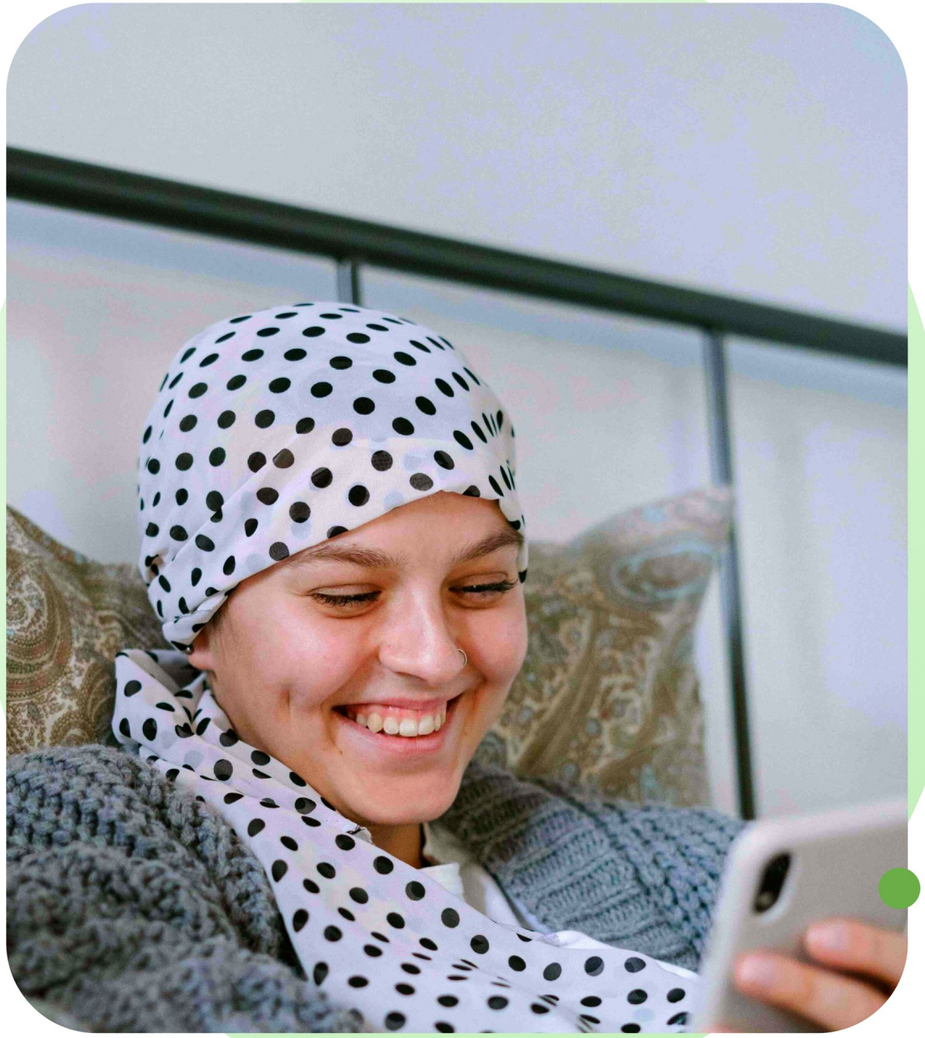
STRATEGY FOR THE FUTURE OF HEALTH

Expectations in health are rising.

Discover where to focus.
Improve what you offer.
Innovate for what's next.



1 Keynotes 2 Masterclasses 3 Workshops 4 Advisory

IN THIS BROCHURE

Strategy for the future of health, from insight to action.



03 – 05 The macro trend
Why expectations in health are rising, and what that means for your organisation.

06 – 10 The services
Keynotes, masterclasses, workshops and advisory: four ways to a sharper focus, a stronger offer and bolder innovations.
1 Keynotes 2 Masterclasses 3 Workshops 4 Advisory

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Three proprietary models, one canvas and an AI engine to help you innovate in health.
A Healthusiasm Model B Customer Transformation Model
C Life Aspirations Model D Healthusiasm Canvas + Innovation Engine

17 – 18 Track record and contact
The organisations we work with, what they say, and how to get a quote.

WHAT IS CHANGING

Health and happiness matter most.

People put health, well-being and longevity at the centre of their everyday choices: what they eat, how they sleep, where they shop, where they look for care, how they travel. That changes what they expect from every organisation, in healthcare and beyond.









We are all both patients and consumers. Needs may differ, but expectations and life aspirations stay the same.

