

More about the UZ Brussel's challenge and the preferred solution

« I work at UZ Brussel and we recently launched a project to create a Brussels health house next to our hospital », said Sonia Van Dooren, third challenger of the day. « I'm into everything related to prevention, it's a very important focus and I think it's nice to have different challenges regarding prevention, with different topics and a lot of people from different angles and backgrounds. I hope that they'll come up with interesting solutions, something we can implement. Because it is a problem for the moment, there is not a lot of evidence based solutions, they are not always qualitative. (...) I hope that people are inspired by what I'm presenting because in hospitals we have mainly academic people, but here you have people from hospitals, as well as industry, university, startups. I think that people who subscribed for such an event are people that really want to think, innovate and create possible solutions for the future. »

« On our side, the third challenge was a really difficult problem! » said Keith, from the third winning team. « Our project was called "Bending the curve", in the sense of bending the curve of life. Current preventive medicine focuses on extending life expectancy, but the question now is how to prolong life in good health. How can we innovate and come up with new ideas if we have to wait 20 years for results? We proposed to look at the question from another point of view, starting from the idea that we have a lot of existing data, historical data, enriched by all the new experiments, and that we could use AI to work with it. From there, there are two parts. First, with this existing data, identify the characteristics that indicate long-term success. These can be early measures of "golden standards". Secondly, these models can be used to test new innovations and how well they meet standards on a long-term projection. This answers the financial question: how do we pay back? We'll have standards to refer to when establishing reimbursement and transferring some of the funds earmarked for curative healthcare to preventive care. »