

A wide-angle photograph of a modern, futuristic healthcare facility. The building has a large, curved glass facade with a grid of vertical panels. In front of the building is a landscaped courtyard with several people walking. There are trees, a fountain, and a curved walkway. The overall atmosphere is clean and modern.

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Healthcare of the Future

Holistic healthcare for the tech-savvy generation ahead

Welcome

Before we start off,
let us quickly introduce
ourselves.

Conor
**Senior Designer &
CX Strategy**



Julian
**Head of Digital
Experiences**



Amy
Interior Architect



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WE ARE

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We blend the rich experience of brand and environments together, along with digital and innovation to elevate the consumer experience across the entire customer journey.

Our approach, design and craft has seen the work recognized with numerous awards, nationally and internationally.



Fit Out Awards 2024



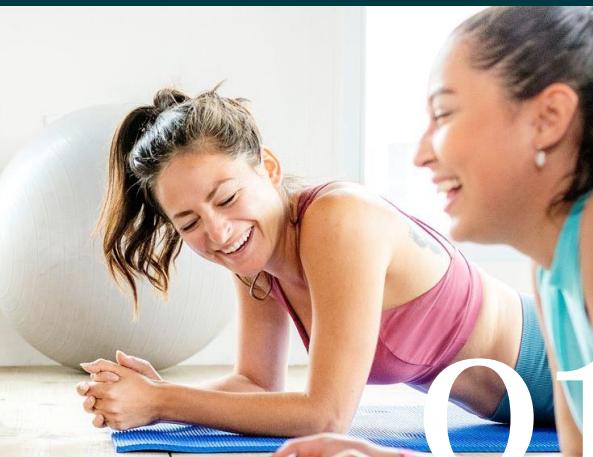
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Introduction

The health industry is vast and complex. From public to private healthcare, to the way different generations interact and utilise the healthcare facilities around them.

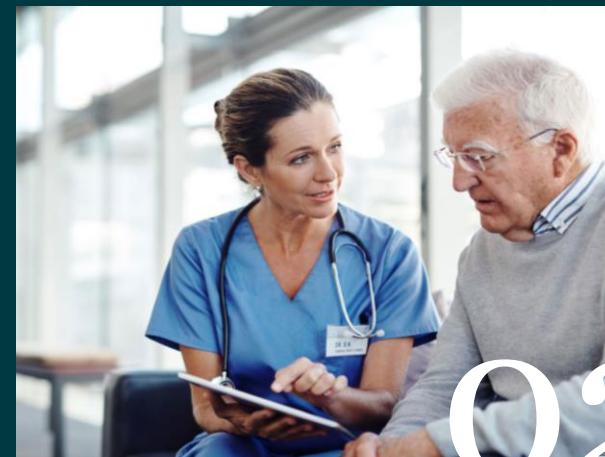
Over the course of the next six chapters, we look to navigate the landscape and showcase a vision based around our informed scenario planning.

Welcome to the Future of Healthcare.



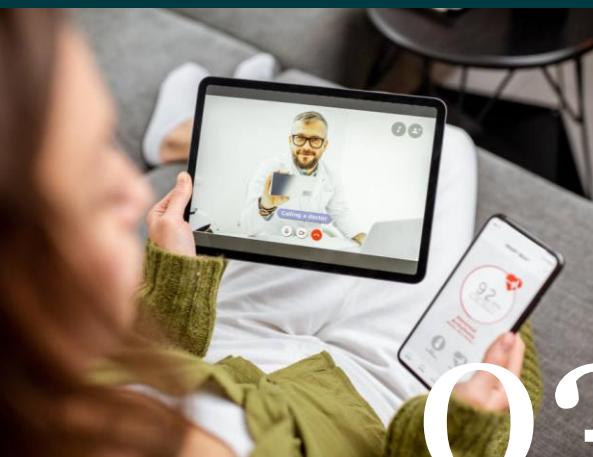
01

Scenarios



02

Today's landscape



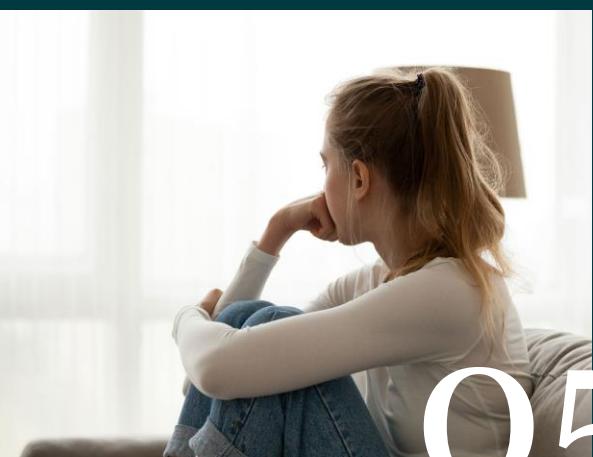
03

Innovation



04

Wellness



05

Designing for the future



06

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The healthcare sector is vast

It goes without saying that the healthcare sector is huge. At a global level its estimated at a market value of \$22 Trillion, in Europe \$1,648 Billion and within Ireland alone \$30.5 Billion*

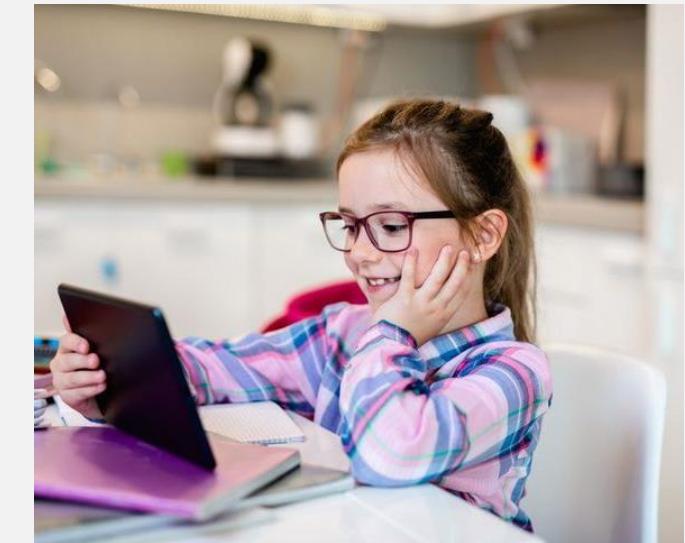


Look to focus on two key areas

*Sources include SNS Insider, European Commission and Trade.gov

Shared experiences different generations

As healthcare evolves, different generations engage with it in unique ways.



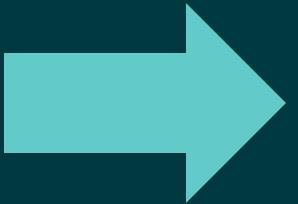
Generation X
1965-1980
44-59yrs

Millennials
1981-1996
28-43yrs

Generation Z
1997-2012
12-27yrs

Generation Alpha
2012-2015
0-11yrs

“I think about my health
when there’s an issue”



“I don’t trust hospitals”

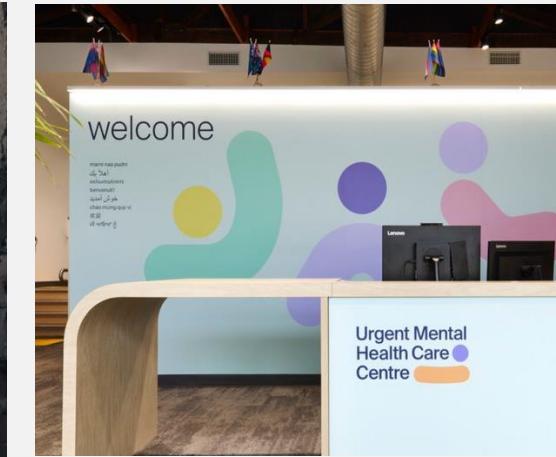
Gen X

“I value healthy
preventative living”

Millennials

Why Focus on Generation Z

As healthcare evolves, different generations engage with it in unique ways.



