



Health Experience Expert

CHRISTOPHE JAUQUET

keynote speaker, author, trendwatcher in health & self-care

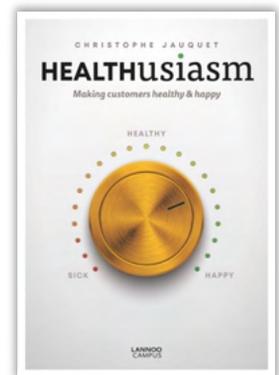
INTRODUCTION

This is a brief introduction to Christophe Jauquet, author and **keynote speaker on trends in health & self-care**. To discover the most recent information go to the website: www.christophejauquet.com

This document serves as a high-level summary of some key topics Christophe is talking about in his keynotes. For most clients, these talks are enhanced with industry-related examples, adapted to the cultural environment and aligned with the business objectives of the event.

CHRISTOPHE JAUQUET

[Christophe Jauquet](#) is a **Health Experience Expert** with 20 years of practice in the health business. His unique personality combines a rational, healthcare mindset with the trendy creativity from the lifestyle and consumer business. As the author of "Healthusiasm", he inspires companies on how the recent trends in healthcare and self-care impact consumer brands and life science companies. Christophe will help to answer one essential question: **How can you make your customers healthy and happy?** Because that is precisely what customers expect: Every business is a health business now.



SOME BACKGROUND

Everybody wants to be(come) healthy & happy. So why do life science companies and consumer brands make it so often difficult for them? It's an intriguing question Christophe has been passionate about for quite some time now. While there are some obvious reasons and well-known challenges related to it, he believes that improving the customers' lives is a massive opportunity for all companies and brands today: Patient demand more engaging experiences. Consumers increasingly crave health-enhancing products, services and experiences as well.

Innovation starts by being inspired and Healthusiasmatic about what is already happening. There has never been that many new business ideas and human behaviours related to health as today. It may even feel overwhelming. But these ideas and behaviours are the key ingredients to innovate. Christophe structures these into an inspirational talk that will encourage your team to win in this health-conscious world. **Let's design next-level Health Experiences, together.**

WHAT MAKES HIS KEYNOTES SO POWERFULL ?

Christophe spreads Healthusiasm in the audience by introducing industry-relevant business innovations and recent consumer trends. But every keynote also contains two building blocks to turn this Healthusiasm into action. These elements are practical approaches that facilitate your teams to implement the learnings right away.

1. **Healthusiasm Model**: This is a visual representation of how people go about their health. It provides companies with a tool to map both consumer behaviours as well as business-relevant health innovations. The Healthusiasm model is used to identify new opportunities.
2. **Customer Transformations**: This approach supports companies in creating more value for their customers. By including expectations and life aspirations, managers are empowered to design a customer experience that is differentiating from competition and valued by customers.

To turn inspiration into impact, Christophe provides hands-on workshops. By combining both building blocks, the company defines an action plan to make their customers healthy & happy.

THE VALUE FOR LIFE SCIENCE COMPANIES

It's not always straightforward to established patient-centred care. Perhaps it isn't easy to know how to create the right value for patients. It can be hard to confidently change direction or implement new ideas when running a business that isn't a burning platform.

Christophe's keynotes introduce pharma into the outside world and bring the outside world closer to the reality of the pharmaceutical business. Why is that important? Because the patient is only sometimes a patient. They are human beings who are living in that outside world with specific expectations and life aspirations. Christophe's keynotes and workshops provide and structure this inspiration to help you create the right value for patients.

THE VALUE FOR 'NON-HEALTHCARE' BRANDS

Even brands with previously little to no affinity with health & self-care are turning into a health business today. Supermarkets, car manufacturers, telecom corporations, food brands and even travel organisations (just to name a few) are already health businesses today. Christophe's keynotes inspire companies and brands to integrate health into customer strategies as well. He uses real-life examples and a practical toolkit to translate a broad vision into customer experiences that can make people healthy & happy.

