

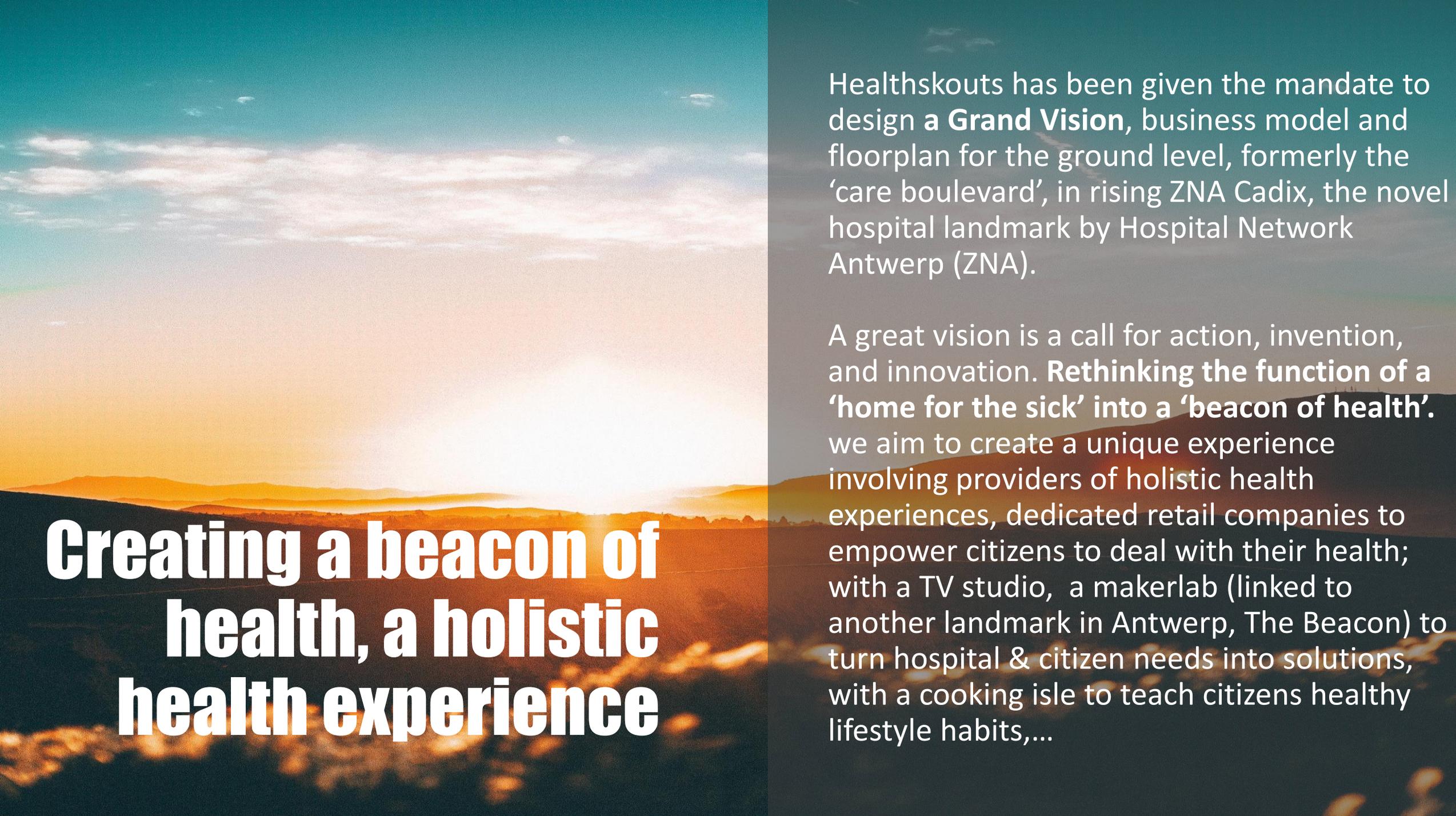


healthskouts



**Business
Opportunities
ZNA CADIX
Health Boulevard**

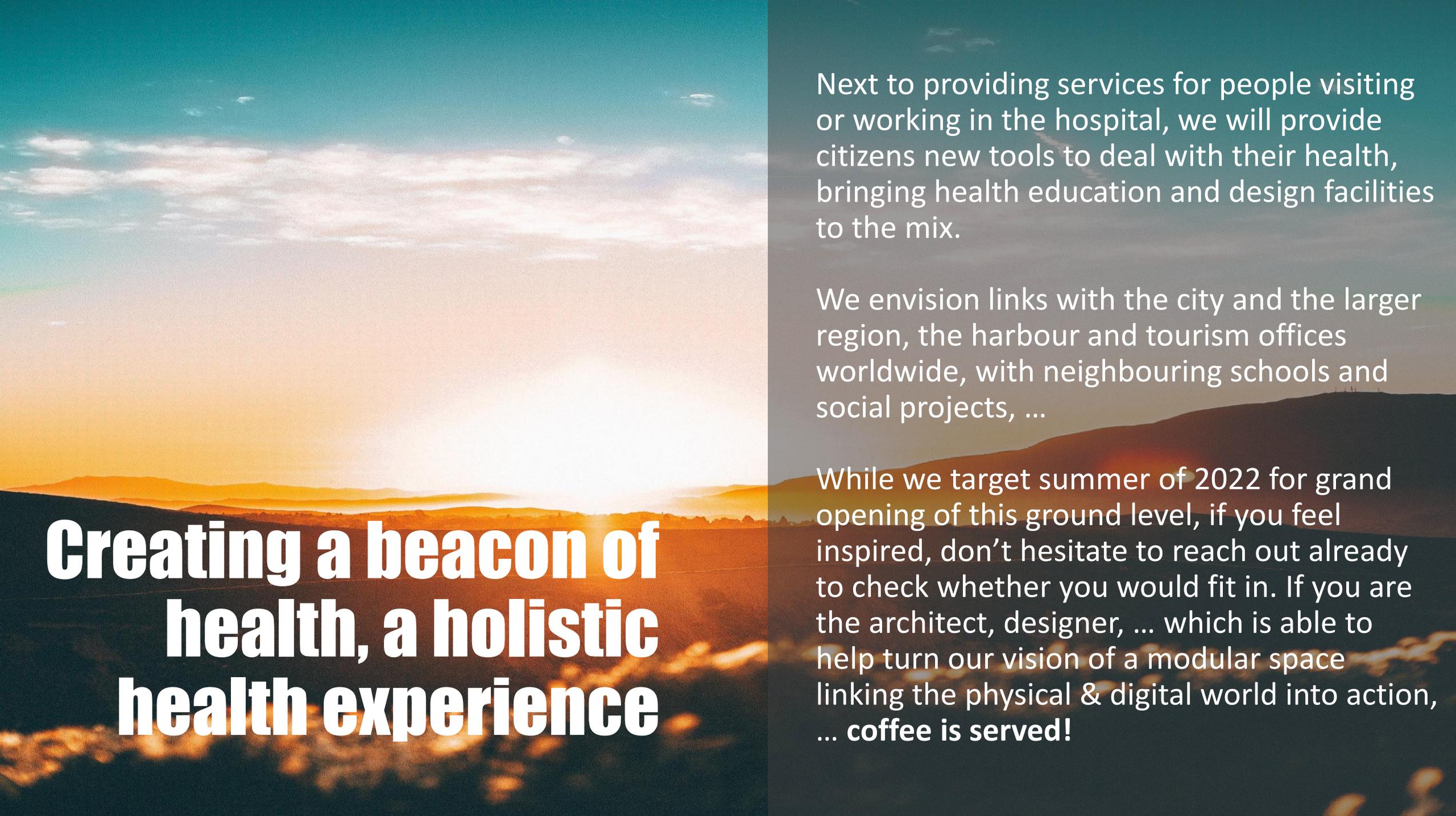
**Creating a
HEALTH BEACON
in Antwerp**



Creating a beacon of health, a holistic health experience

Healthskouts has been given the mandate to design a **Grand Vision**, business model and floorplan for the ground level, formerly the 'care boulevard', in rising ZNA Cadix, the novel hospital landmark by Hospital Network Antwerp (ZNA).

A great vision is a call for action, invention, and innovation. **Rethinking the function of a 'home for the sick' into a 'beacon of health'**. we aim to create a unique experience involving providers of holistic health experiences, dedicated retail companies to empower citizens to deal with their health; with a TV studio, a makerlab (linked to another landmark in Antwerp, The Beacon) to turn hospital & citizen needs into solutions, with a cooking isle to teach citizens healthy lifestyle habits,...



Creating a beacon of health, a holistic health experience

Next to providing services for people visiting or working in the hospital, we will provide citizens new tools to deal with their health, bringing health education and design facilities to the mix.

We envision links with the city and the larger region, the harbour and tourism offices worldwide, with neighbouring schools and social projects, ...

While we target summer of 2022 for grand opening of this ground level, if you feel inspired, don't hesitate to reach out already to check whether you would fit in. If you are the architect, designer, ... which is able to help turn our vision of a modular space linking the physical & digital world into action, ... coffee is served!