They are the Largest
Upcoming Healthcare
Consumers

They Expect a Digital-
First Healthcare
Experience

Mental Health Is Their
Top Concern

They Prioritize Preventive
& Personalized
Healthcare

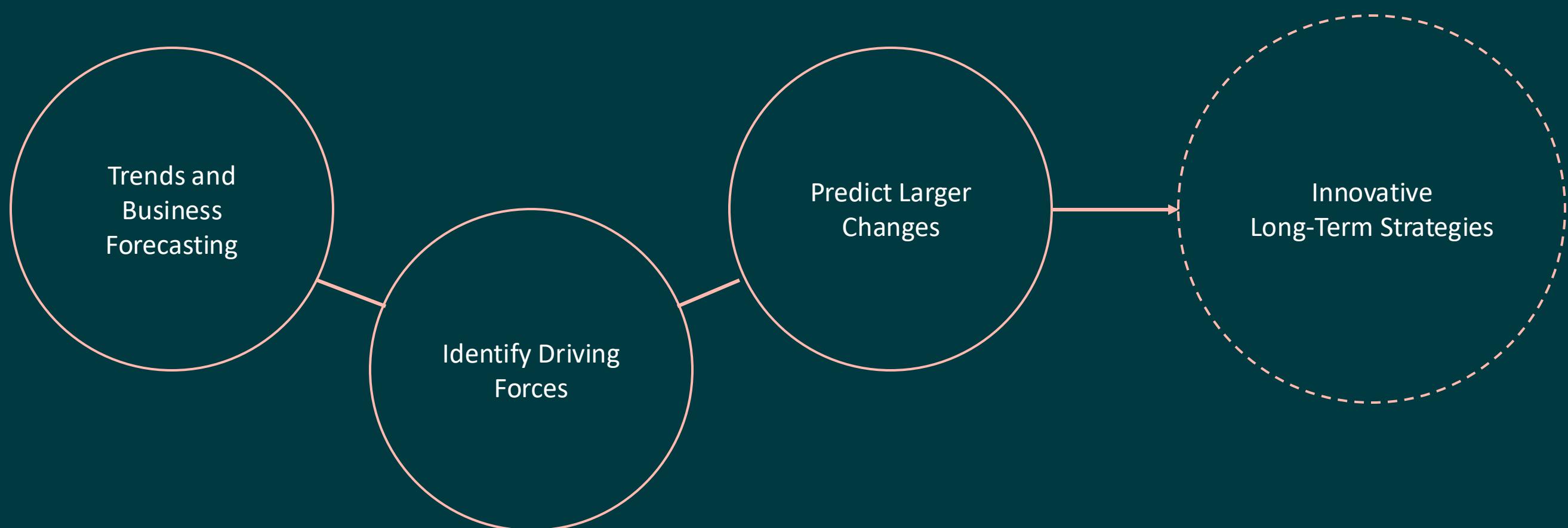
They Demand Health
Equity & Sustainability

01

Scenarios

Scenario Planning

From our initial research, we will be focusing on GenZ and more digitally enabled healthcare for the future.



Driving Forces



Changing Spaces



Personalisation



Economic Uncertainty



Digitisation, Tech & Ai



Mental Health & Wellness

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Driving Forces

Mental health & wellness is fundamentally more important to our GenZ audience than any other generation.



Think brands should be making an effort to help improve peoples mental health - VML



46% said beauty and style had a positive impact on their mental health. - VeryWellMind.com



Of GenZ equate health with simply feeling good emotionally and mentally - Death To Stock

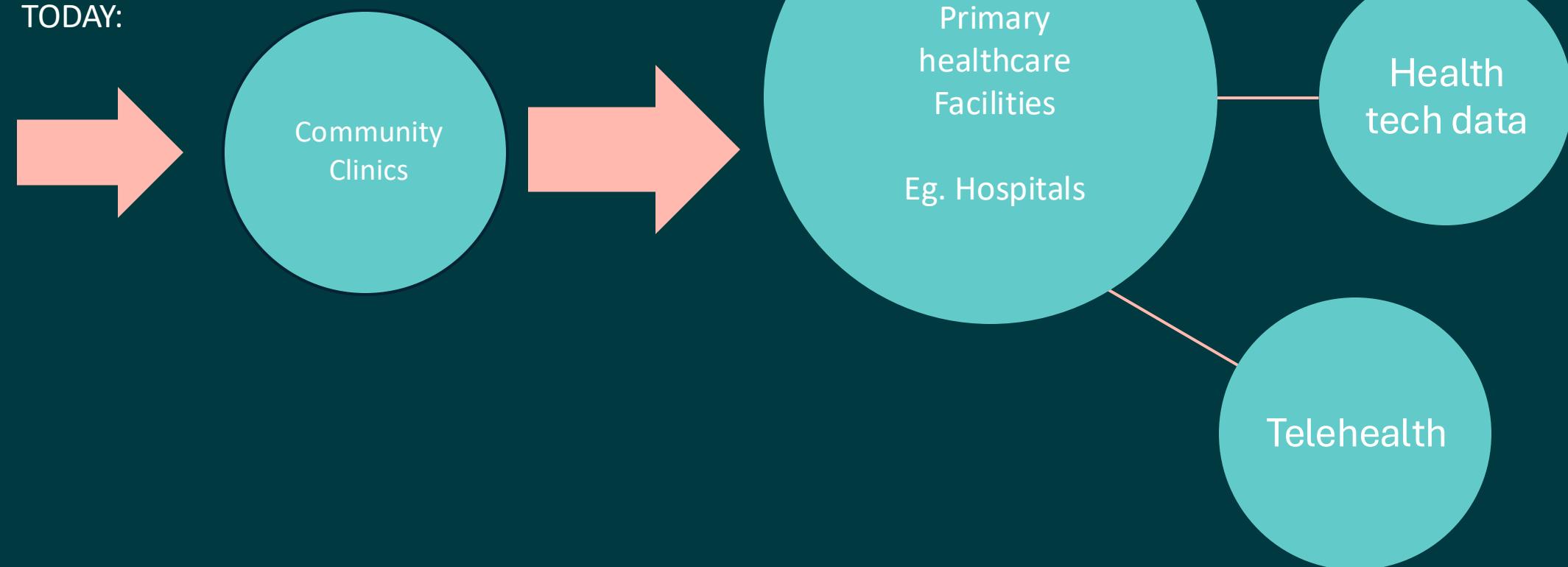


Of GenZ/young millennials are interested in the connection between mental health, beauty and style- VeryWellMind.com

Status Quo

Current patient healthcare experience:

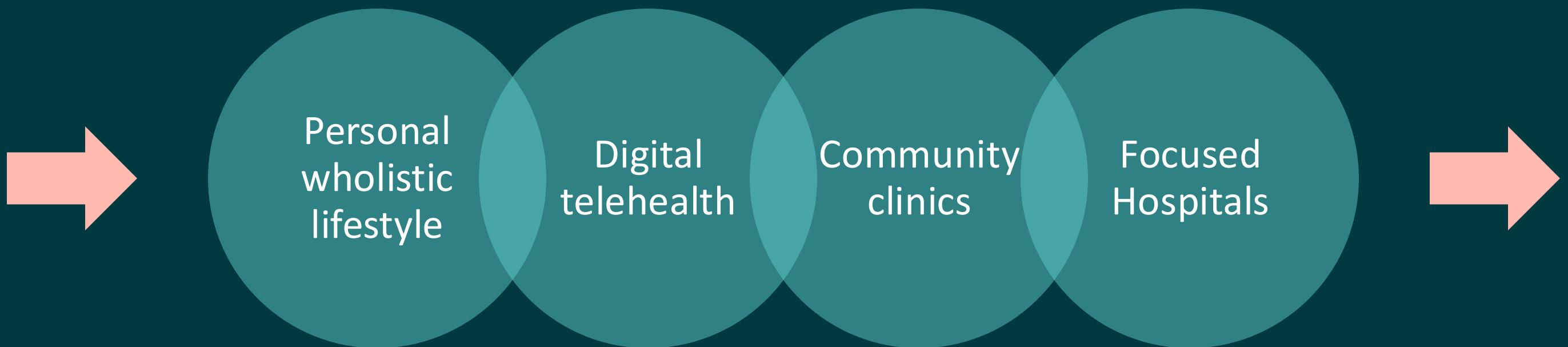
TODAY:



