



TapCreative.

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



TapCreative.

WE ARE

TapCreative.

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.



TapCreative.

Introduction

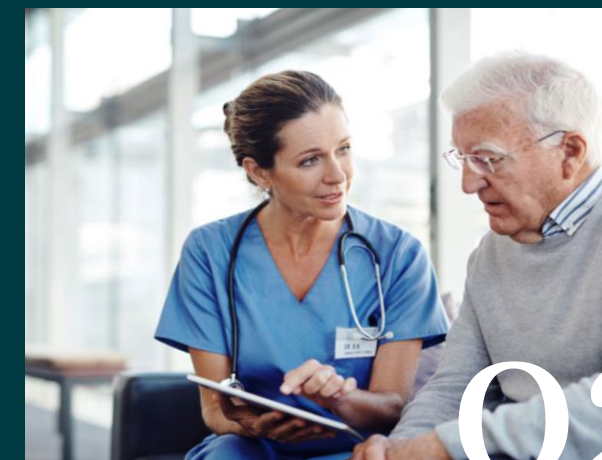
The health industry is vast and complex. From public to private healthcare, to the way different generations interact and utilise the healthcare facilities around them.

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.



Scenarios



Today's landscape



Innovation



Wellness



Designing for the future



Our vision

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

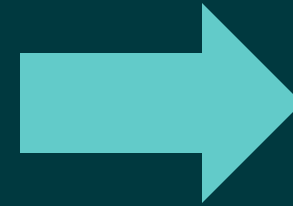


Generation Z
1997-2012
12-27yrs



Generation Alpha
2012-2015
0-11yrs

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



“I value healthy
preventative living”

“I don’t trust hospitals”

Gen X

Millennials

Why Focus on Generation Z

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



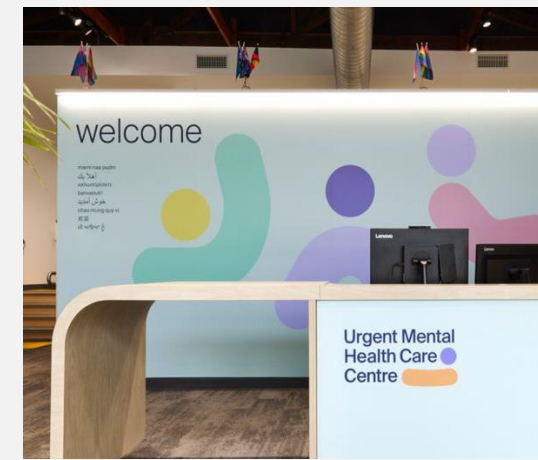
They are the Largest
Upcoming Healthcare
Consumers