Creating a beacon of health, a holistic health experience

Therefore, we are preparing a **Health Charter** to describe 'the rules' service providers should adhere to. Count on seeing the terms trustworthiness, transparency and delight.

Mixing physical with digital presence, companies will be open 24/7. Hence their offer must also be digitally available.

While viability and sustainability are key, we envision **unexplored synergies** and opportunities will arise in this new breed of 'living' health lab.



<https://bouwenaanzna.be>

235.000

**ambulante
bezoeken per jaar**

15.000

1 dags verblijven

10.000

**meerdaagse
verblijven**



**Patiënten
Begeleiders
Bezoekers
Artsen
Personeel
Studenten**

**Nieuwe
Doelgroepen**

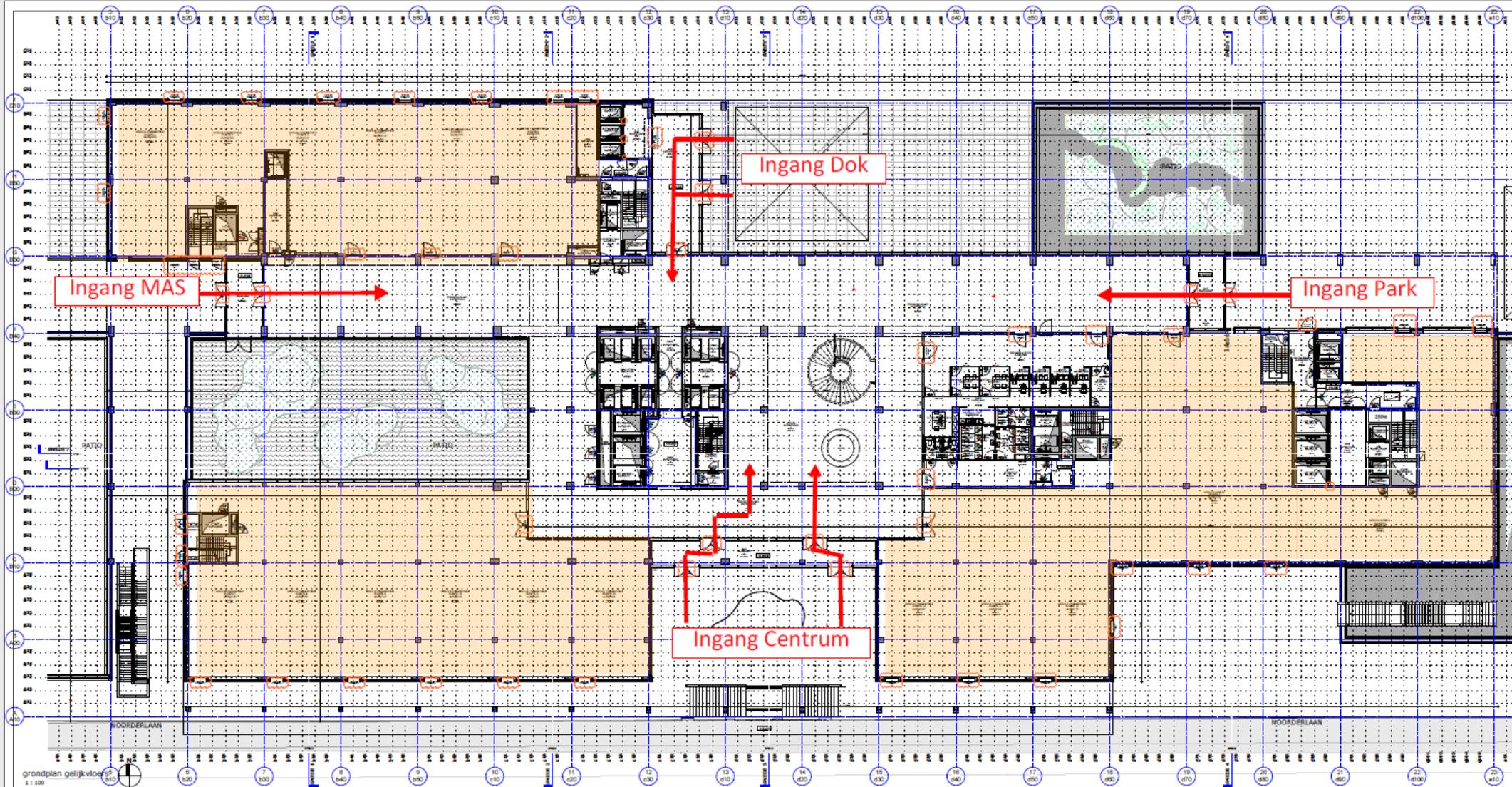


NIEUWE STROMEN, BESTAANDE DOELGROEPEN



NIEUWE STROMEN, NIEUWE DOELGROEPEN

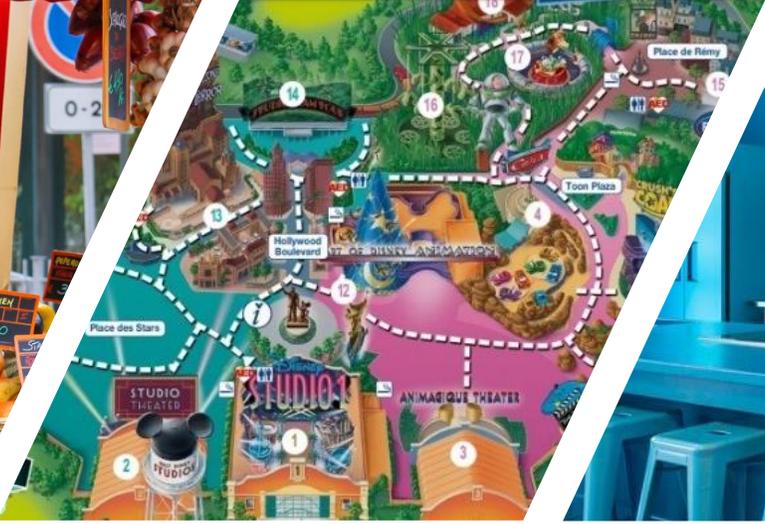
3.500 m² voor 13-17 modules



On-boarding en casco oplevering juni 2021

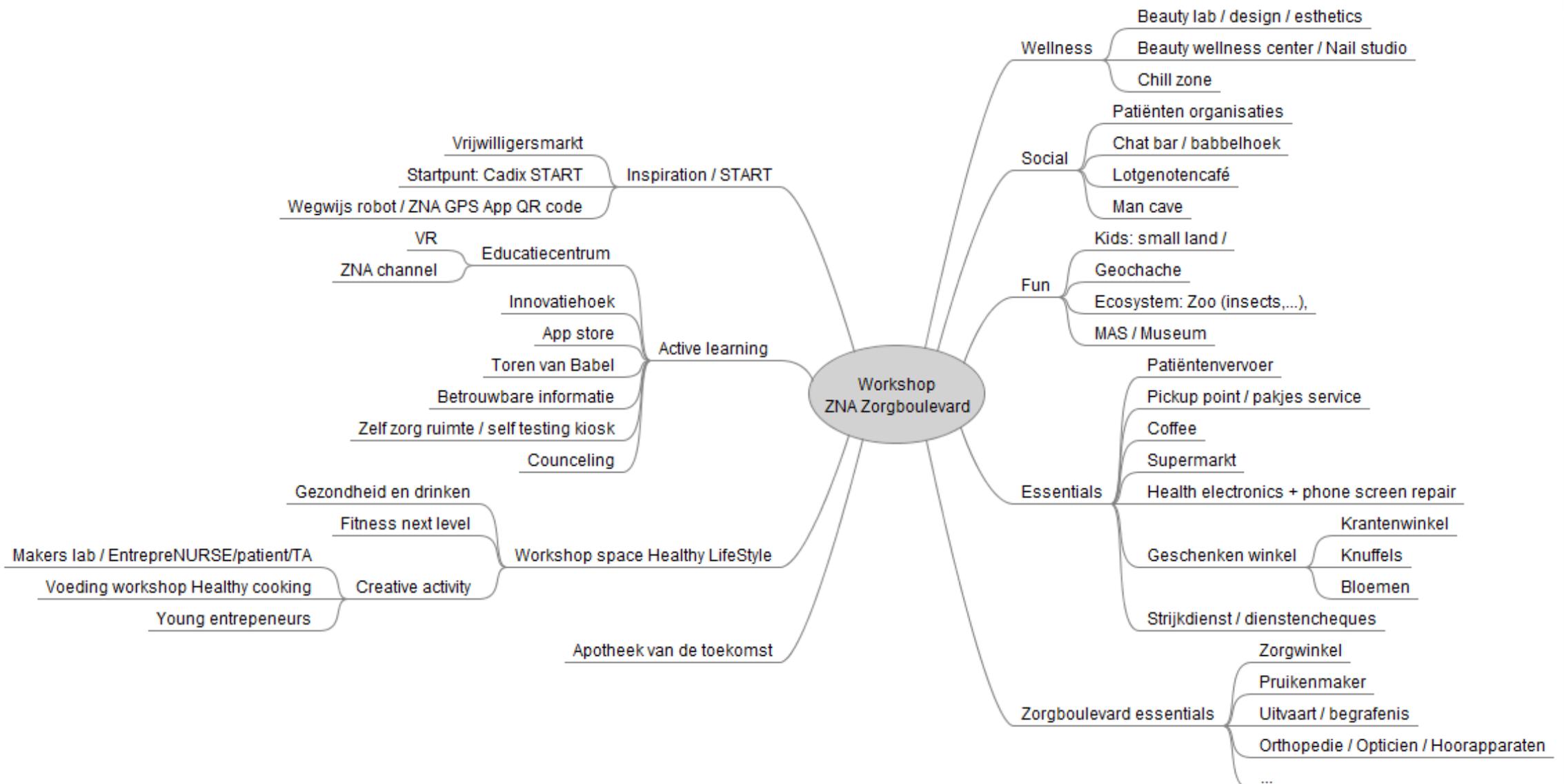
Pre-opening zomer 2022

YOU



An unseen
Health experience