Future Scenario

The future of healthcare for GenZ:

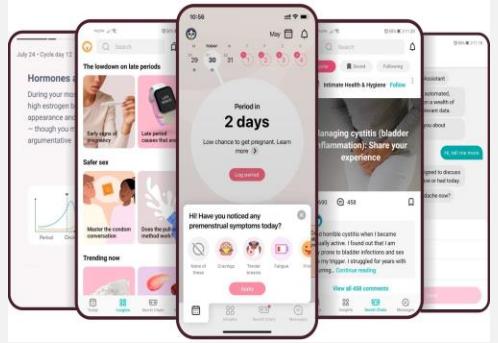
TOMORROW:



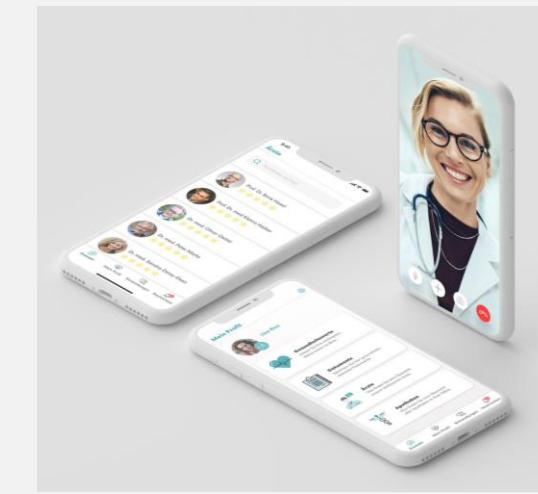
02

Today's landscape

Formats



Digital platform / Apps



Digital Clinics



Community Clinic



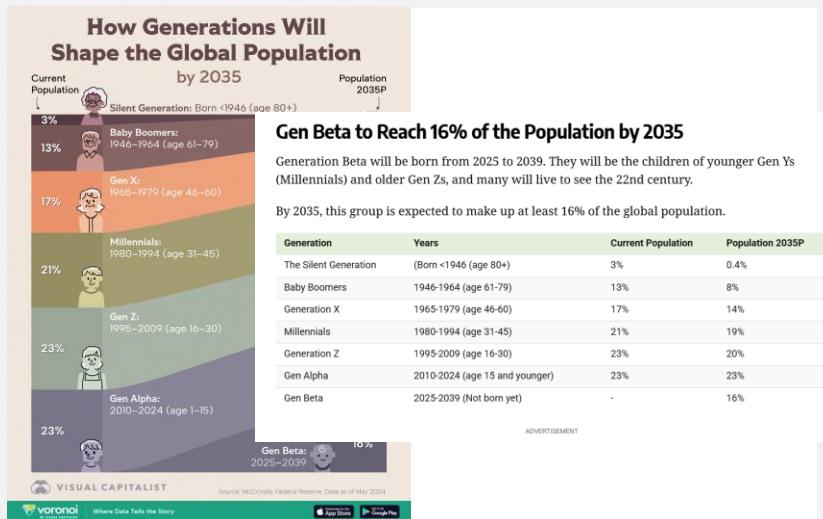
Specialised Units



Hospitals

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GenZ Insights



Largest emerging market yet



Digital first ecosystems



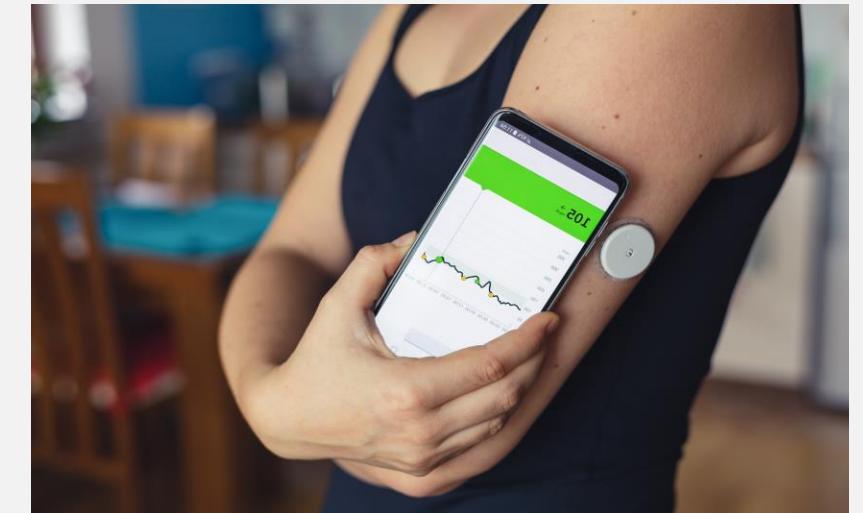
Mental Health



Equity, sustainability & transparency



Preventative wholistic mentality



Wants personalised care

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03

Innovation

Healthcare Trends

Falls into three key pillars;