80% use an app or wearable for at least one health and wellness activity.
PwC, Voice of the Consumer 2026

71% say brands should do more to support their health and well-being.
Havas, Meaningful Brands 2025

More than 60% expect the same convenience from healthcare as from a retail store.
BCG, 2026

The patient in the waiting room is still the consumer who orders groceries in one click and compares every experience with the best one they have had anywhere.

That is why every organisation that serves people's health, inside or outside healthcare, is judged by the same person, against the same expectations.

THE MACRO TREND

Healthusiasm: the enthusiasm for being healthy and happy.

It shapes how people live, and how organisations serve them. This is not a wellness fad. It is a structural shift.



WHY IT IS HAPPENING

1. **People are empowered through technology.**
   They can measure, look up, compare and act on their health themselves, every day.

2. **People's needs have evolved.**
   For many people, basic and emotional needs are largely met. So aspirational needs come to the front: who people want to be and how they want to live.

3. **Business follows.**
   More and more businesses realise that, to stay relevant tomorrow, they must answer to people's aspirations to be healthy & happy.

Who is a healthusiast?

Anyone with an active interest in better health: for themselves, for others, through the care they provide or through the products and services they create. Consumers, patients, carers, healthcare professionals and the teams behind wellness, technology and consumer brands can all be healthusiasts.

WHAT IT MEANS FOR YOU

Same shift, two opportunities.

A In healthcare and life sciences

Patients bring the expectations from the rest of their lives into every consultation. Once they leave, they expect to manage their health themselves. A hospital is no longer only a building. A treatment is no longer only a molecule. A pharmacy is no longer only a counter. Organisations that support people beyond the moment of care, and stay open to new ways of delivering it, move from managing disease to helping people manage their health every day.

B Beyond healthcare

People spend more than 99% of their time outside healthcare, and your products and services already influence their health. Wellness and longevity companies, food and retail, insurers and employers all play a growing role. Turn that influence into a growth strategy: first do no harm, then help people maintain their health, and at best improve it. The brand that supports people's health becomes the brand they choose.

HealthusiasmLAB turns that shift into strategy and action.

Discover where to focus.
Improve what you offer.
Innovate for what's next.

HEALTHUSIASMLAB SERVICES

Four ways to a sharper focus, a stronger offer and bolder innovations in health.

1 Keynotes

Fast-paced, visually captivating talks that inspire leaders with real-life health innovations, strategies, experiences and futures.

Shows what is possible.

45 to 60 minutes, on stage or online

PAGE 7

2 Masterclasses

Hands-on training that teaches teams and leaders the Healthusiasm method on realistic practice cases.

Teaches the method on practice cases.

Half a day, one day, or four online sessions

PAGE 8

3 Workshops

Innovation sessions that turn your own customer and patient cases into concrete solution concepts.

Applies the method to your own cases.

Half a day or one day, plus a debrief

PAGE 9

4 Advisory

In-depth consulting on health strategy and transformation, from first insight to concrete action.

Works alongside your team.

From focused advisory days to several months

PAGE 10

Built on the Healthusiasm method.

Three proprietary models and one canvas show where to focus, what to improve and what to innovate. See pages 11 to 15.

Option: AI-powered.

The Healthusiasm Innovation Engine uses AI to turn the input of a whole room into data, insights and solution concepts. It can be added to every keynote, masterclass and workshop. See page 16.

SERVICE 1 OF 4

1

Strategic keynotes on the future of health.

A HealthusiasmLAB keynote gives your audience a sharp view of how health is changing, and what that means for their work. Each talk is visually stunning, fast-paced and built on real-life examples from inside and outside healthcare: a captivating story, carefully designed slides and memorable models.

It suits leadership meetings, kick-offs, client events and conferences. Audiences leave with clear frameworks and practical ways to rethink their work.

In English, Dutch or French.

TODAY

HEALTHUSIASM HEADLINES

Digital and Consumer Health Innovations

The health innovations you cannot afford to miss, and probably did. The innovations you see and the ones you missed, from inside and outside healthcare.

Special edition: The Health Shifts, the year in health, with awards.

1 TO 2 YEARS

HEALTHUSIASM STRATEGY

Rising Expectations Shape the Future of Health & Business

Why people act as they do, and where your organisation should focus. Built on the Healthusiasm Model (page 12) and the Life Aspirations Model (page 14).

Special edition: the Leadership Edition, for leadership teams and strategy days.

