



**SPOT THE FUTURE PATIENT
AND TRAIN NOW**

WHY
HOW
WHEN
WHAT

FOUNDING PARTNER, FUTURE NAVIGATOR, LISELOTTE LYNGSØ

FUTURE NAVIGATOR

**CURIOUS, OPEN, NO OPINIONS
THEN DECISION-MAKER**

Robot Kitchen - Behold The Future



1:16 / 2:58



PRESIDENTS MEETING PEOPLE



• **RADIO: Roosevelt**

• **TV: JFK**

• **INTERNET: Obama**

• **SOCIAL MEDIA: Trump**

FACTS TO MULTI FACTS



39 percent of Danes trust individual health bloggers.
22 percent trust health authorities. February 2017

Higher service expectations



SOLUTION => HIGH SERVICE

Marketing will be an even harder game in 10 years time.
The patients will choose the product with the most benefit –
not only seen from the medical doctor's perspective.

Ulla van Deurs

FUTURE
NAVIGATOR

WHEN?



WHEN?



Li-Fi, 100X Faster Than Wi-Fi! | ColdFusion



FACE TO FACE => VIRTUAL VISIT

When a patient has a doctor's appointment it has been normal to have either phone visit or personal face to face visit, in future it will be more frequent with virtual visits with the doctor.

Lena Fuglsang Holtze FUTURE NAVIGATOR

VIRTUAL REALITY & EMPATHY



THE DISTANCE FROM ENVISIONING TO DOING SOMETHING HAS NEVER BEEN SHORTER!



FUTURE NAVIGATOR

NEW KINDS OF COLLABORATION, INVESTMENT AND GAMIFICATION



FUTURE NAVIGATOR

THE SWEDISH HAIR IS BACK!