Digital Transformation

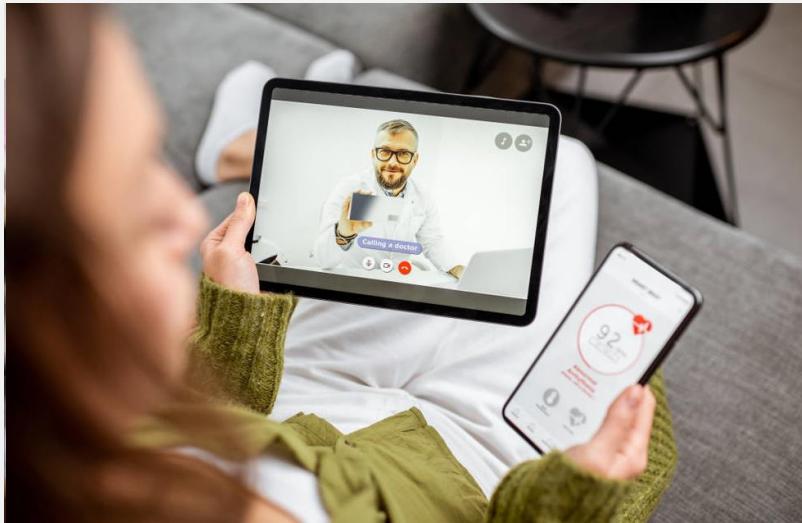


Workforce and Simulation Learning



Patient Engagement

Digital Innovation



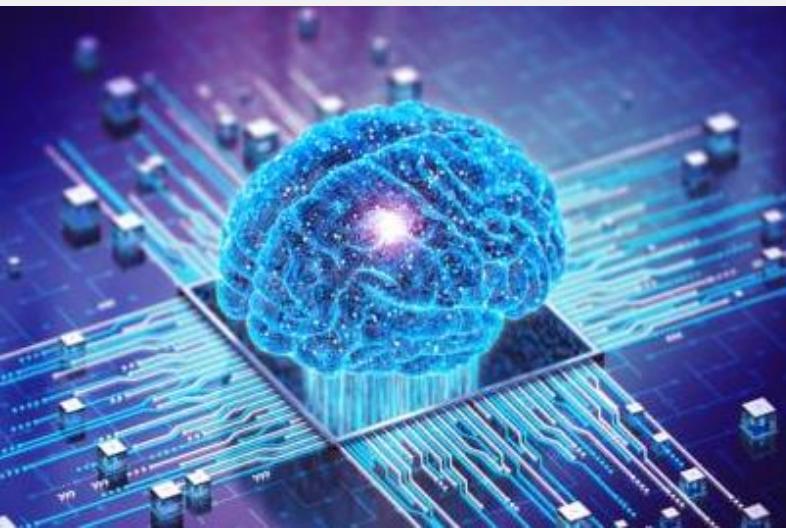
Digital Apps and Services



Wearable tech



Hype-Personalised Support



Powered by AI



AR/VR Applications in Psychiatry

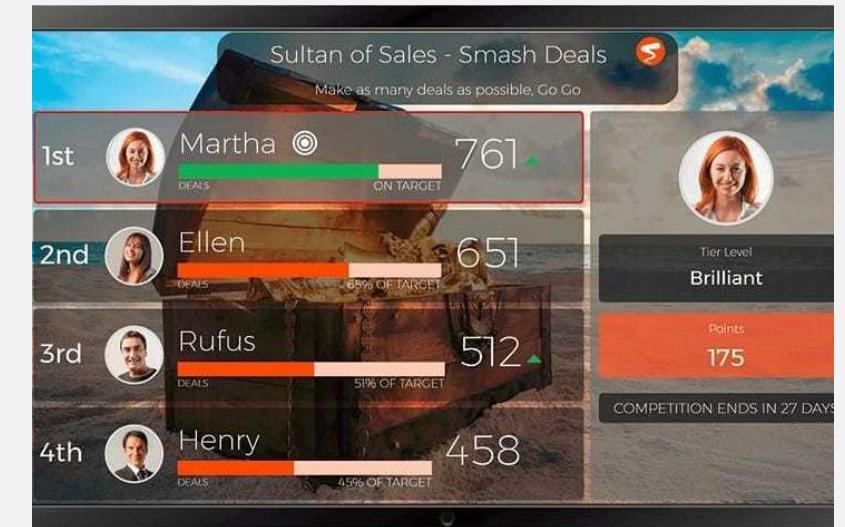
Innovation Beyond Healthcare



Portal worlds, bringing teams closer together



Palm (biodata) allowing for payment methods



Gamification can be leveraged as training tool



Sensor driven design which adjusts to user



Telecommunications powering connectivity

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04

Wellness Concept

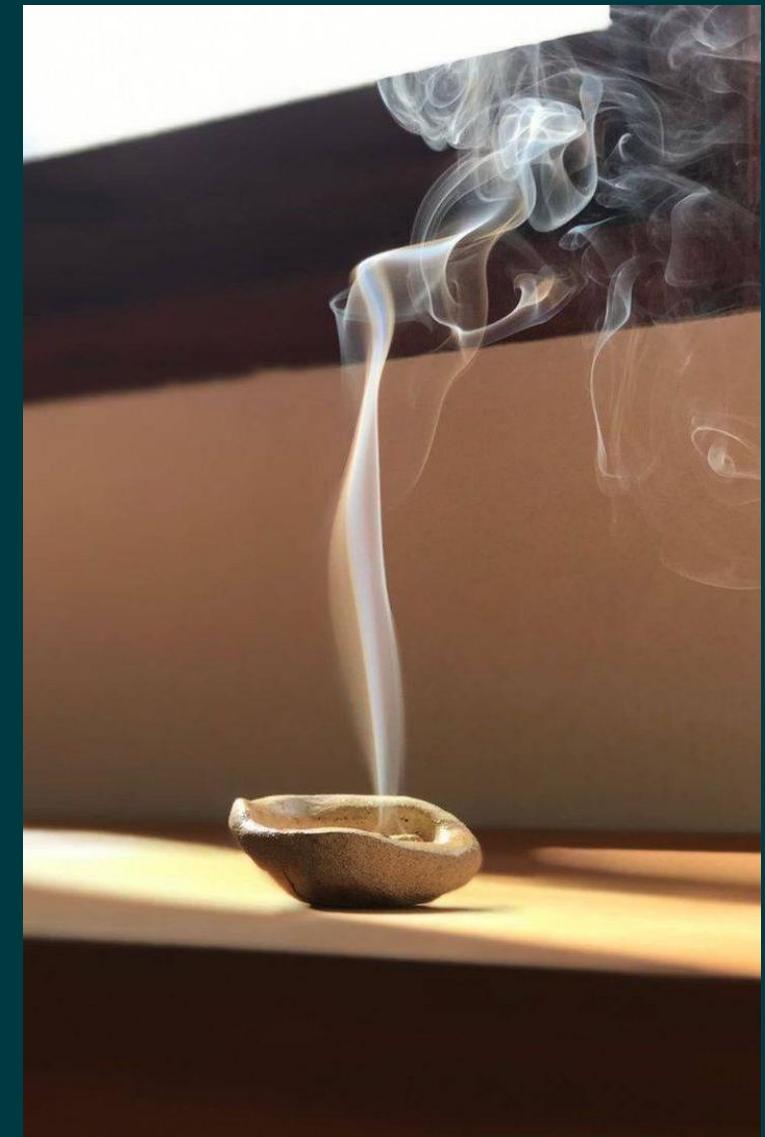
Wellness Definition

Wellness in today's world is a more connected, personalised approach to health—where lifestyle, technology, and healthcare systems work together to support long-term wellbeing. From digital tools that track health in real time to systems that focus on prevention over cure, wellness is no longer just a goal—it's an ongoing, active part of how we live and care for our health.

The Shift Towards Wellness

Transforming Lives: Through a wellness-focused approach.

Healthcare is increasingly shifting towards a wellness-focused approach, emphasising prevention, holistic care, and long-term health management rather than just treating illness.



A Shifting Change

Healthcare design is undergoing a transformation as patients increasingly seek environments that support not just treatment but overall well-being.

Today, there is a growing demand for spaces that prioritize comfort, emotional support, and holistic healing—acknowledging the vital connection between environment and recovery.

As a result, designers are integrating biophilic elements, organic forms, and thoughtfully chosen materials to create spaces that feel more inviting and restorative.



Designing Spaces for preventive and wellness

Transforming Lives: The Power of Mind Body Connection



Designing Spaces for connection

Transforming Lives: How we can action our emotions

The healthcare industry is shifting from reactive (treating problems) to proactive (identifying needs before issues arise). Emotional awareness will be key in designing personalized mental health solutions.