1 TO 2 YEARS

HEALTHUSIASM EXPERIENCE

Customer and Patient Transformations

What makes people choose you, and keep choosing you? Value creation beyond products and services, built on the Customer Transformation Model (page 13).

Special edition: the Commercial Edition, for next year's commercial strategy.

3 TO 5 YEARS

HEALTHUSIASM FUTURES

AI Flips Healthcare Upside Down

What happens when health information and solutions are democratised? And what role will your organisation play?

Special edition: Patterns of the Future of Health and Self-Care, built on about 600 trend reports.

Every keynote is ready to book as it is. Two options take it further.

Option: personalised. From selected examples for your industry to in-depth research, delivered in a written report.

Option: AI-powered. Add the Healthusiasm Innovation Engine to turn your audience's input into live insights, data and actionable ideas. See page 16.

SERVICE 2 OF 4

2

Give your team a practical way to find and build new health opportunities.

A masterclass turns the Healthusiasm method into a way of working for your team. Participants learn to identify, design and evaluate health opportunities, with a shared language they keep.

The work runs on practice cases we bring: realistic and recognisable for your world, yet neutral enough to experiment freely. Nobody has to defend an existing product or strategy while learning.

It suits leadership, strategy, innovation, marketing and commercial teams, as well as executive education programmes.

Taught in company, online and through executive education providers, and at the University of Namur and the University of Antwerp.

MODULE 1

Discover where to focus.

The Healthusiasm Model (page 12). Your team learns to map health-related behaviour, the solutions that already serve it and the gaps that remain.

You leave knowing where to focus, and when your solution can make the biggest difference.

MODULE 2

Improve what you offer.

The Customer Transformation Model (page 13), with the Life Aspirations Model (page 14) behind it. Your team learns how value grows from needs, to expectations, to aspirations.

You leave knowing how to design for who the person is trying to become.

MODULE 3

Innovate for what's next.

The Healthusiasm Canvas (page 15). Your team learns to turn the answers into concepts, and to keep the ones your organisation can truly own.

You leave with a way to turn insight into concepts.

One full case.

The team then runs the whole method on one practice challenge, from deciding where to focus to several concepts compared side by side.

Option: AI-powered.

Add the Healthusiasm Innovation Engine to turn the team's answers into multiple solution concepts in minutes. See page 16.

THREE FORMATS

An introduction. Half a day on the first two modules.

The masterclass. One full day on site, or four two-hour sessions online.

The masterclass plus a workshop. Two days. The second day applies the method to your own customer cases.

3

SERVICE 3 OF 4

Innovation workshops on your own case.

A workshop applies the Healthusiasm method to your own customers and your own market. It does not start with a product idea. It starts from the deeper needs and behaviours of your customers and patients, in the health situation that matters to your business.

Your team leaves with concrete solution concepts and a shared view of where to focus, what to improve and what to innovate.

Recent workshops ran with the leadership teams of pharma affiliates in Switzerland, Belgium and Saudi Arabia, and with a regional leadership team across the Levant.

BEFORE

The objective and the cases

We agree on the business objective and the domain: a therapeutic area or a health situation. Your team brings the customer cases, from patient or customer insight, or from what your people know from the field.

ON THE DAY

From your cases to concepts

Your team structures its cases with the Healthusiasm models (pages 12 to 14): the person, the decision, the moment, the need, the expectation and the aspiration. It then develops solution concepts on the Healthusiasm Canvas (page 15) and tests each one against your organisation: why us, with whom, and within what limits.

AFTERWARDS

The debrief

A debrief with your leadership team presents the findings and the strongest opportunities by business priority.

Option: AI-powered.

Add the Healthusiasm Innovation Engine to work at a scale no team can reach by hand. For every case, it explores many routes and selects three concepts. You also receive the analysis across all cases and concepts, a booklet of all concepts, and the datasets, ready to use with your own AI tools. See page 16.

Formats. Half a day or a full day, preferably on site. Desk research or patient insight beforehand is recommended and optional.

SERVICE 4 OF 4

4

Expert advisory on health strategy and transformation.

Strategies can look convincing internally while missing how AI, prevention, personalisation and industry convergence are reshaping health. HealthusiasmLAB tests your strategy against what is changing in and beyond health. We challenge assumptions, strengthen opportunities and shape decisions your leadership can back.

We work alongside leadership, innovation, strategy and commercial teams: within your team or next to it, remotely or on site, from focused advisory days to an embedded role over several months.

The right expertise, when it matters most.

Analysis & Insight

Understand the change.