They Expect a Digital-
First Healthcare
Experience



Mental Health Is Their
Top Concern



They Prioritize Preventive
& Personalized
Healthcare

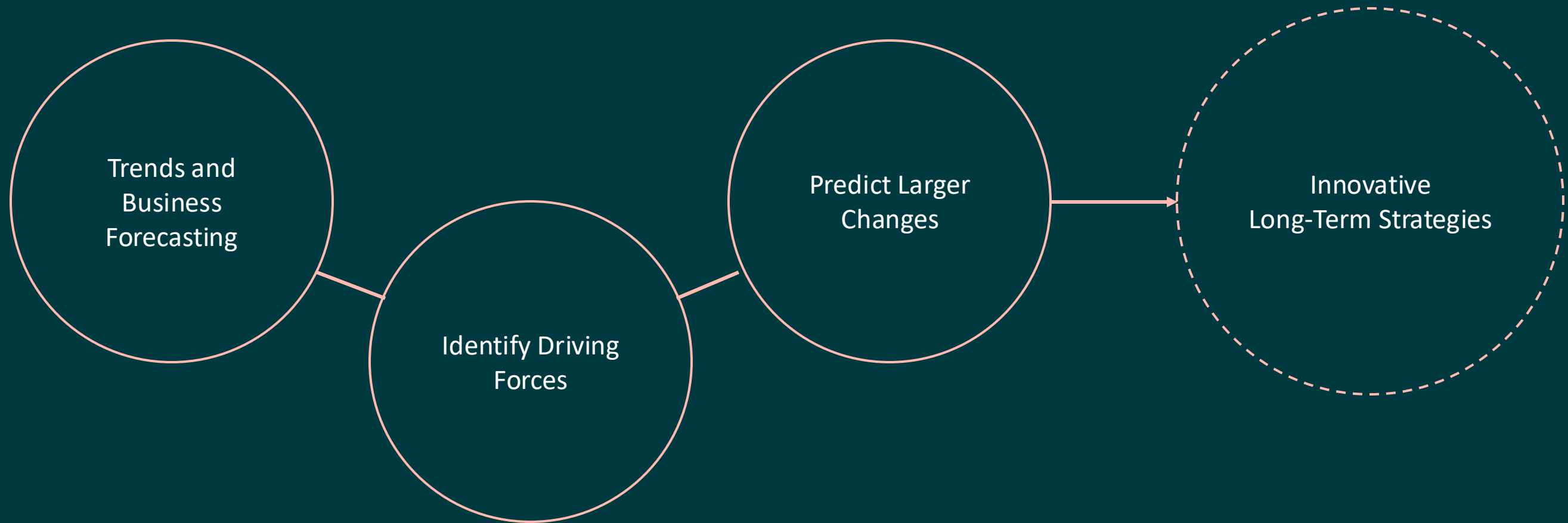


They Demand Health
Equity & Sustainability

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

Driving Forces

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

81%

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

46%

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

89%

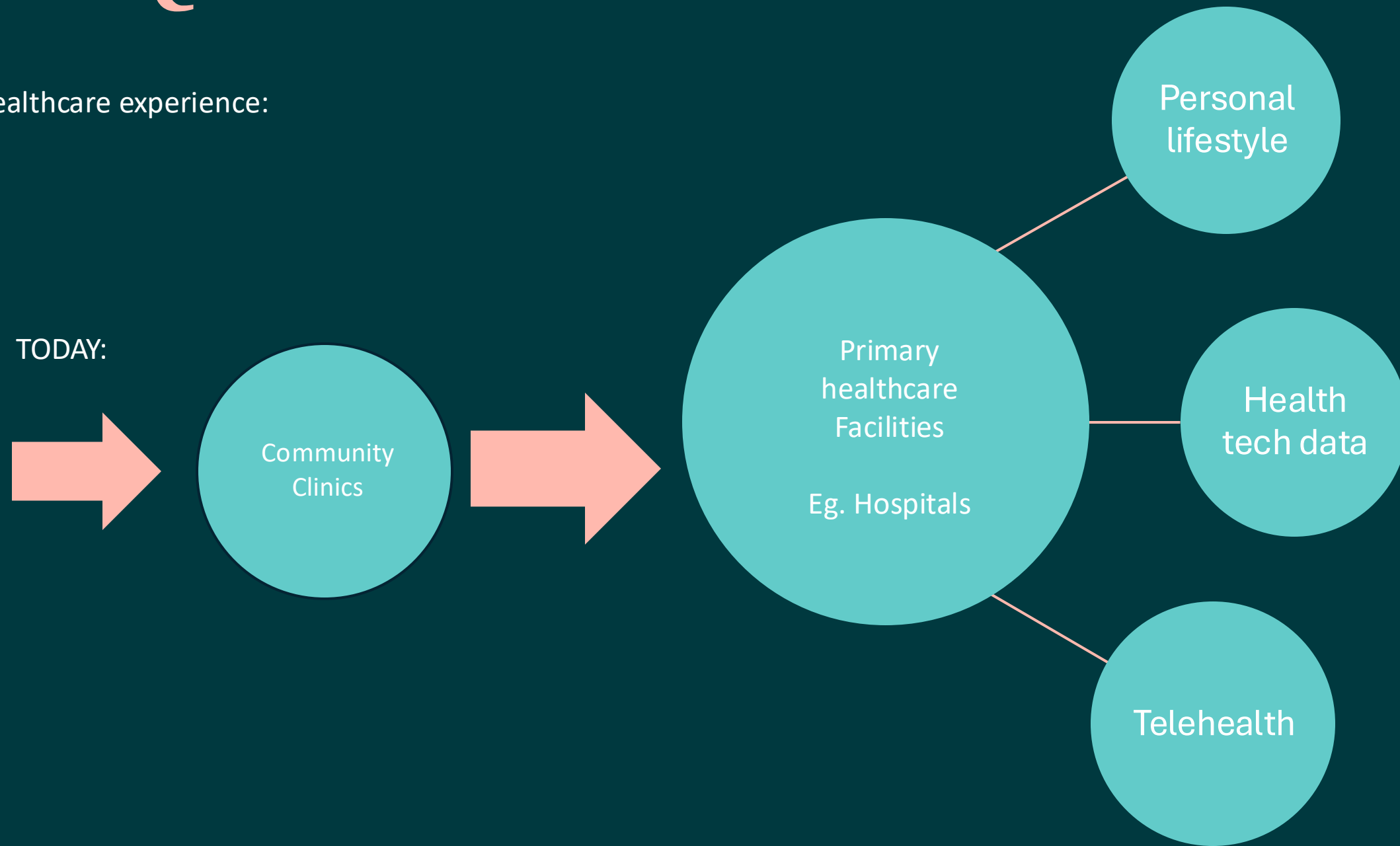
Of GenZ equate health with simply feeling good emotionally and mentally - Death To Stock