POPULAR KEYNOTES



[The patient is no longer patient:](#) As people's expectations are influenced by experiences in other parts of their lives, it puts enormous pressure on the healthcare industry to evolve. Attitudes and expectations towards doctors as well as towards health solutions have changed a lot as a result.

This talk inspires teams about the changing expectations of patients, who live in a world that has already undergone a digital transformation. With plenty of examples, it offers a broader view on how digital is also changing the entire healthcare industry. The building blocks used in this talk motivate teams to immediately make an impact.

[The expected outcome:](#) Teams will feel motivated by the many significant examples that are transforming the (healthcare) world. The talk also highlights how patients have evolved from being a passive healthcare stakeholder to an impatient human beings that involved in their overall health



[Every Business is a Healthusiasm Business:](#) An eye-opening story on the four drivers why health has become so dominantly present in our lives. With examples and models, this talk explains how companies and brands can play into this opportunity. The talk shows how to connect with customers even beyond the touchpoints of the journey.

People have always been occupied with their health. But there are four reasons why people are so actively involved in their health today. This keynote showcases how each reason offers an opportunity for companies to integrate health in their customer strategies.

[The expected outcome:](#) People know that being healthy & happy is important for everyone. But they might not immediately see the opportunity for their business. This talk will provide the right tools to turn their business into a health business, and connect with their customers at a deeper level.

OTHER POPULAR KEYNOTES



[The Future of...](#) : A tailor-made story on the future of (*a particular part of*) health and self-care. This energising talk is built to inspire companies on future thinking and future planning. It serves to open the minds of the audience who is not particularly focused on a daily basis on what's next for their business, role or responsibility.

These "The Future of" keynotes are typically built out of 2 parts: an introduction into Future Thinking and a couple of potential future scenarios. The introduction will help frame the possible future scenarios to the entire audience and helps them in applying these to their jobs. The potential future scenarios can be selected together with the client to ensure the best possible business fit.

[The expected outcome](#): Being submerged into possible future scenarios is the ideal starter for strategic planning. It provides different insights, forces to think out of the box, and challenges business as usual. Insights from this keynotes makes companies take better decisions, that are more likely to be future-proof.