Preventive care and proactive approach

- Wearable & Emotional Health Tracking
- Schools and Workplaces
- HealthCare
- Mental Health Focus
- Preventive Care
- Personalized Health
- Intergrated care
- Telemedicine and digital health



Designing Spaces for connection

Transforming Lives: The Power of Mind Body Connection

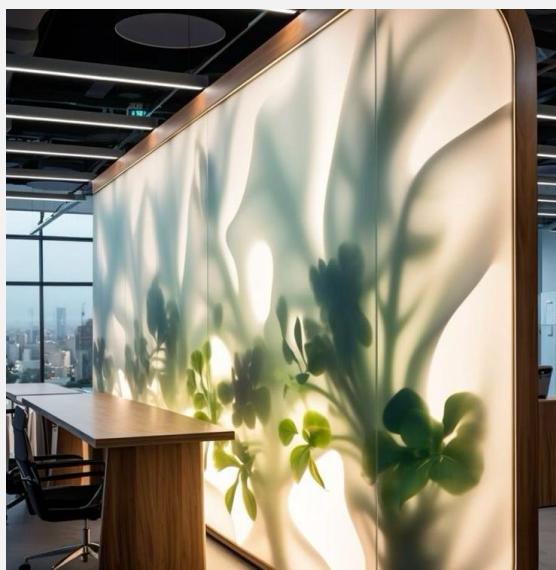


Designing Spaces for connection

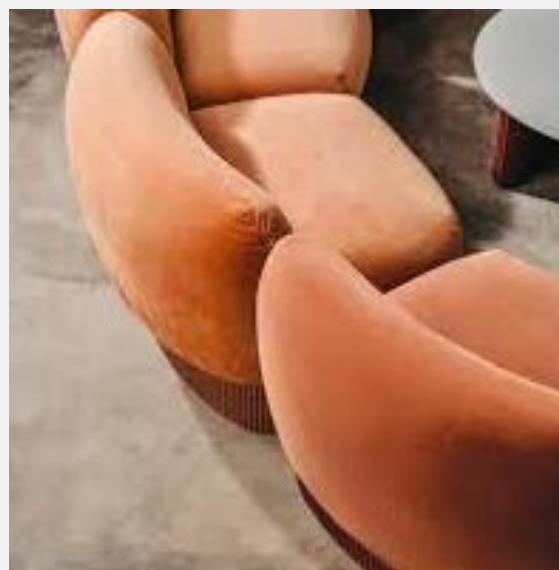
Transforming Lives: The Benefit of Biophilia design



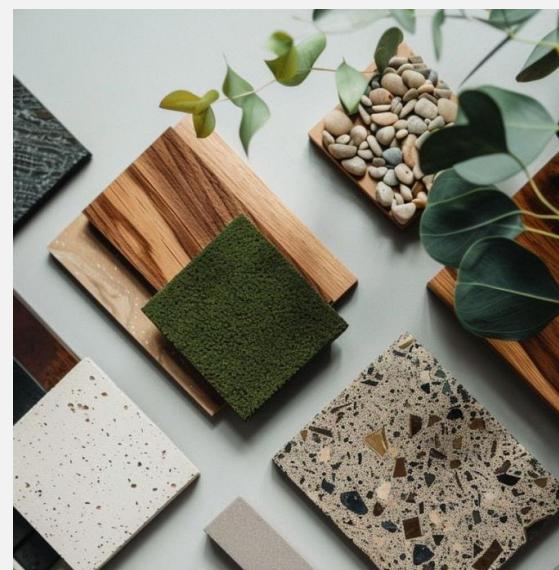
Visual connection with nature



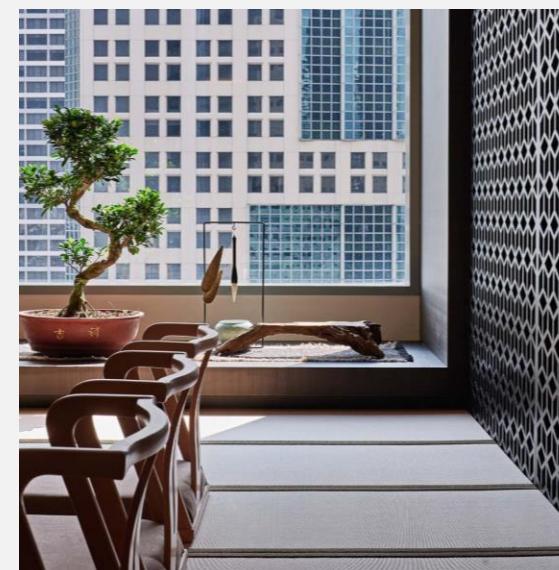
Nonvisual sensory connections



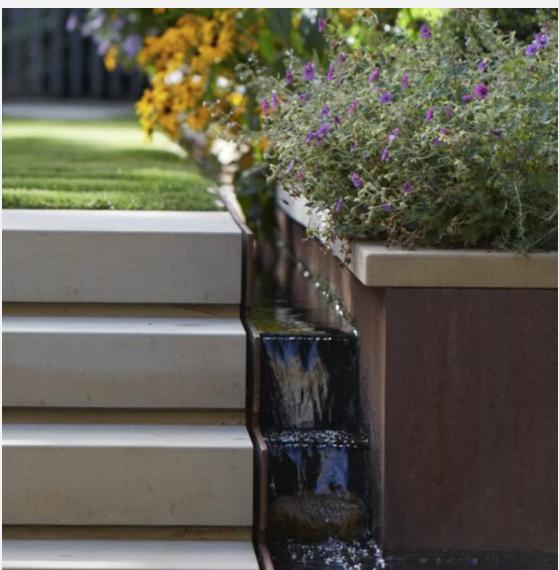
Biomorphic forms and patterns



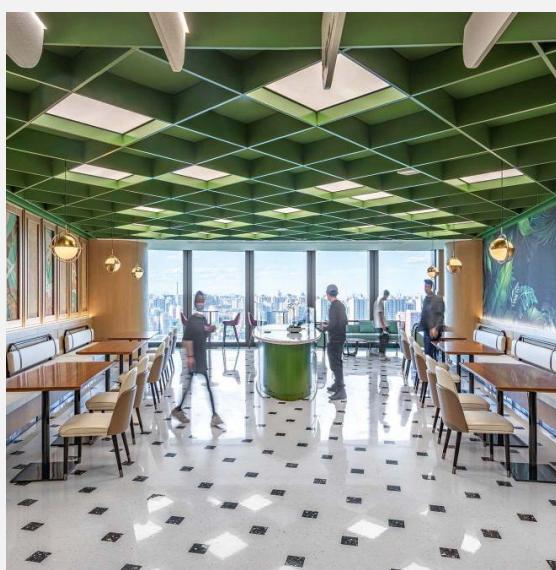
Natural materials and textures



Dynamic and diffuse light



Water features



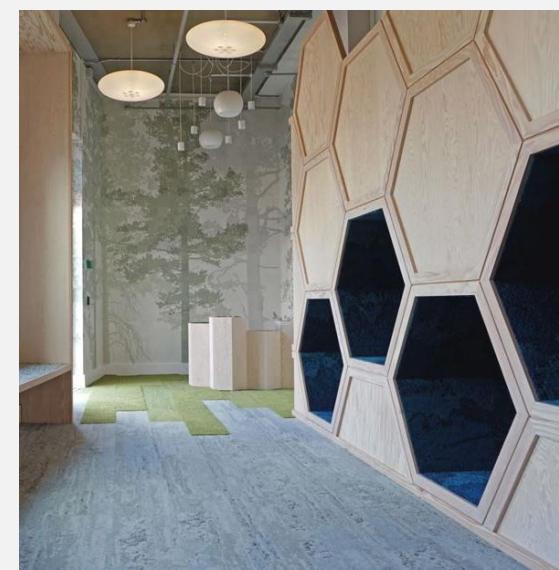
Connections with natural systems



Place based relationships



Incorporating natural patterns



Prospect and refuge

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05

Strategy & Design for the future

Strategy

Get

GenZ

Who

Value preventative wholistic living.