51%

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

Status Quo

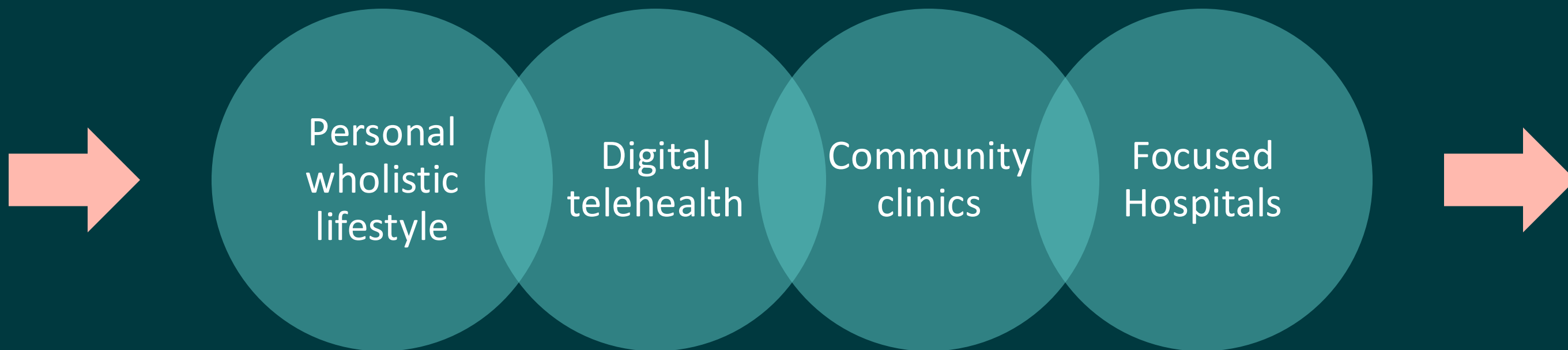
Current patient healthcare experience:



Future Scenario

The future of healthcare for GenZ:

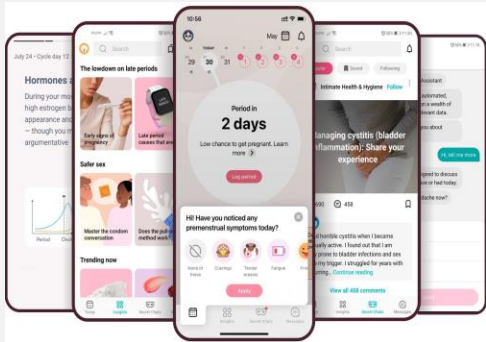
TOMORROW:



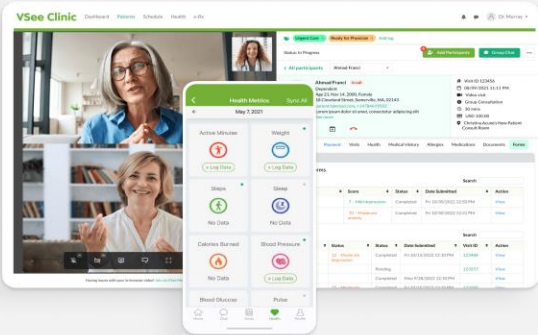
02

Today's landscape

Formats



Digital platform / Apps



Digital Clinics



Community Clinic

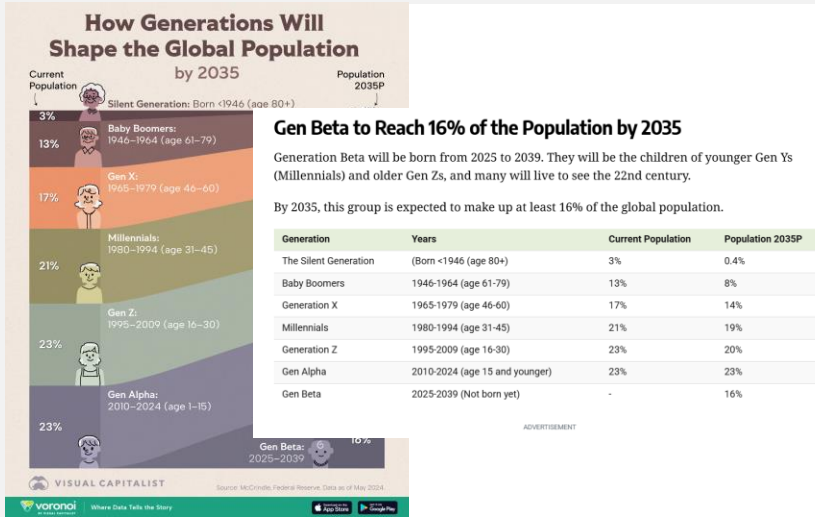


Specialised Units



Hospitals

GenZ Insights



Largest emerging market yet



Digital first ecosystems



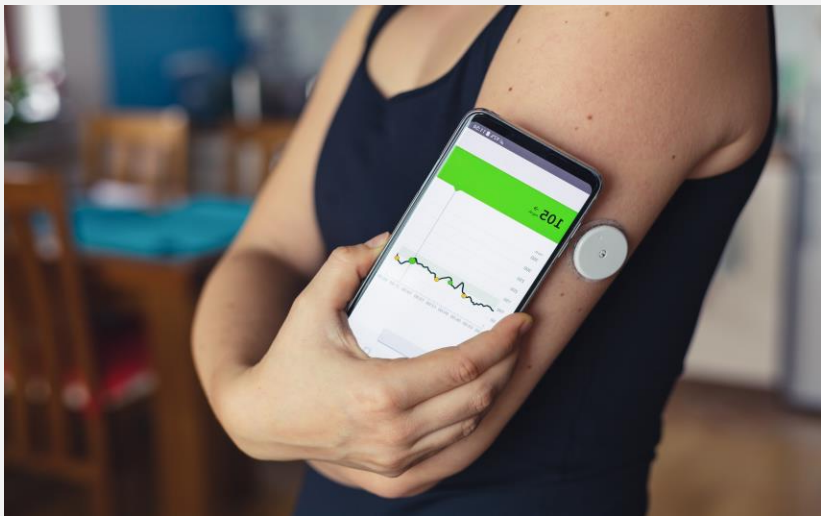
Mental Health



Equity, sustainability & transparency



Preventative wholistic mentality



Wants personalised care

03 Innovation

Healthcare Trends

Falls into three key pillars;