- Analyse the current strategy, proposition, DNA and market context.
- Assess customer needs, the players in your market, feasibility, risks and future-readiness.
- Interpret the health, tech and consumer shifts reshaping your category.
- Identify blind spots, emerging opportunities and credible strategic spaces.

Previous missions: the future of the dietician for a food tech company; the future of weight management for a pharma company; the future impact of health on retailers; the future of ageing for a personal care brand.

Strategy & Transformation

Define the strategy.

- Shape the strategy, positioning, value proposition and business model.
- Define the customer, patient or professional transformation.
- Explore partnerships, portfolio choices and routes to market.
- Mentor on culture, capabilities and leadership choices to move forward.

Previous missions: the strategy of a hospital association; a commercial transformation in pharma; the beyond-insurance strategy of an insurer; a business case for corporate well-being.

Thought Leadership & Content

Lead the conversation.

- Develop distinctive points of view, narratives and strategic themes.
- Create reports, articles, keynotes, podcasts and executive content.
- Translate complex developments into clear, engaging stories.
- Help leaders and organisations become recognised voices in their field.

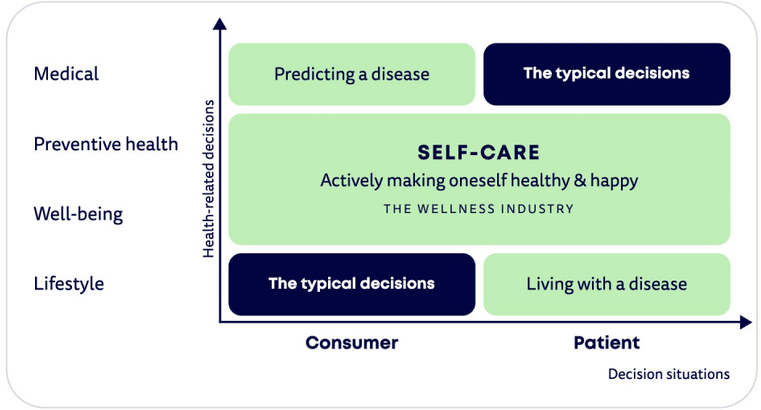
Previous missions: trend reports for a trend agency; AI training for a digital health agency; a health innovation event for a pharma company; new formats at large conferences.

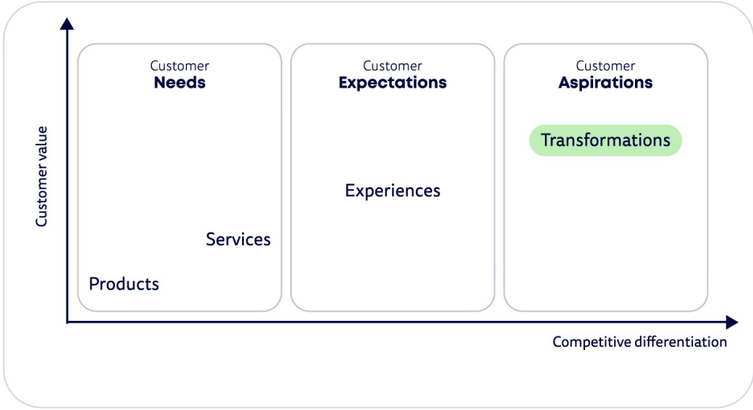
Every advisory role applies the Healthusiasm method to your organisation. See pages 11 to 15.

THE HEALTHUSIASM METHOD

Proprietary models to help you innovate in health.

Three models, one method. Applied with organisations since 2018 and described in two books.





prevent	accept	enjoy	improve
Solidarity	Kindness	Nothingness	Healing
Caring	Gratitude	Spontaneity	Strength
Safeness	Belonging	Autonomy	Energy
Calmness	Realness	Relationships	Self-development
Clarity	Meaning	Loving	Creativity
Consciousness	Self-worth	Joy	Looking good

A

THE HEALTHUSIASM MODEL · PAGE 12

Discover where to focus.

The Healthusiasm Model maps health behaviours, the solutions that serve them and the gaps that remain.

B

THE CUSTOMER TRANSFORMATION MODEL · PAGE 13

Improve what you offer.

The Customer Transformation Model shows how to raise the value of your offer, from meeting needs to fulfilling aspirations.

C

THE LIFE ASPIRATIONS MODEL · PAGE 14

Go deeper on the why.

The Life Aspirations Model reveals the values, desires and motivations that truly drive health choices.

