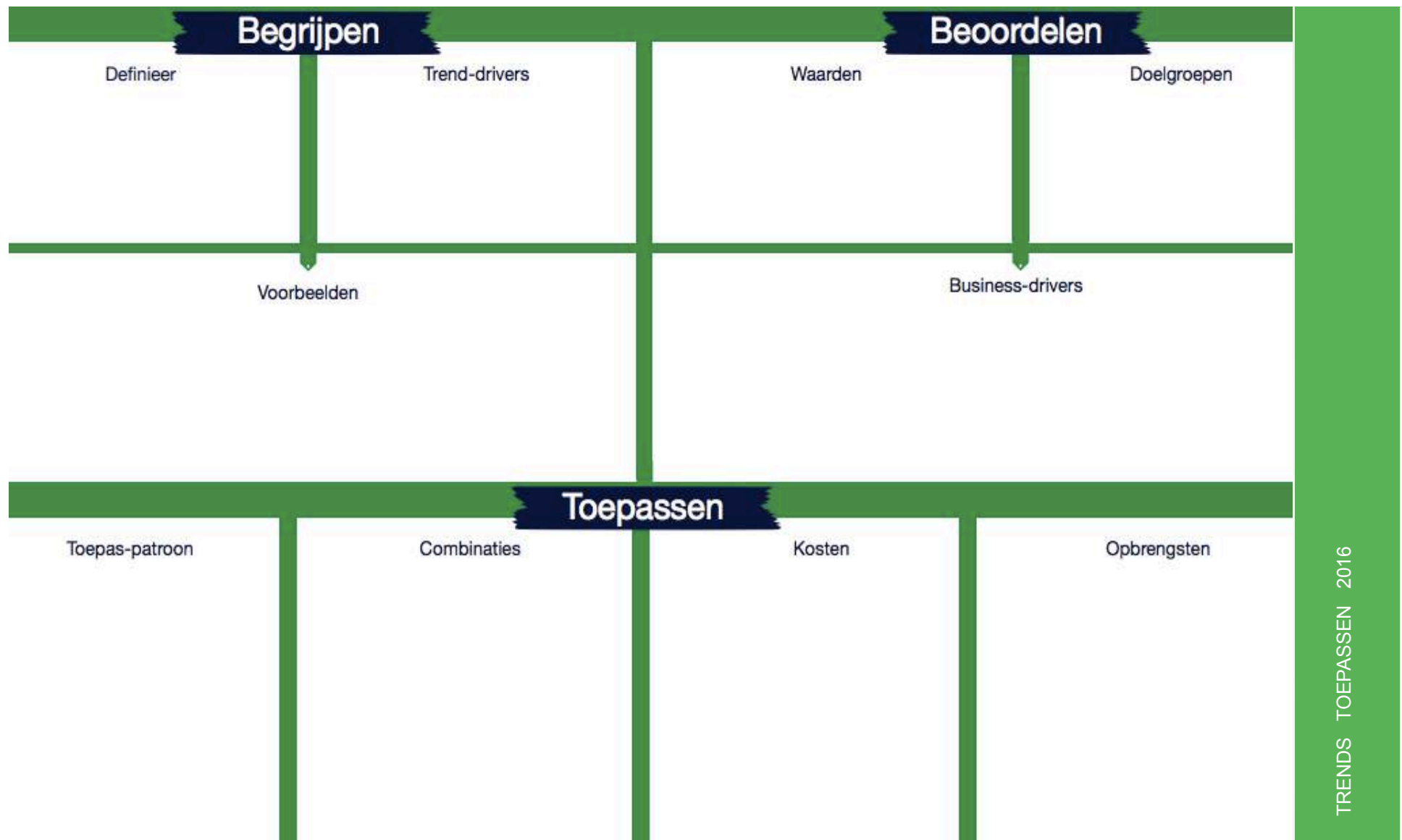


Tips

- **Customer journey & persona:** nu & in de toekomst
- **Nieuwe interactie-vormen:** VR, visualisatie en audio opnemen in multi-channel aanpak
- **Service:** kennis, p2p advies, gedrag, gemak
- **Focus op outcome** (door digital & data) > vraag

- **Maandelijks trendsessie:** trend bronnenlijst
- **Trendsommen maken:** wat betekent het voor ons?





Trendcanvas

Trendsommen: selecteer & combineer

1. Trendvoorbeeld(en)

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4. Combineer 1, 2 en 3 tot één concept en beschrijf dit:

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.....