To

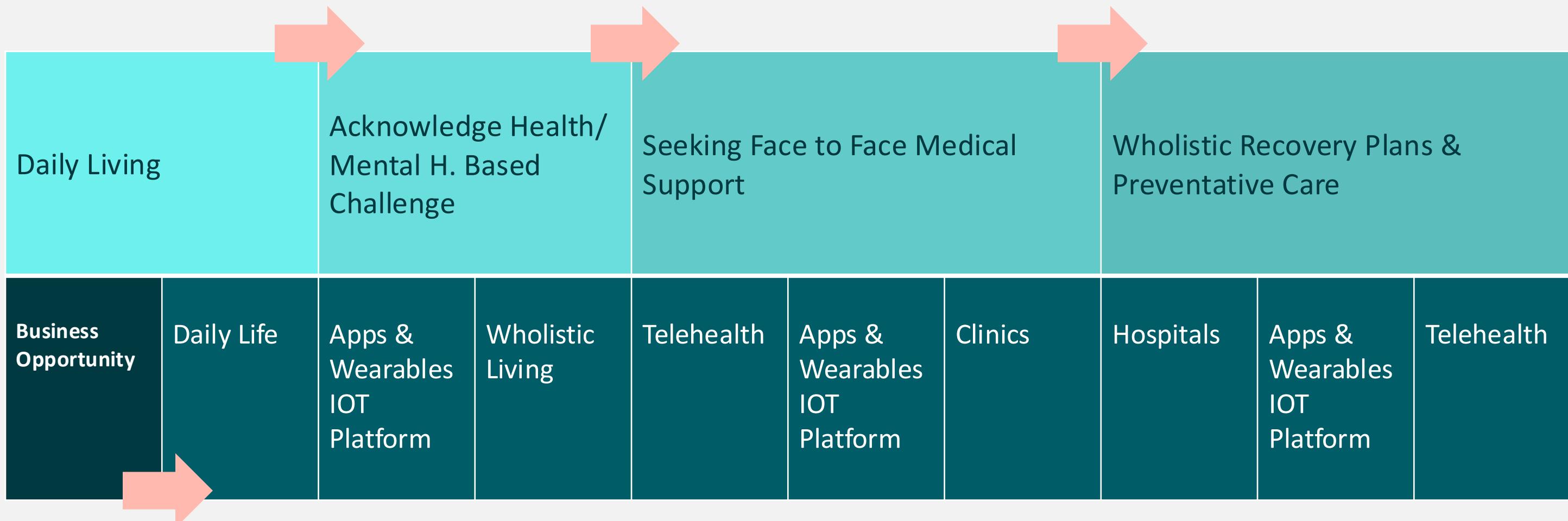
Get convenient & affordable access to personalised care.

By

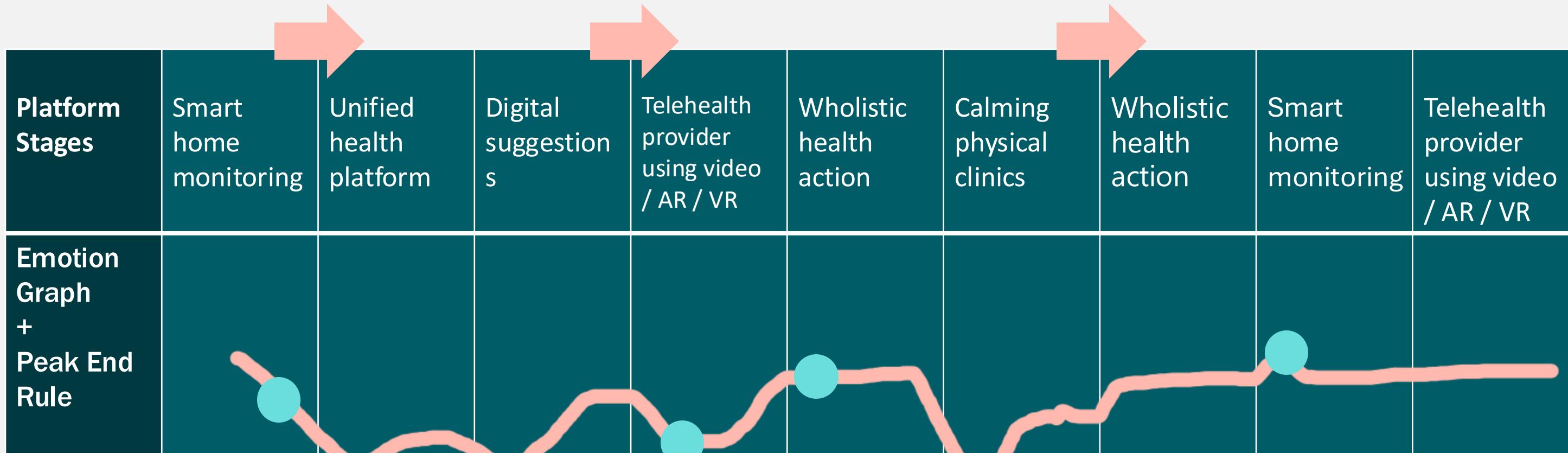
Combining digital & physical access to expert healthcare into a unified service.



Experience Mapping



Experience Mapping



" I'm not 100% but I don't want to go the a clinic for help "

" I can review my own data & take steps to feel better "

" Meeting a doctor online is far more convent. He can see my health data for us to discuss "

" I've tried everything myself. But I need professional care "

" I can meet my doctor in person to create an action plan for recovery"

" My illness & recovery can be tracked & logged digitally "

06

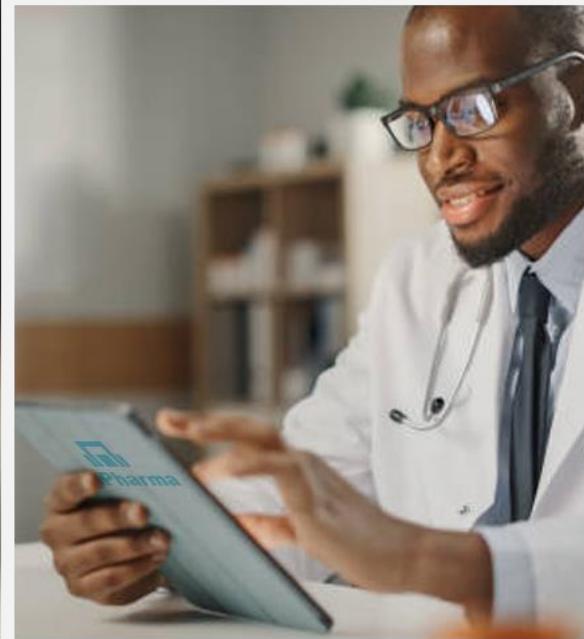
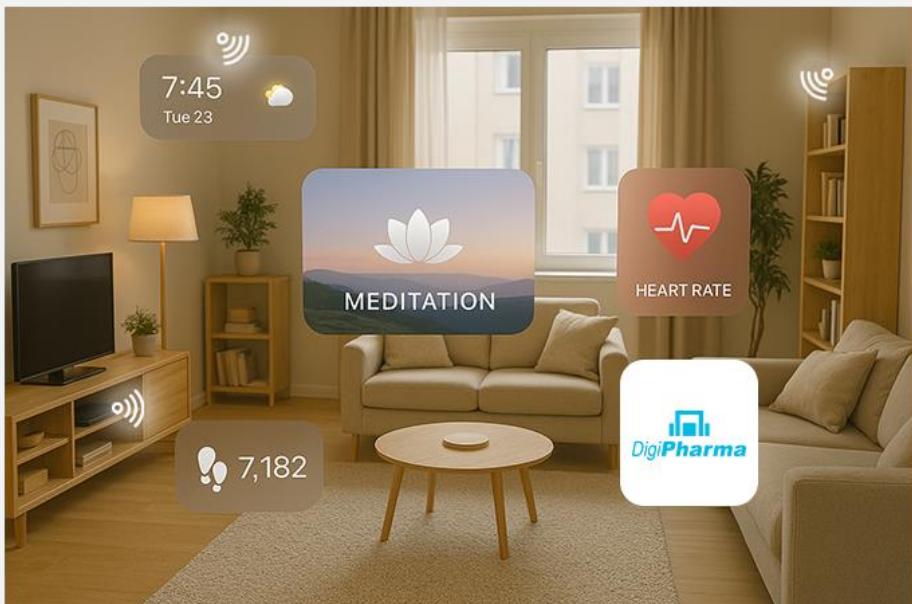
Our Vision

Healthcare isn't
only a service,
clinic or product.