D

THE HEALTHUSIASM CANVAS · PAGE 15

Innovate for what's next.

Combine the three models to innovate for what's next. The Healthusiasm Canvas brings your focus, the value you want to create and the deeper needs behind it together on one sheet. It turns them into new products, services and experiences that fit both your customers and your organisation.

+

THE INNOVATION ENGINE · PAGE 16

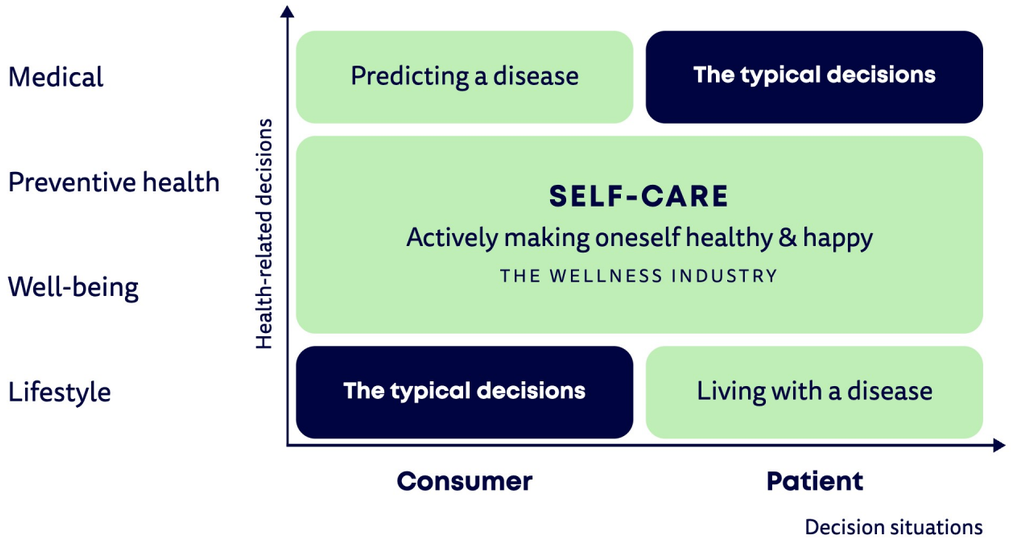
Powered by AI.

The Healthusiasm Innovation Engine uses AI to boost your team's creativity and output. It turns the input of a whole room into data, insights and solution concepts within minutes.

MODEL A · THE HEALTHUSIASM MODEL

A Discover where to focus.

Every health-related action a person takes has a place on one map. The Healthusiasm Model crosses four types of decision (medical, preventive health, well-being and lifestyle) with the two situations a person can be in: consumer or patient. That gives eight cells.



YOU LEAVE WITH the decision or action you want to serve, and the moment at which it is made.

USED IN the Healthusiasm Strategy keynote, module 1 of the masterclass, and workshops.

AN EXAMPLE: WEIGHT MANAGEMENT

	Consumer	Patient
Medical	Pre-medical research	Treating the disease
Preventive health	Active prevention **MOST BEHAVIOUR**	Managing risk clinically
Well-being	Recovery and vitality **MOST BEHAVIOUR**	Recovering and adhering
Lifestyle	Style and daily habits	Adapting with dignity **THE GAP**

Map the behaviour. Two consumer cells dominate: active prevention, and recovery and vitality. Each holds dozens of separate behaviours, each with its own product, app or community.

Map the players. Pharma builds for the patient with a medical need. Most consumer brands build for the consumer's lifestyle. Retailers, food companies and technology platforms now enter from every side.

Spot the gaps. Patients with weight conditions improvise a whole adapted lifestyle: clothing, travel, sport and social situations. That cell is full of behaviour and empty of solutions.

Consumer businesses ask: which health decisions do our customers already make, and who serves them today?

Healthcare and life sciences ask: what else do our patients do to manage their condition, and which of those decisions do we support?