Digital Transformation

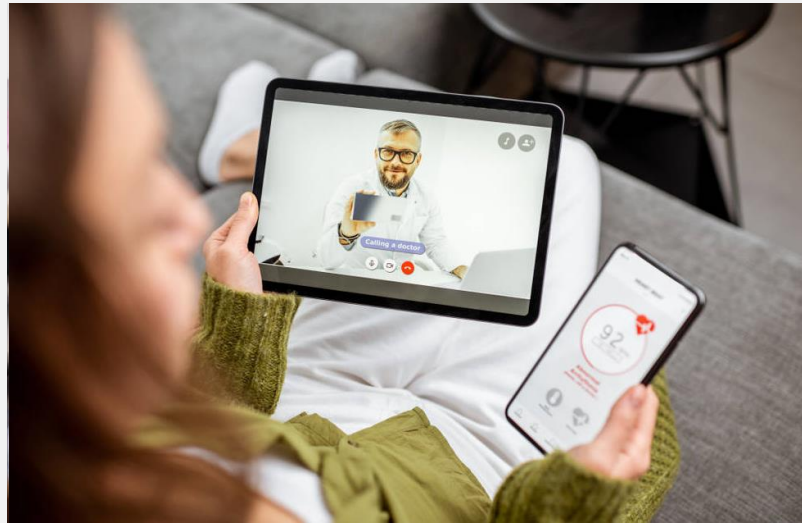


Workforce and Simulation
Learning



Patient Engagement

Digital Innovation



Digital Apps and Services



Wearable tech



Hype-Personalised Support



Powered by AI



AR/VR Applications in Psychiatry

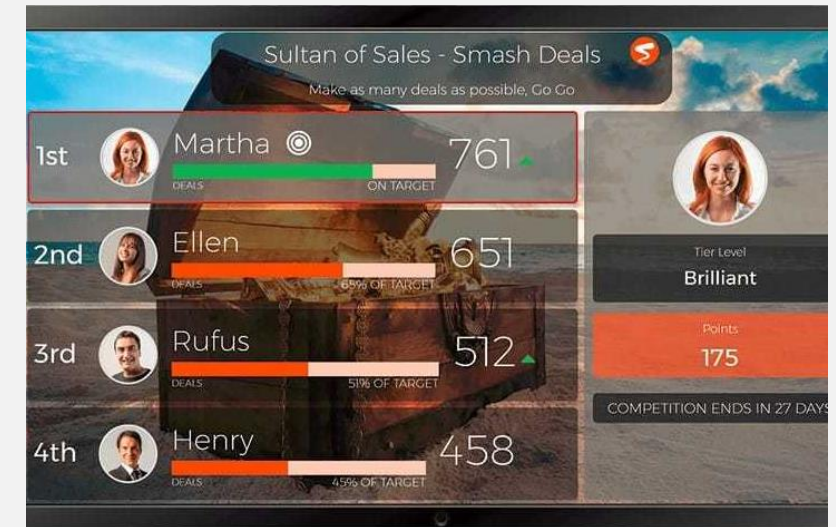
Innovation Beyond Healthcare



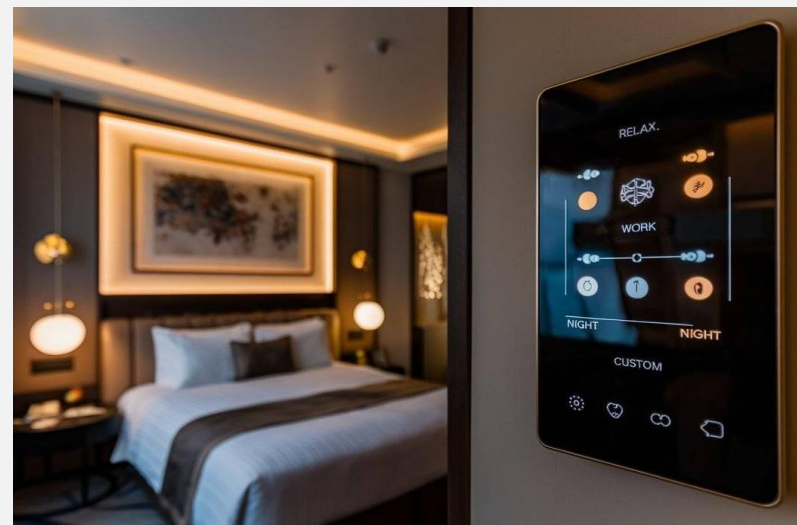
Portal worlds, bringing teams closer together