Click [here](#) for Christophe's showreel



PREVIOUSLY INSPIRED

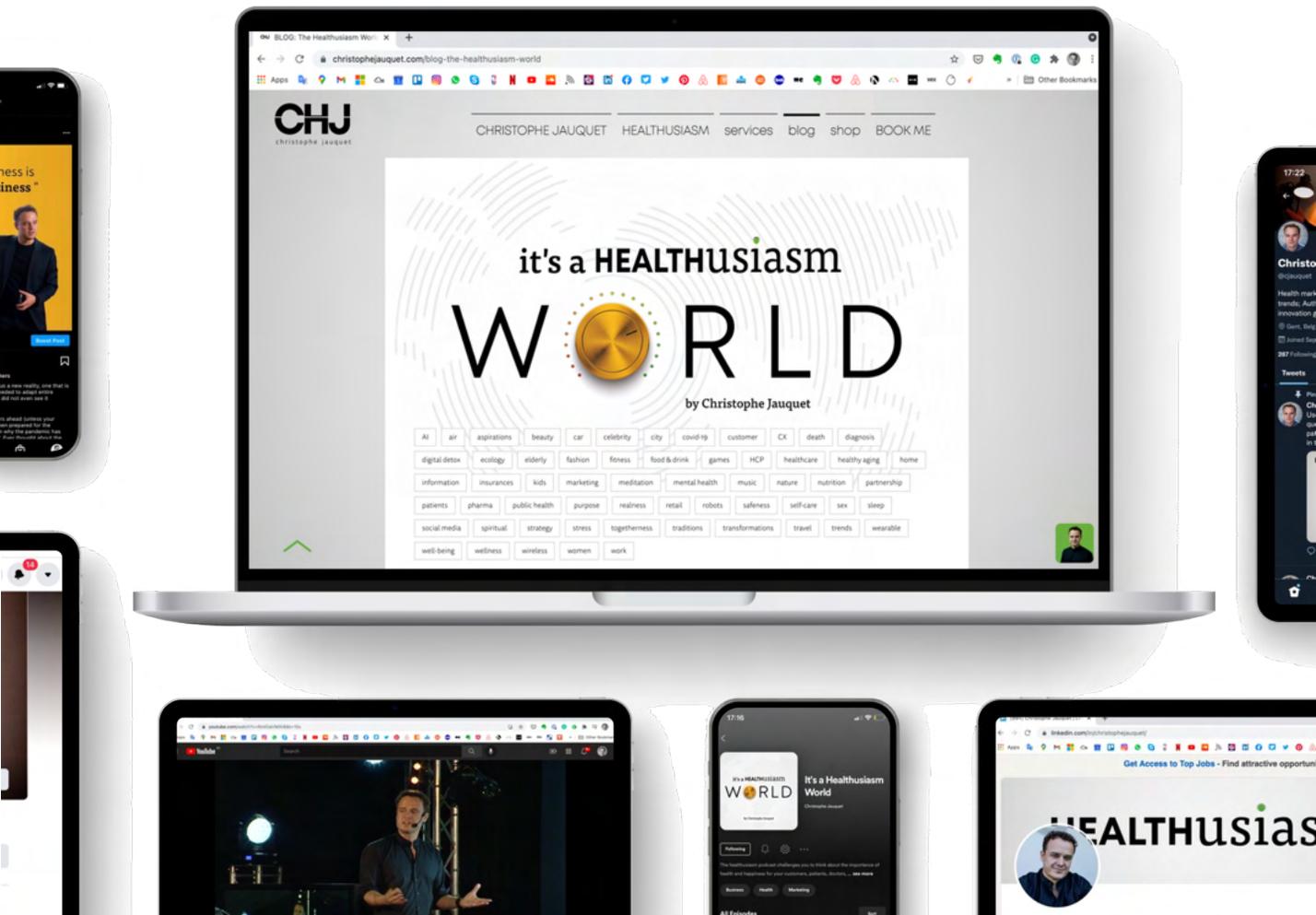


THIS WHAT THEY SAY

- Christophe succeeds in captivating his audience in an inspiring way and with a clear framework. In this way he helps my colleagues and me to make the best choices. **Steven Hermans, Director Innovation, CM**
- Christophe's inspiring session about healthusiasm and transformative spaces gave our organisation new insights for our strategic direction. **Dorien De Ryck, Director MCH**
- Christophe presented "The Pharma Momentum" at the kick off meeting for the Levant countries at Roche. It was an inspiring session for the entire team. We particularly liked the engaging discussions and interesting real life examples. **Talar Santourian, Roche Levant Countries.**
- Christophe is a super-compelling speaker, adaptable to stages large and small His discussion of "Healthusiasm" as a tangible and valuable consumer trend is well-researched and lays down the gauntlet to huge corporate brands to embrace and serve the wellbeing of their customers. **Maxine Birmingham, CEO Sustainable health**
- Christophe was the perfect kick-off for one of the organized experienced by nexxworks. He was able to inspire them on what the future of healthcare is and provide a glimpse on what solutions are already out there. **Matthias De Clercq, COO & partner at nexxworks**
- Christophe presented at our European Health Insurance Event in Austria to an audience of C-level industry leaders. He is a remarkable speaker who brings an inspiring story in a compelling yet very simple way. **Meriem Seghir, Senior conference producer, InventU**

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- [YouTube](#): Follow keynotes, watch Healthusiasm monologues & learn from his thoughts
- [Daily blog](#): Find in-depth information on a daily basis
- [Twitter](#): Interact live and discuss the latest trends in health & self-care
- [Podcast](#): Listen to the Healthusiasm monologues about the future of health & self-care



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