Sampler van ideeën en noden

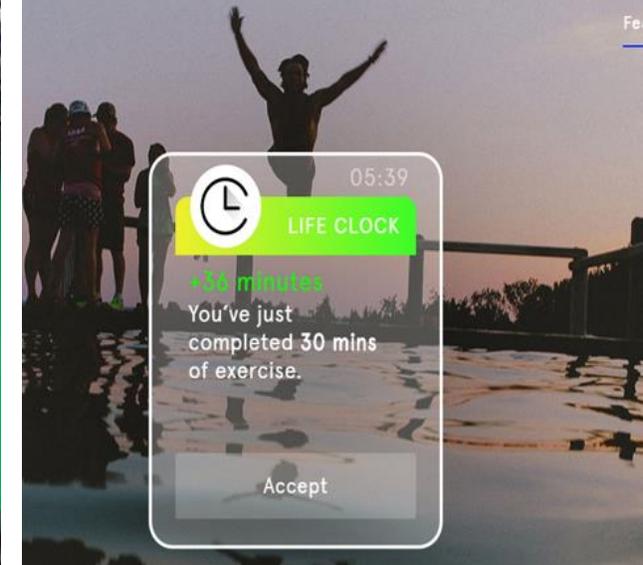


Food as medicine – learning to cook healthy x food delivery services

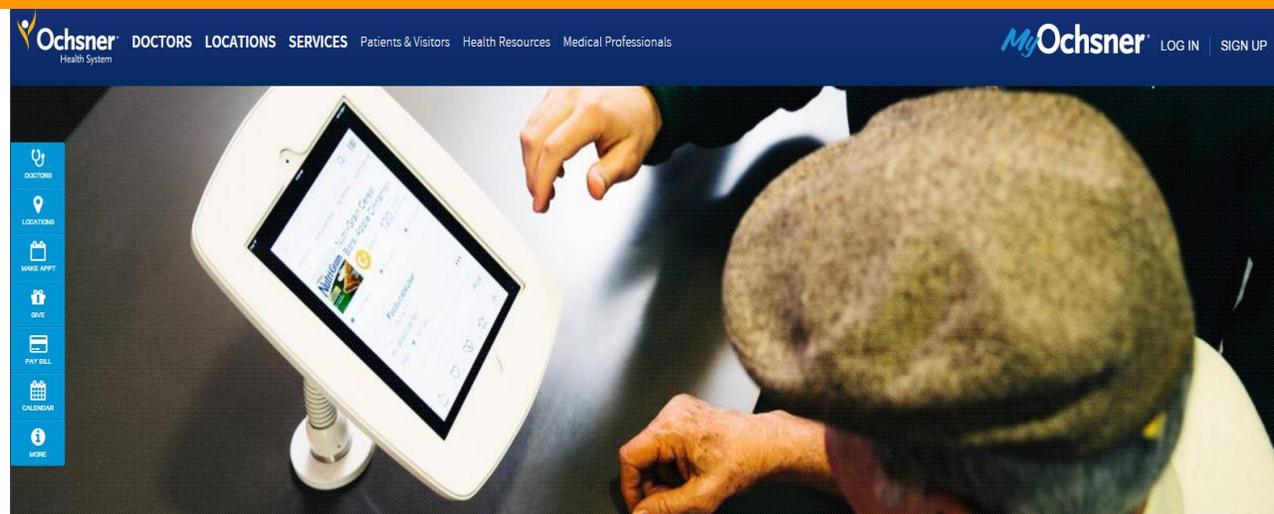


Kids twice as likely to eat healthy after watching cooking shows with healthy food

ZOOM+Care Prime, Portland, Oregon



Innovation powering hospital client, employee & healthy citizen



O BAR

The O Bar, the first retail experience of its kind, offers the latest in cutting-edge, interactive health technology to help you seamlessly manage your health and wellness.