Palm (biodata) allowing for payment methods



Gamification can be leveraged as training tool



Sensor driven design which adjusts to user



Telecommunications powering connectivity

04

Wellness Concept

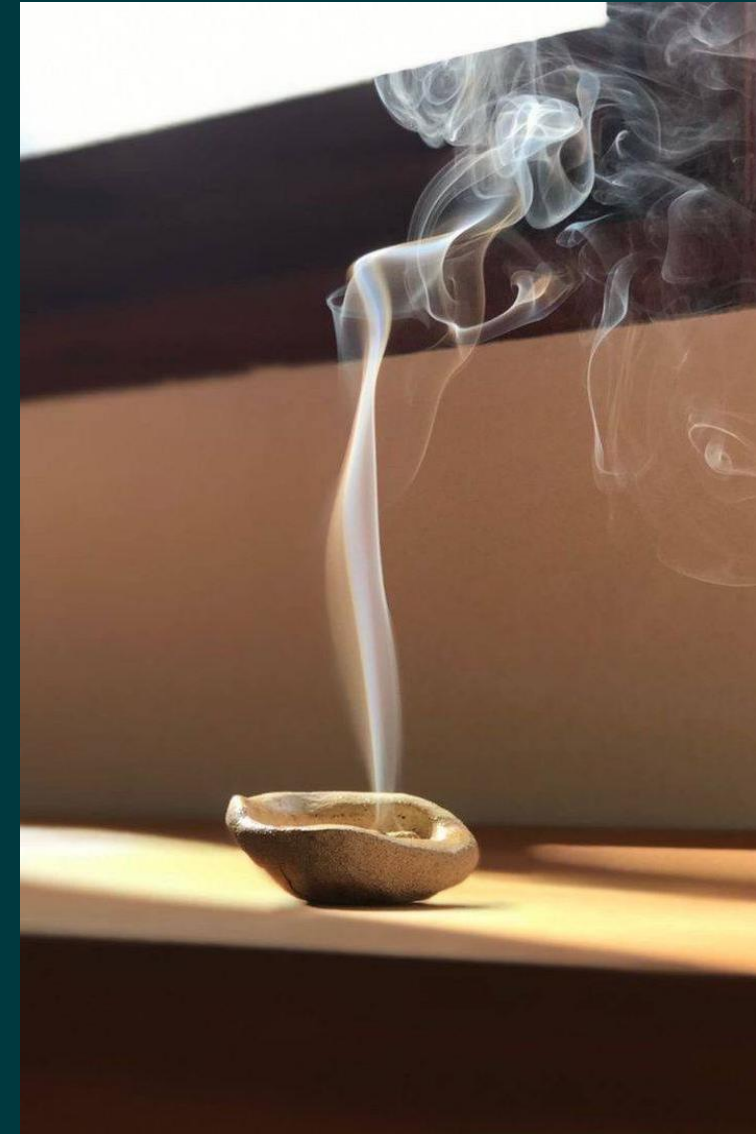
Wellness Definition

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.

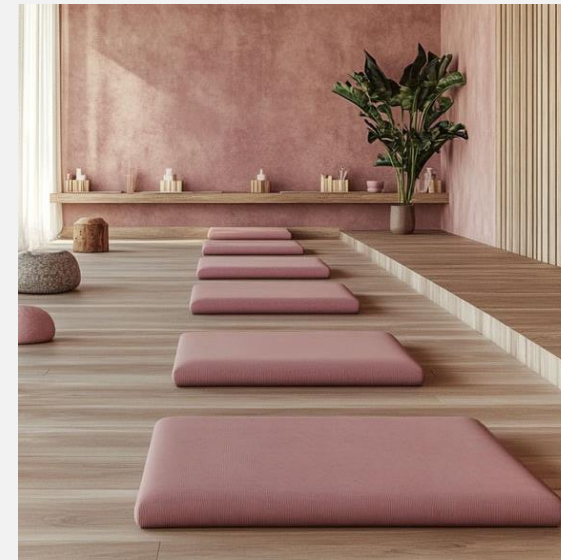
Today, there is a growing demand for spaces that prioritize comfort, emotional support, and holistic healing—acknowledging the vital connection between environment and recovery.