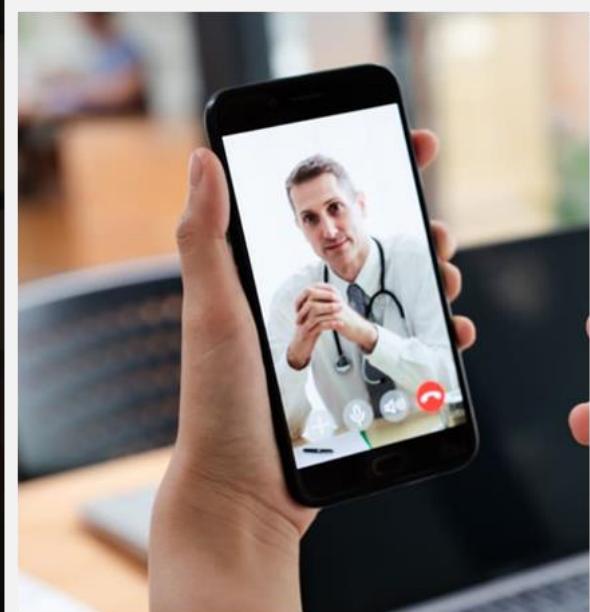
Your health is a
lifelong journey.



Wholistic Health Monitoring

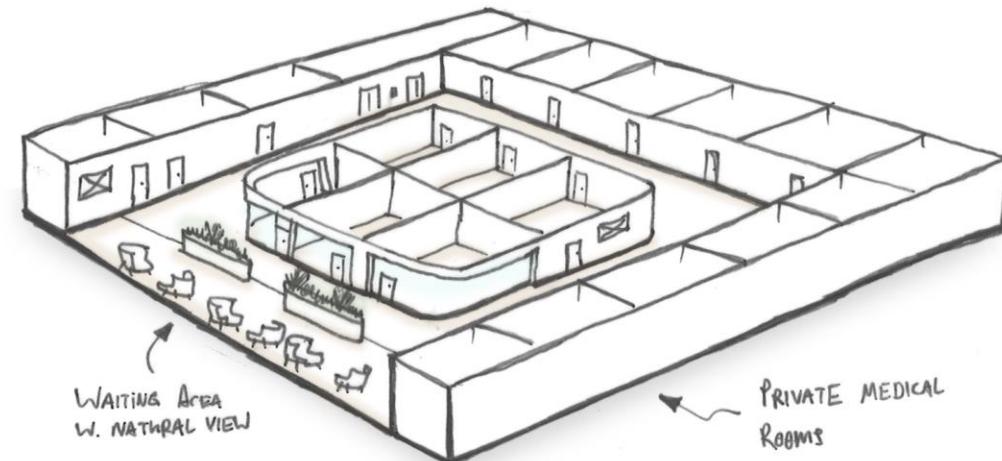


Telehealth



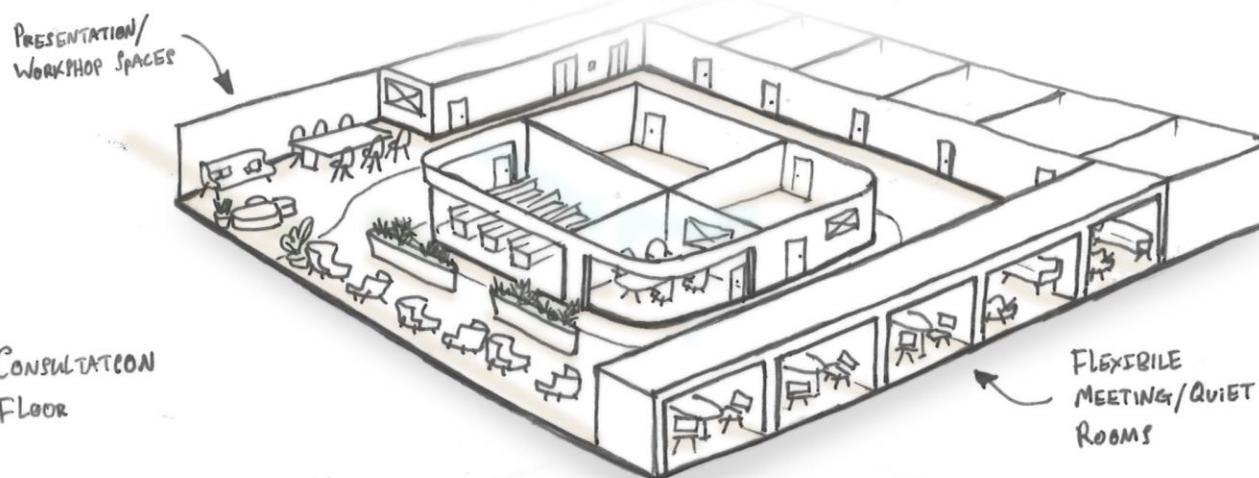
2nd Floor – Medical Practice

- Medical practice
- Non-life-threatening treatment of injuries/illness
- Professional health analysis



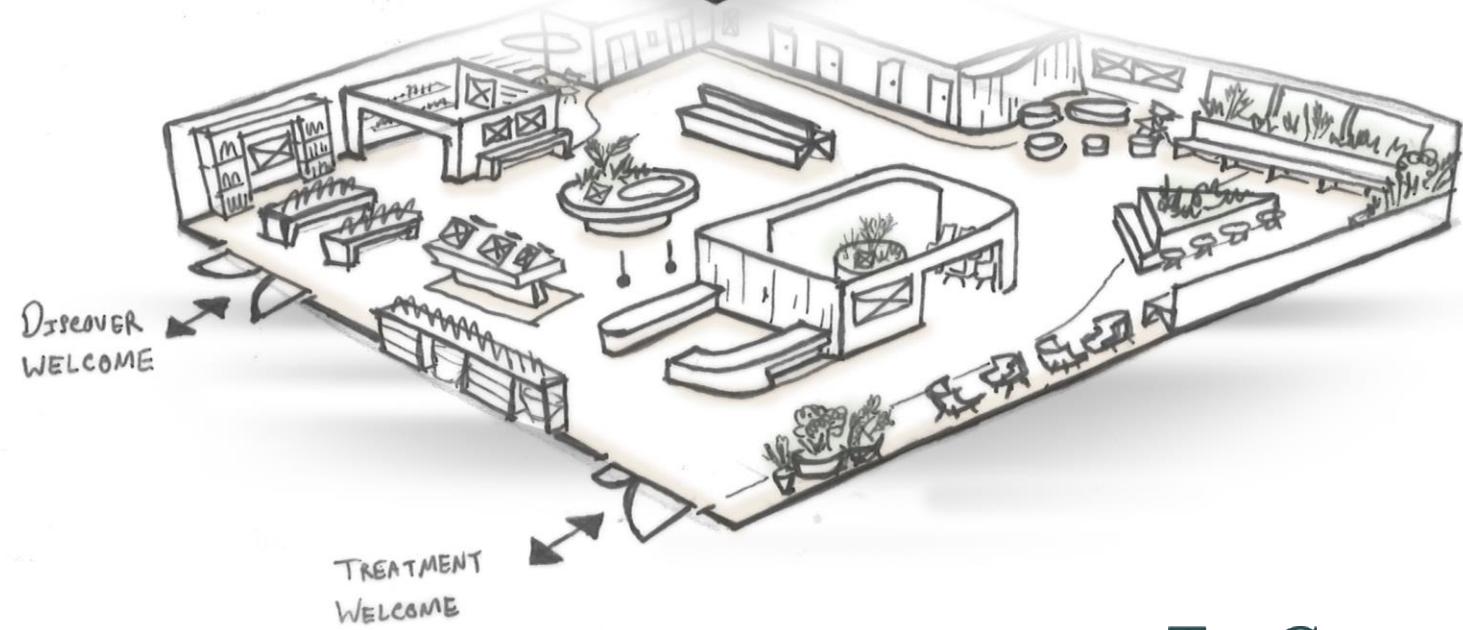
1st Floor – Wholistic consultation

- Community presentations, workshops & meetings
- Wholistic general practitioners' consultation
- Nutritionist, haematologist, Endocrinologists, dermatologist etc.
- Outpatient telehealth consultations
- Wellbeing treatments



