

More about Rik's challenge and the winning solution

« Our mission is prevention of cardio vascular diseases, so there is a clear link between the event and our organisation » said Rik Vanhoof from the Belgium Heart League . As for the challenge, **« it's always interesting to meet new people, and to hear their out of the box ideas. I wasn't expecting a lot, I came here with a very open mind, and everything was a win today. I've heard nice ideas, I hope we can work on some in the future. Here and thanks to lifetech, we have different backgrounds, where in the BHL we are fully in the content. It's great to have out of the box insights from people that are not in the business, who have a view from the outside and come with bright ideas. »** Different points of view, different approaches, different imperatives and ambitions, but all in the same frame of mind: imagining the future of prevention.

« Our solution to the first challenge was the Shopping cart reward », said Sophie from the first winning team: « check people's shopping baskets over a given period, and based on their contents, assess the health risk for the person. If, based on their purchases, we consider that the person has a "high-risk" lifestyle, they receive a reward inviting them to have a check-up. A spa, for example, so as not to play bad cop, a time when people will have time to do the check-up. And to make sure they actually go to the spa, offer them a voucher in their supermarket if they do the check. »

What's sure is that this idea seduced Rik, the challenge holder, who'll soon start working on it: « we'll sit together again with the winning team, and then prepare a pitch to present it to our board and to a supermarket, see whether they are interested or not, and maybe look for a win-win partnership. We already have some partnerships with the food industry so it can be a nice idea to collaborate on another level.