2. Doelgroep(en)

- ☐ Apotheker
- ☐ Verzekeraar
- ☐ Ministerie
- ☐ Patiënt
- ☐ Consument
- ☐ Mantelzorger
- ☐ Arts
- ☐ Verpleegkundige
- ☐ Thuiszorg
- ☐
- ☐

3. Focus/doel

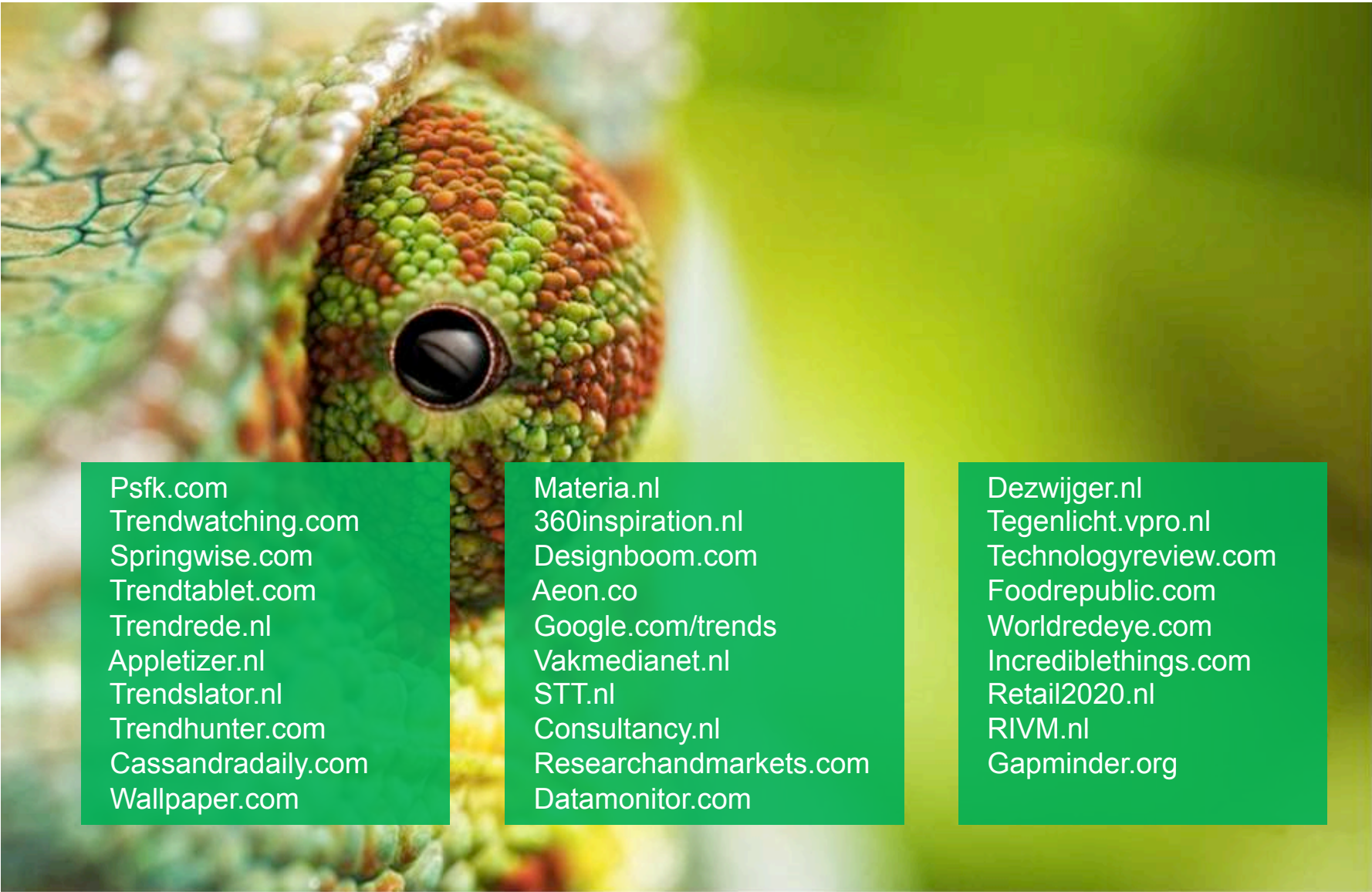
- ☐ Preventie/vroege opsporing
- ☐ Service
- ☐ Veiligheid
- ☐ Therapietrouw
- ☐ Zelfzorg
- ☐ Capaciteit
- ☐ Data
- ☐ Businessmodel
- ☐ Inkoop
- ☐ Distributie
- ☐ Communicatie
- ☐ Voorlichting
- ☐
- ☐
- ☐

Datum:

Plaats:

Aanwezig:





Psfk.com
Trendwatching.com
Springwise.com
Trendtablet.com
Trendrede.nl
Appletizer.nl
Trendslator.nl
Trendhunter.com
Cassandraily.com
Wallpaper.com

Materia.nl
360inspiration.nl
Designboom.com
Aeon.co
Google.com/trends
Vakmedianet.nl
STT.nl
Consultancy.nl
Researchandmarkets.com
Datamonitor.com

Dezwijger.nl
Tegenlicht.vpro.nl
Technologyreview.com
Foodrepublic.com
Worldredeye.com
Incrediblethings.com
Retail2020.nl
RIVM.nl
Gapminder.org

Trend bronnenlijst

Voorblijven door bij te blijven