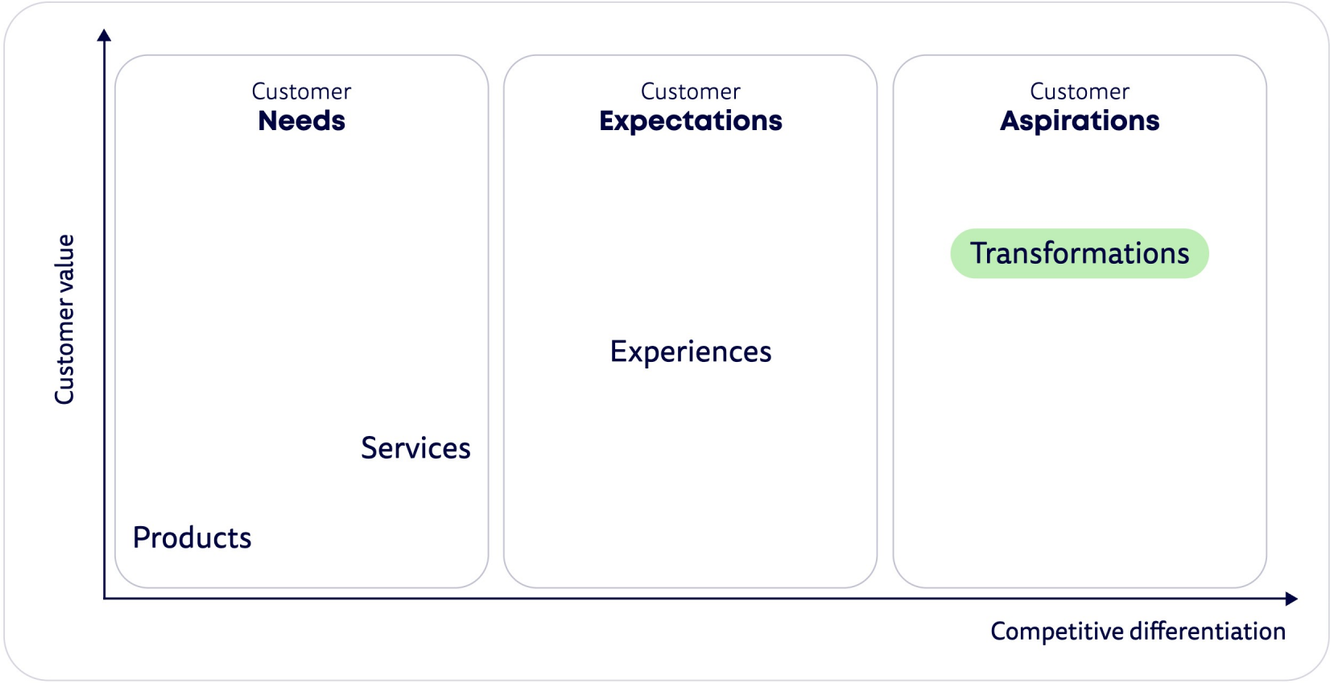
B

MODEL B · THE CUSTOMER TRANSFORMATION MODEL

Improve what you offer.

Most organisations build for what people need. The strongest build for what people want to become.

Customer transformations go beyond experiences: they make people feel healthier, happier or better.



Needs × expectations = a Customer Experience.

Needs × expectations × aspirations = a Customer Transformation.

Each level up makes your offer more valuable and harder to copy.

YOU LEAVE WITH a solution designed for who the person is trying to become.

USED IN the Healthusiasm Experience keynote, module 2 of the masterclass, and workshops.

Needs

What people functionally require. Meeting a need gives you a product or a service, and often the weakest ground to stand out on.

Expectations

How people expect to be served. They judge you against the best experience they have had anywhere. Healthusiasm tracks twelve recurring expectations: nearby and fast, informed and supported, convenient and impactful, personal and predictive, involved and shared, enjoyable and relevant.

Aspirations

Who people want to become. The Life Aspirations Model names twenty-four of them, from calmness and energy to belonging and self-development.

C

MODEL C · THE LIFE ASPIRATIONS MODEL

Go deeper on the why.

Health and happiness are what people say matters most in life. The Life Aspirations Model makes that concrete: twenty-four universal human aspirations, grouped into four types. People do not only want to improve. They also want to prevent their health from worsening, accept their current situation and enjoy life as much as they can.

prevent	accept	enjoy	improve
Solidarity	Kindness	Nothingness	Healing
Caring	Gratitude	Spontaneity	Strength
Safeness	Belonging	Autonomy	Energy
Calmness	Realness	Relationships	Self-development
Clarity	Meaning	Loving	Creativity
Consciousness	Self-worth	Joy	Looking good

In consumer business. TUI built a stress-free travel package that removes what makes a trip anxious. That is calmness.

In healthcare. People on GLP-1 medication need to lose weight. What many of them value most is the end of "food noise": a mind that is no longer busy with food all day. That is Nothingness.

YOU LEAVE WITH the two or three aspirations you can credibly serve.