A living lab to experiment, a floor & studio for novel experiences, pop-up stores to demo & deploy, co-working spaces to reside.

French hospital to open wine bar for terminally ill patients
Hospital comes up with a novel way to help the terminally ill enjoy life
it is opening a wine bar

972 0 78 14K Email



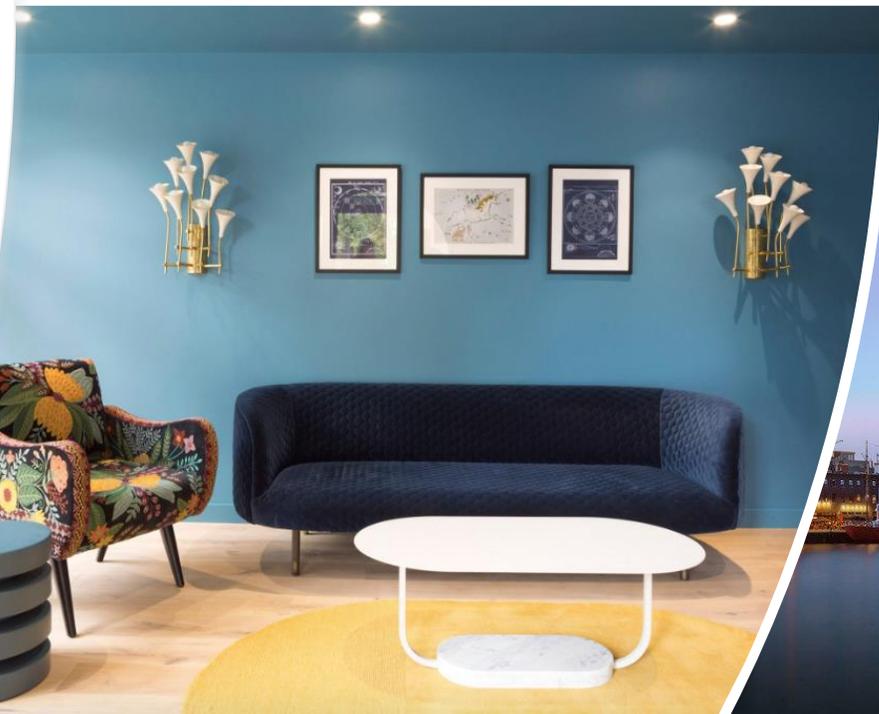
...d hospital will open a wine bar for terminally ill patients Photo: Alamy