Ground Floor - Discovery

- Latest in wearable & health technology
- Wholistic personalised products & guides
- Womens health monitoring
- Home health appliances
- Calming biophilic waiting area
- Acoustic soft childrens' corner
- Digitally enabled wayfinding
- Calm quiet room
- Acoustic soft childrens' corner



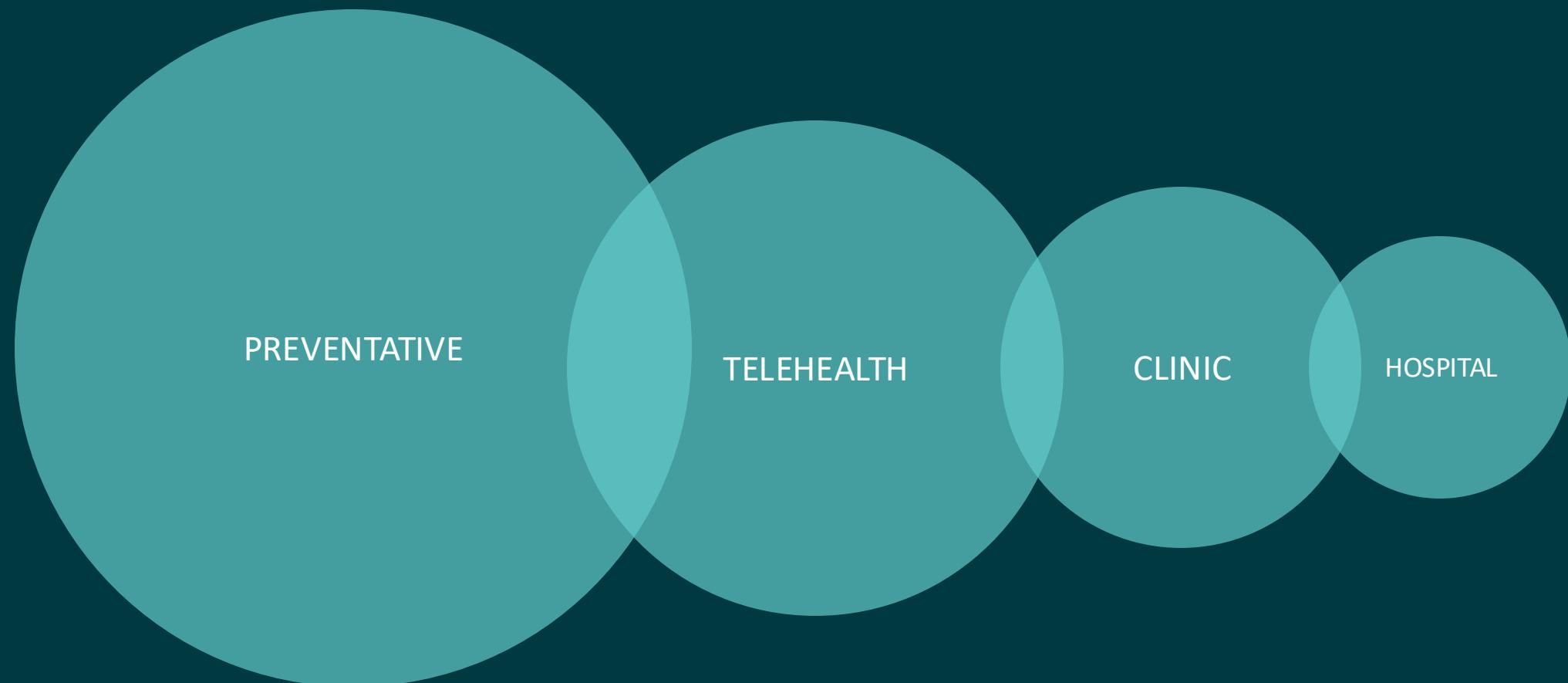








In Summary



In Summary



GenZ Focused



Wholistic



Technology



Community Clinics

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What does this mean for you?

Brand Takeaways
Non - Healthcare

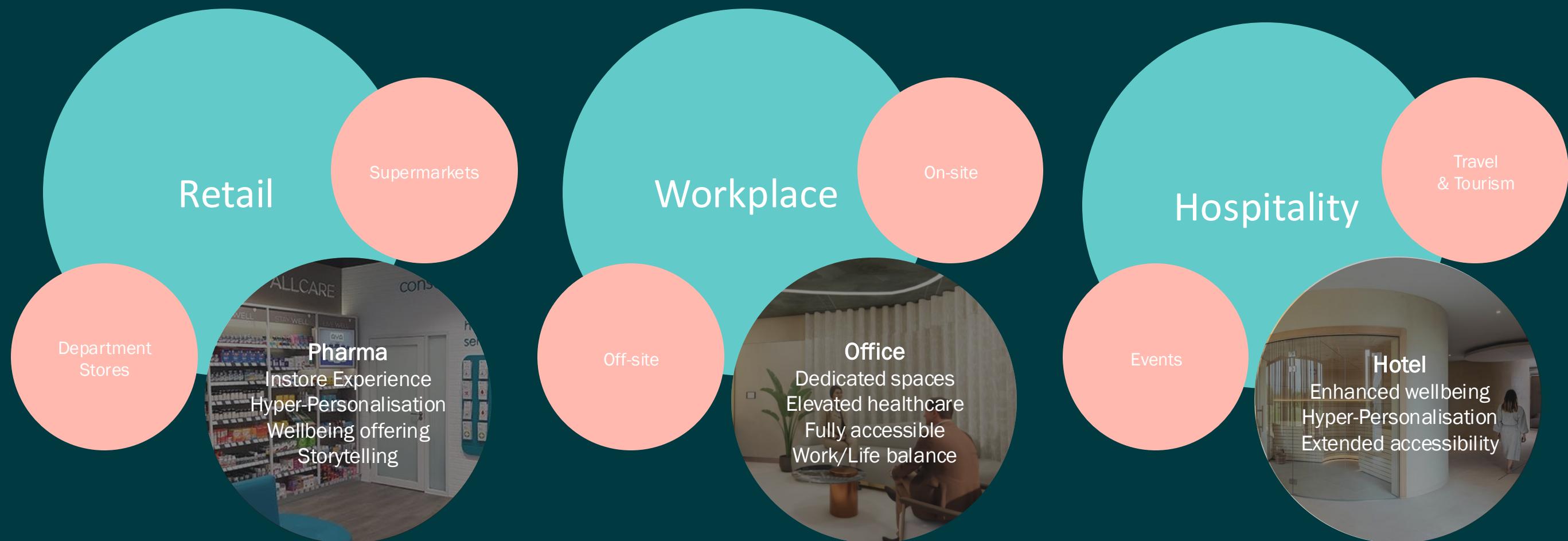
There are
different
scenarios that
could be
explored

We want to
challenge the
status quo to set
us up for the
future

Different driving
forces that could
be added or even
removed

We have worked
with
pharmaceutical,
pharmacy retail
& primary
healthcare

Applying our future vision into other sectors



07

In closing...

Transforming healthcare across three pillars



The future series continues...



Retail



Workplace



Hospitality

Continue your Future Series with us

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One-to-one

hello@tapcreative.ie

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Thank you