COMBINE TRENDS

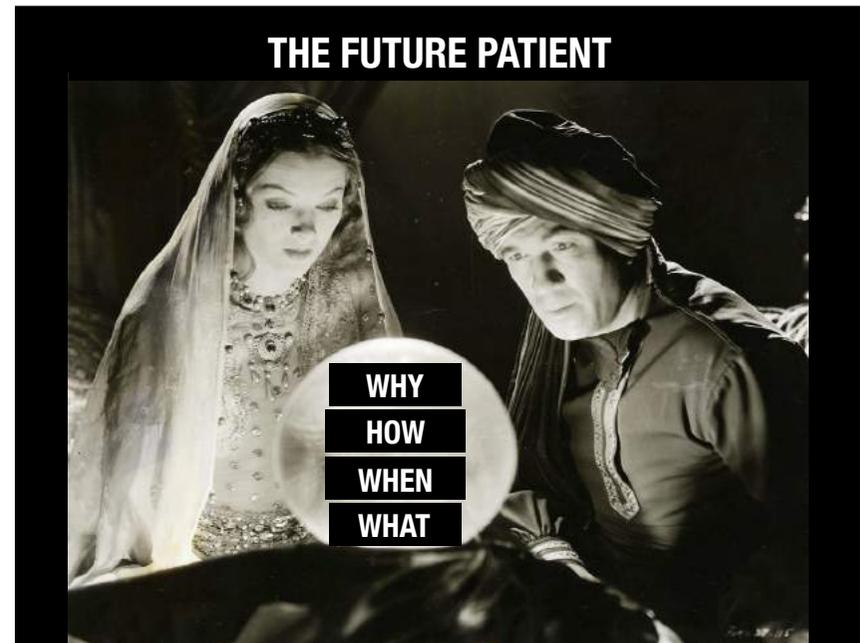


COMBINE TRENDS

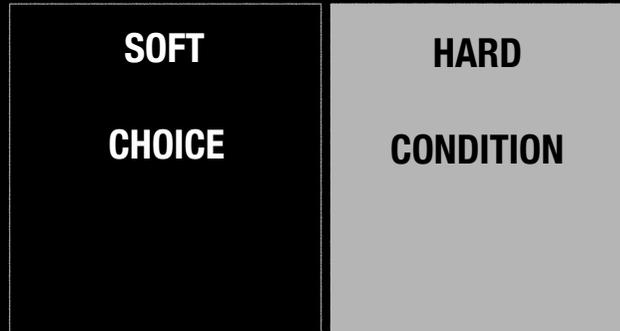


HOME HOSPITAL & PERSONAL RESPONSIBILITY

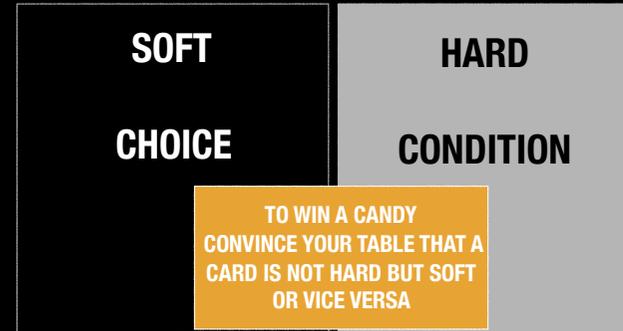
THE FUTURE PATIENT



**SPLIT UP THE TREND CARDS ON THE TABLE
SO THAT ALL CARDS ARE VISIBLE**

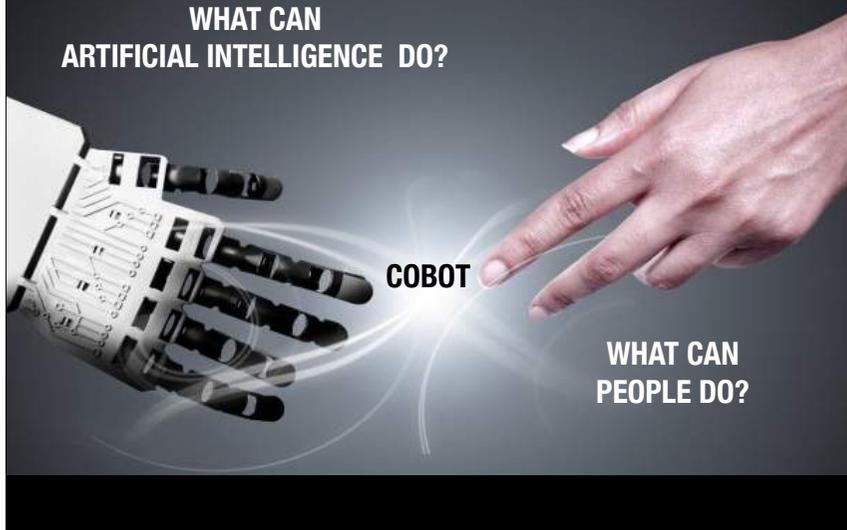


**SPLIT UP THE TREND CARDS ON THE TABLE
SO THAT ALL CARDS ARE VISIBLE**



YOUR BIGGEST GAME-CHANGER

**WHAT CAN
ARTIFICIAL INTELLIGENCE DO?**



COBOT

**WHAT CAN
PEOPLE DO?**

AI AND SELF LEARNING MACHINES



SOPHIA

HANSON ROBOTICS

CNBC

MOST IMPORTANT IN ORDER TO ACHIEVE WEALTH, HEALTH, A GREAT JOB, PERCEIVED HAPPINESS AND A LONG LASTING RELATIONSHIP?

- A) A HIGH IQ, EQ AND NQ
- B) A LARGE AMOUNT OF SELF CONTROL
- C) A POSITIVE MINDSET

FUTURE NAVIGATOR

Star-psychologist: It's expensive to be too optimistic



Optimister begår flere fejl end andre og kan derfor være farlige på ledelsesgangen og på sygehusene. Det skriver psykolog og nobelprismodtager Daniel Kahneman

Af Daniel Kahneman 25. oktober 2016

- B) A LARGE AMOUNT OF SELF CONTROL



Smart bag can stop shopaholics from overspending

iBag automatically locks owners out if it detects they're about to splash the cash.