USED IN the Strategy and Experience keynotes, module 2 of the masterclass, and workshops.

Go deeper. Ask why until you reach a named aspiration.

Narrow to your DNA. Keep the aspirations that fit your mission and your offer.

Build and say it. Design the offer around that aspiration, and use the same word when you talk about it.

D

MODEL D · THE HEALTHUSIASM CANVAS

Innovate for what's next.

The Healthusiasm Canvas combines the three models on one sheet, through nine simple questions. It turns your focus, the value you want to create and the deeper needs behind it into concrete concepts.

SIX QUESTIONS ABOUT THE PERSON

Who is it for?	Which decision does it serve?
When is that decision made?	What do they need?
How do they expect it?	Why do they want it?

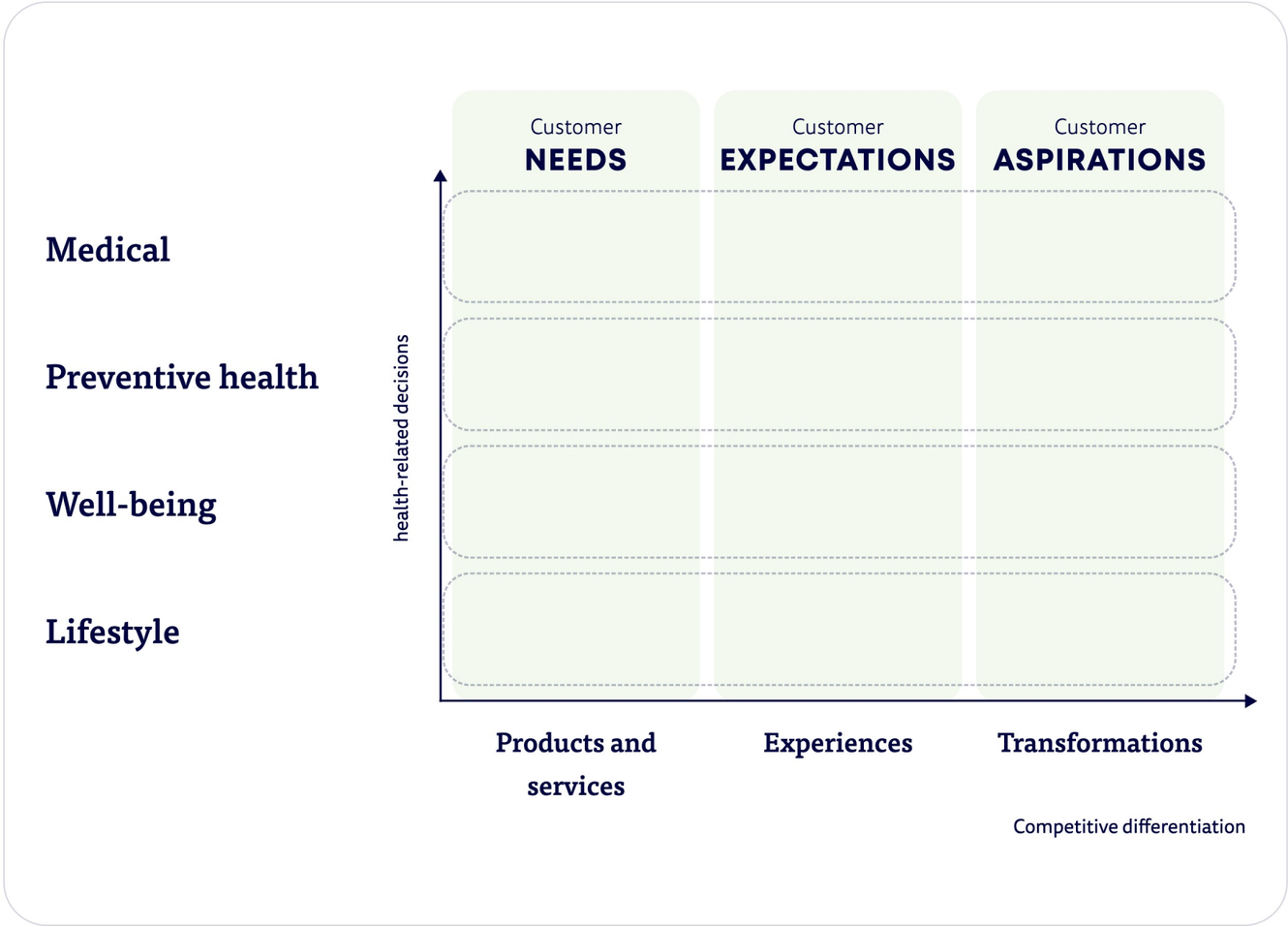
THREE QUESTIONS ABOUT YOUR ORGANISATION

Why us? Does the concept fit what your organisation stands for?