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



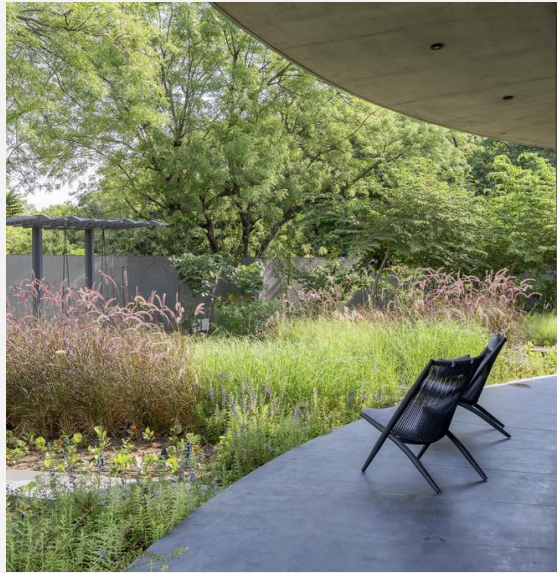
Designing Spaces for connection

Transforming Lives: The Power of Mind Body Connection



Designing Spaces for connection

Transforming Lives: The Benefit of Biophilia design



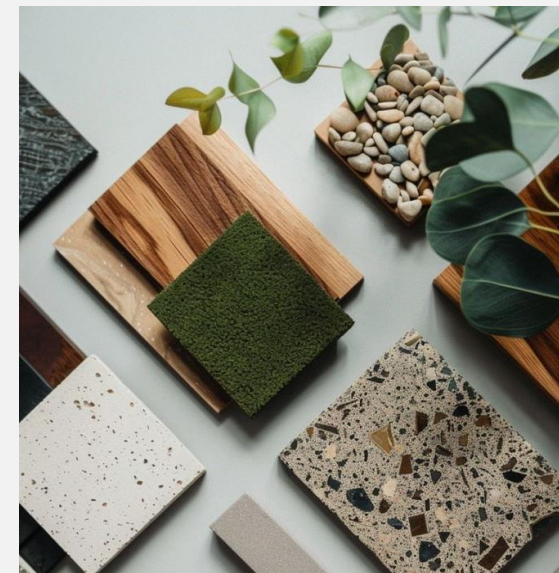
Visual connection with nature



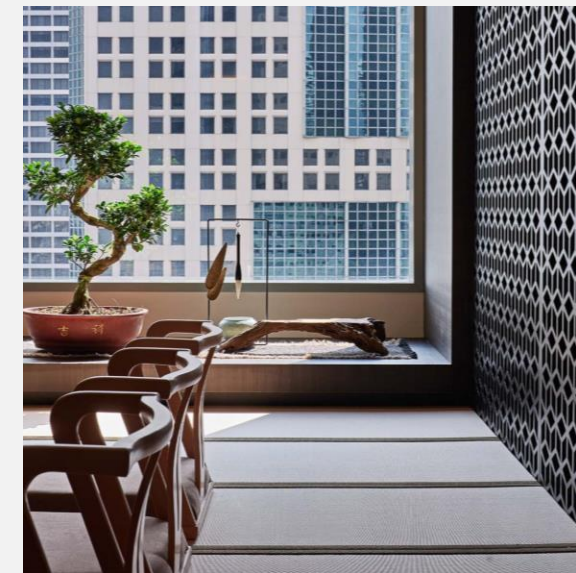
Nonvisual sensory connections