THE FUTURE BOSS
IS AN ALGORITHM,
PREDICTIVE POWER

AI

FUTURE NAVIGATOR

The image shows a screenshot of a 23andMe genetic risk factors report on the left and a news article on the right. The report lists several genetic risk factors with their associated risk levels, such as 'Alpha 1 Antitrypsin Deficiency' (Variant Present, Possibly Higher Risk) and 'Alzheimer's Disease (APOE Variant)' (All Variant Absent). The news article, dated September 23, 2016, is titled 'Japan tapping AI to revolutionize drug development' and features an image of a pill tray and a bottle of pills. Below the image, a caption reads: 'Artificial intelligence will learn from research papers and suggest compounds that may work to cure diseases, helping to slash the time and effort needed to develop new drugs.'



DRUG TRIALS => AI TRIALS

Drug development is slow and hugely expensive. In comparison, IT development is cheap and fast. Gains per dollar invested with regards to patient outcomes is likely to be much higher than for drug development.

Anders Gaarsdal Holst

FUTURE NAVIGATOR

COBOT - MAN & MACHINE MEETINGS



COBOT - CYBORGS





BODY => CYBORG

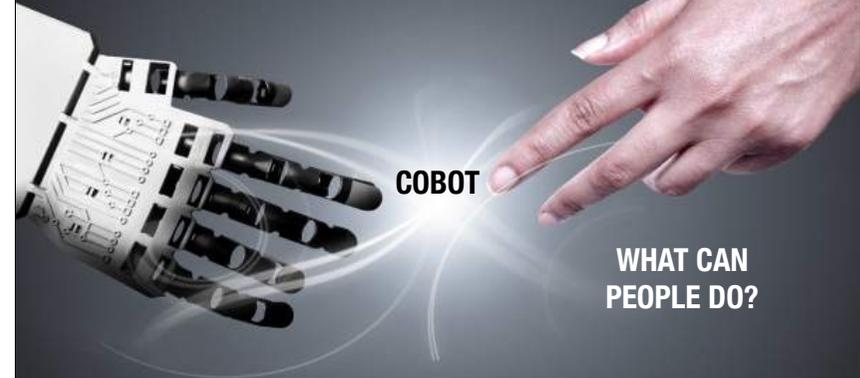
The future patient will be to substitute the defect organs or parts of the body by artificial implants, such as a new pancreas, intestine, breasts, limbs etc

Berit Franck

FUTURE
NAVIGATOR

SO WHAT CAN PEOPLE DO?

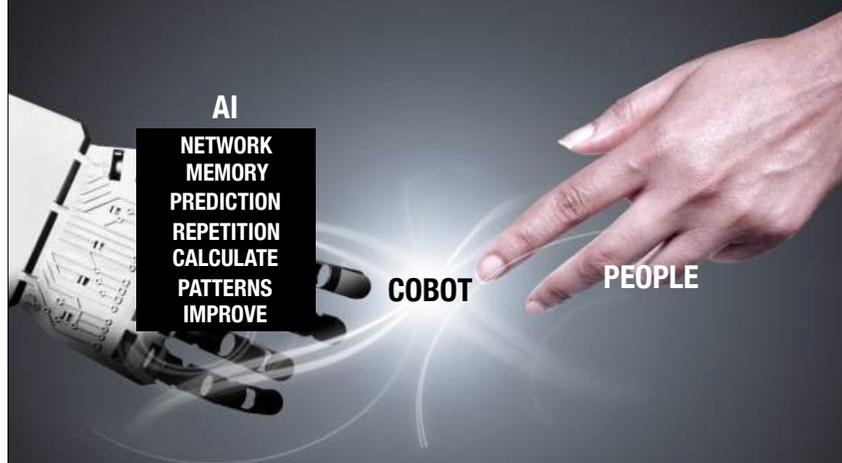
WHAT CAN
ARTIFICIAL INTELLIGENCE DO?



COBOT

WHAT CAN
PEOPLE DO?

WHAT WILL PEOPLE DO?