With whom? Which partners and capabilities does it need?

Within what limits? Is it feasible, compliant, safe with people's data and priced in a way people accept?

A concept that fits the person but not the organisation is a good idea for somebody else.



YOU LEAVE WITH several concrete concepts worth taking to a board, each one fitting the person and fitting you.

USED IN module 3 of the masterclass, on practice cases, and in workshops, on your own customer and patient cases.

THE AI OPTION · THE HEALTHUSIASM INNOVATION ENGINE

AI-powered sessions that crowdsource insights, ideas and innovations.

Transform your event from one-way communication into an interactive experience that creates value for participants and for your organisation. The audience contributes its insights, ideas and opinions.

The Engine delivers two outputs: an analysis of everything the audience contributed, and the solutions built from it.

An option for every keynote, masterclass and workshop.

FORMAT 1

As part of a keynote

Two or three questions during a 45 to 60-minute talk, with votes and themes shared on screen. Afterwards, you receive the analysis and the ideas the Engine builds from it.

Example: a kick-off meeting crowdsourcing next year's biggest customer shifts.

FORMAT 2

Across a full-day programme

One customer story connects all sessions. Short questions between sessions deliver first results live, and full reports with conclusions afterwards.

Example: Belgian Spine Society, crowdsourcing the future spine patient journey from the minds of 350 neurosurgeons.

FORMAT 3

In a masterclass or workshop

Each person submits one customer case on the Healthusiasm Canvas. The Engine turns every case into solution concepts.

Example: Novo Switzerland, crowdsourcing beyond-the-pill ideas from 120 colleagues: 86 customer cases, 258 innovations.

"The crowdsourcing for solutions was super engaging and very productive."

ANNE-METTE WIIS VOGELSANG, GM, NOVO SWITZERLAND

TRACK RECORD

Trusted by leaders in healthcare and beyond.

200+ keynotes

15 masterclasses

40 workshops

50 advisory roles

In 35 countries and 20 industries.

WHO WE WORK WITH

Healthcare and life sciences: pharma, medtech, hospitals and clinics, health insurers and digital health.

Health and wellness businesses: wellness, nutrition, fitness, consumer health and healthy food brands.

Consumer businesses: retailers, food and drink companies, hospitality and travel, technology, banks, insurers and consumer goods.

AMONG OTHERS

European Parliament · Novo Nordisk · Unilever · Roche · Google · Nestlé · MSD · Philips · L'Oréal · AbbVie · AXA · Danone

On stage at WHX Dubai, Frontiers Health in Berlin, Radical Health Festival in Helsinki and the Global Health Exhibition in Riyadh, among others.

> **"[Healthusiasm] is able to translate outside trends into corporate reality."**
>
> Jeroen Colpaert, Executive Vice President, Rousselot

> **"[Healthusiasm] brilliantly covered how to differentiate ourselves [by] creating meaningful value."**
>
> Rafael Prota Barroeta, Vice President Strategic Marketing, Ontex

> **"We particularly liked the engaging discussions and interesting real-life examples."**
>
> Talar Santourian, Head People & Culture, Roche Levant Countries

> **"The opening keynote was next level par excellence."**
>
> Prof. Anita Ghose, Australasian Institute of Digital Health

> **"It's a call to action to create experiences that elevate health, happiness and well-being."**
>
> Geert Reyniers, CEO, Multipharma



ABOUT HEALTHUSIASMLAB

HealthusiasmLAB: where Healthusiasm becomes strategy and action.

The enthusiasm for being healthy and happy blurs the boundaries between healthcare, wellness and consumer businesses. It creates new opportunities to innovate around health. HealthusiasmLAB turns those opportunities into a sharper focus, a stronger offer and bolder innovations.

Founded and led by Christophe Jauquet: former Pfizer executive, guest lecturer at the University of Namur, and host of the Healthusiasm Podcast, streamed in 99 countries. He is the author of two books on health innovation: **Healthusiasm: Making Customers Healthy and Happy** (2019) and **Trends in the Transformation Economy** (2024).

HealthusiasmLAB works worldwide from Belgium, in English, Dutch and French.

Healthusiastic yet?

Here is how to take this further.

Get a quote: christophe@christophejauquet.com

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