Doctors in Montreal can now prescribe art to an art museum



...ould benefit mental and physical health,

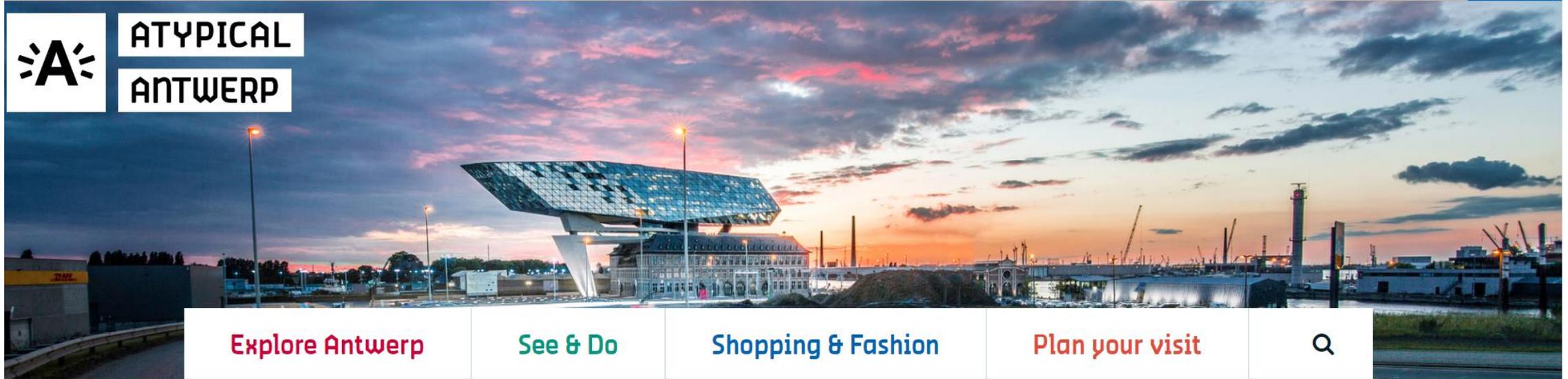
Image: FEUTERS



A new ecosystem – towards most healthy city by 2030



ATYPICAL
ANTWERP

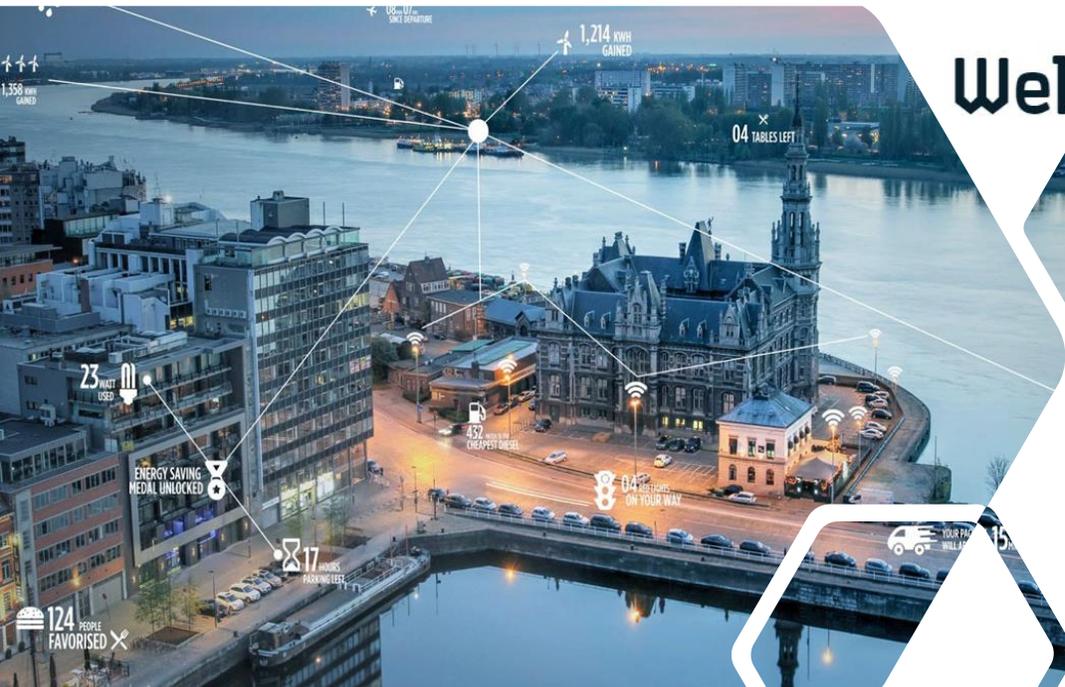


Explore Antwerp

See & Do

Shopping & Fashion

Plan your visit



Welcome to Antwerp



Port of
Antwerp

Embedded - Interconnected - Synergetic - Digital



EMBEDDED
IN THE

ZORGBOULEVARD



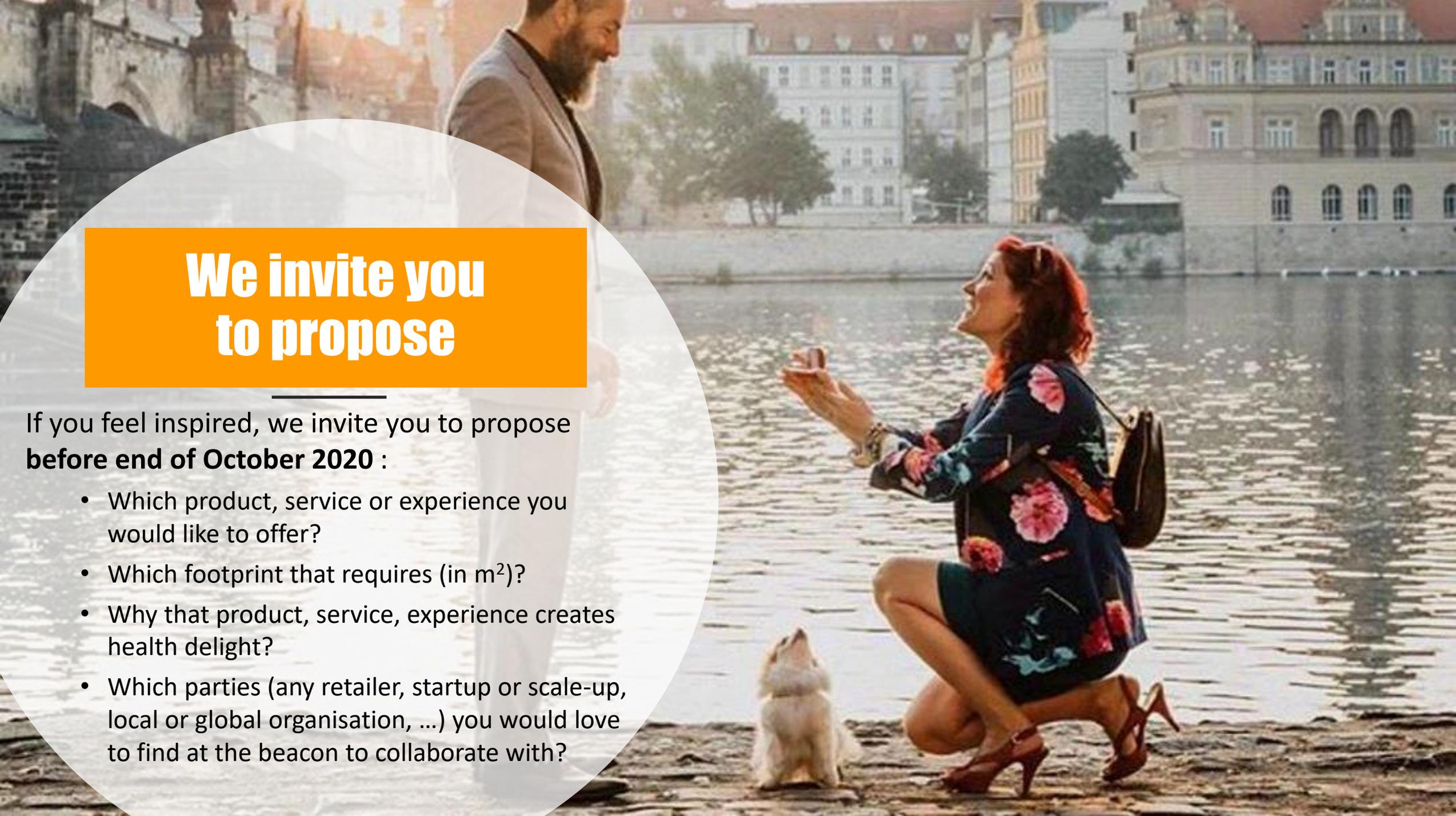
HOSPITAL



ANTWERP



WORLD

A man in a light-colored suit jacket and dark tie stands on the left, looking towards a woman on the right. The woman is kneeling on a cobblestone path, wearing a dark blue dress with large pink and red floral patterns and red high-heeled shoes. She has her hands clasped in front of her, looking up at the man. A small white dog is sitting on the path between them. In the background, there is a river and a large, multi-story building with many windows and a prominent tower. The scene is set during the day with soft lighting.

We invite you to propose

If you feel inspired, we invite you to propose
before end of October 2020 :

- Which product, service or experience you would like to offer?
- Which footprint that requires (in m²)?
- Why that product, service, experience creates health delight?
- Which parties (any retailer, startup or scale-up, local or global organisation, ...) you would love to find at the beacon to collaborate with?



Koen Kas	+32 479 419962	koen@healthskouts.com
Luc Krols	+32 496 357984	luc@healthskouts.com
Bart Collet	+32 476 412569	bart@healthskouts.com

We believe one day people get sick no more

Health Innovation Engine

Healthskouts works with global life sciences, pharma and tech companies, as well as care providers, to build innovative new products and businesses in the health space.

We help our clients envision & validate unseen ways to compete in the scope of preventive, predictive, participatory & personalized health.

We scout worldwide, across all domains, to uncover the newest data, insights, designs and business models. This is the first step in the design of a novel health experience, a digital pipeline or digital companion concept.

Healthskouts' CEO Prof. Dr. Koen Kas is a respected and much sought-after thought leader on the future of health, frequently invited on an international stage as keynote speaker and serving a number of health & tech organizations. He has a proven track record on being able to impact decision making and helping Fortune 500 companies see and shape the future.

The Healthskouts team includes seasoned life sciences entrepreneurs, digital health analysts, data scientists and experience organisers with a proven track record in guiding pharma & healthcare players.

<https://healthskouts.com>