AI

NETWORK
MEMORY
PREDICTION
REPETITION
CALCULATE
PATTERNS
IMPROVE

COBOT

PEOPLE

EMOTIONAL INTELLIGENCE



ETHICAL DILEMMAS

One person argues for A the other for B
you have 1 minute each:-)

A) WE NEED TO SHARE
DATA TO GET SMART
DATA

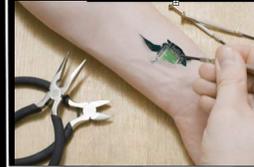


B) WE NEED TO GUARD
PRIVACY



SWAP POINT OF VIEW AND BRING NEW ARGUMENTS FORWARD 30 SECONDS

A) WE NEED TO SHARE
DATA TO GET SMART
DATA



B) WE NEED TO GUARD
PRIVACY



LAZINESS



MISTAKES



ONLINE TO ON-LIFE



TALK=> LISTEN

Ask more what are the dreams of the patients/citizen when it comes to health, diet, exercise and physical well being.
More patient focus and input from patients when developing new products or devices.

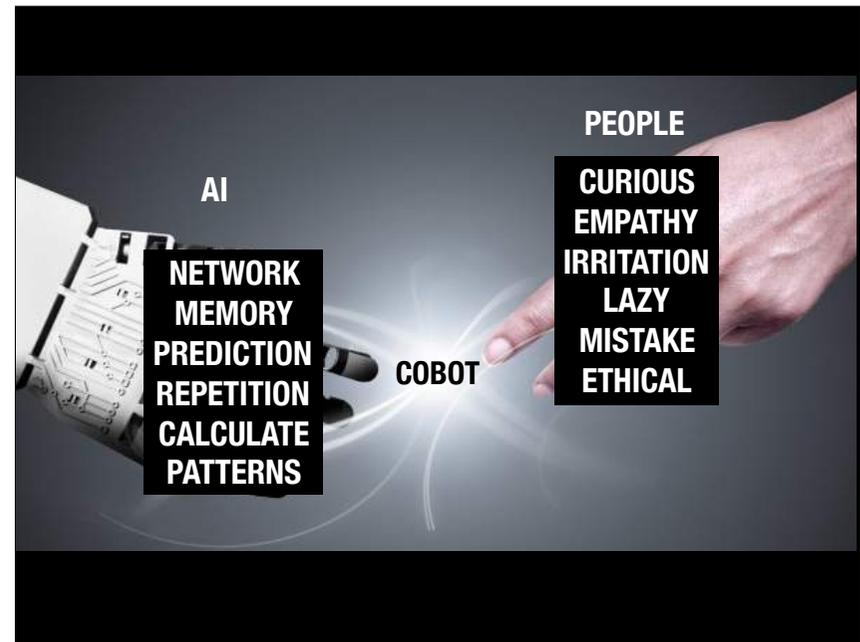
Anni Norman

FUTURE
NAVIGATOR

IRRITATION



IRRITATION - WHAT IS MISSING?



7 TRENDCARDS ONLY

FUTURE NAVIGATOR

WE EXPECT:

Soft trend
Soft trend
Soft trend

WE NEED TO STOP:

IN 5 YEARS NOVO NORDISK A/S IS GREAT AT:

OUR BIGGEST IRRITATION:

1 game-changer

Create Create Create

BURNING QUESTION:

TRANSLATE THE FUTURE INTO COMPETENCIES

IT WOULD BE FANTASTIC TO:

IN 5 YEARS OUR TEAM IS GREAT AT:

WE PREDICT:

Hard trend
Hard trend
Hard trend

PASSWORD - CLIENT LOGIN: novopatient

7 CARDS MOST IMPORTANT GAME-CHANGER

BUILD A BRIDGE TO THE FUTURE PATIENT

**PRESENTATION AT YOUR PAGE
NEXT FUTURIST COURSE 15. AUGUST**

BUILD A BRIDGE TO THE FUTURE

1. SPOT THE FUTURE AND TRAIN FOR IT
2. BE CURIOUS, OPEN AND APOLITICAL
3. MAKE MISTAKES, USE YOUR IRRITATION
4. LOVE YOUR COBOT
5. PEOPLE ARE MAGIC

**PRESENTATION AT YOUR PAGE
@liselottelyngso**