Biomorphic forms and patterns



Natural materials and textures



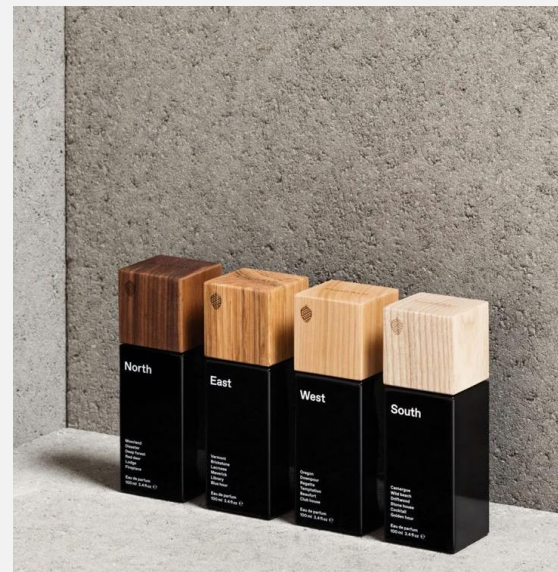
Dynamic and diffuse light



Water features



Connections with natural systems



Place based relationships



Incorporating natural patterns



Prospect and refuge

05

Strategy & Design for the future

Strategy

Get

GenZ

Who

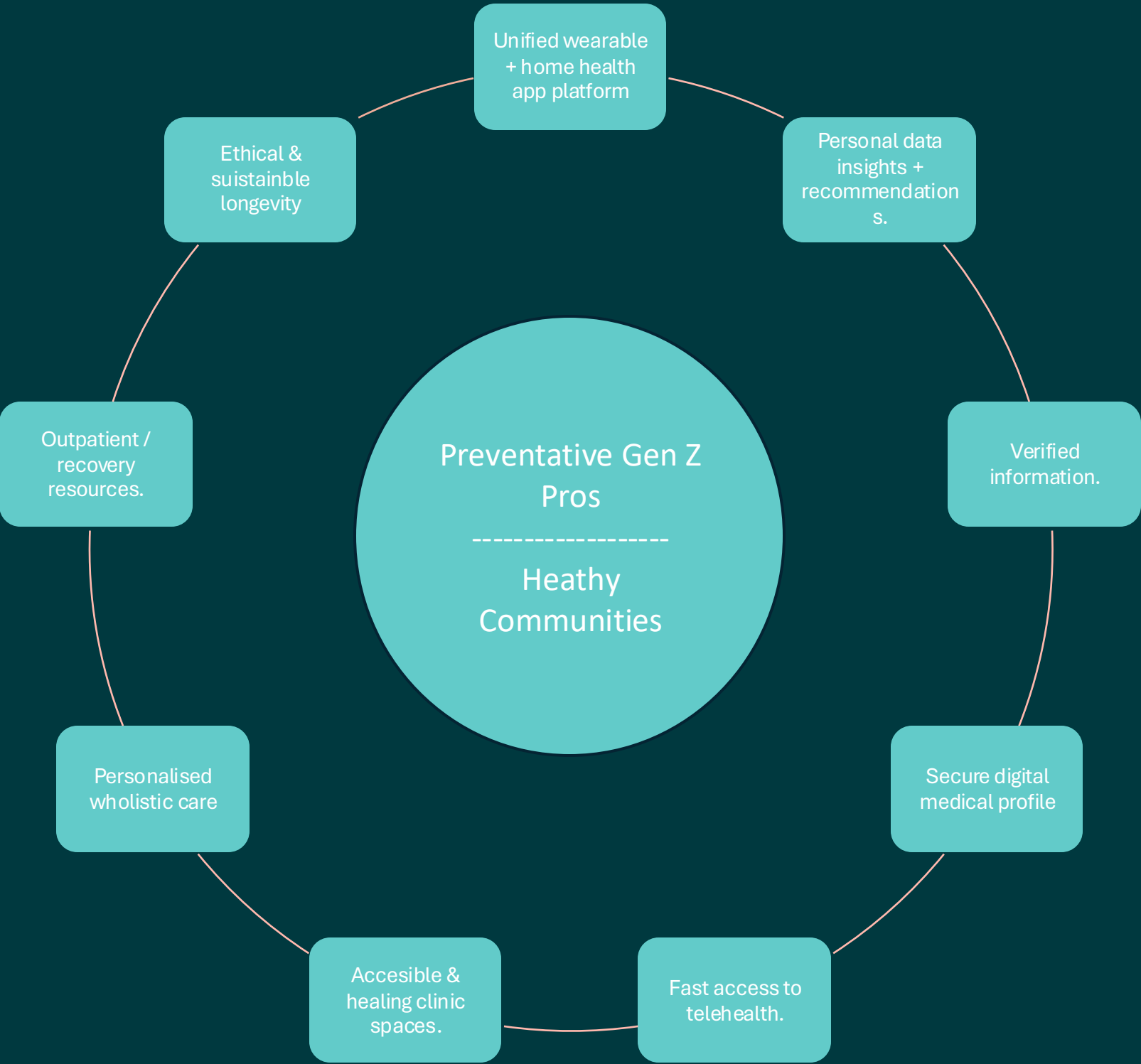
Value preventative wholistic living.

To

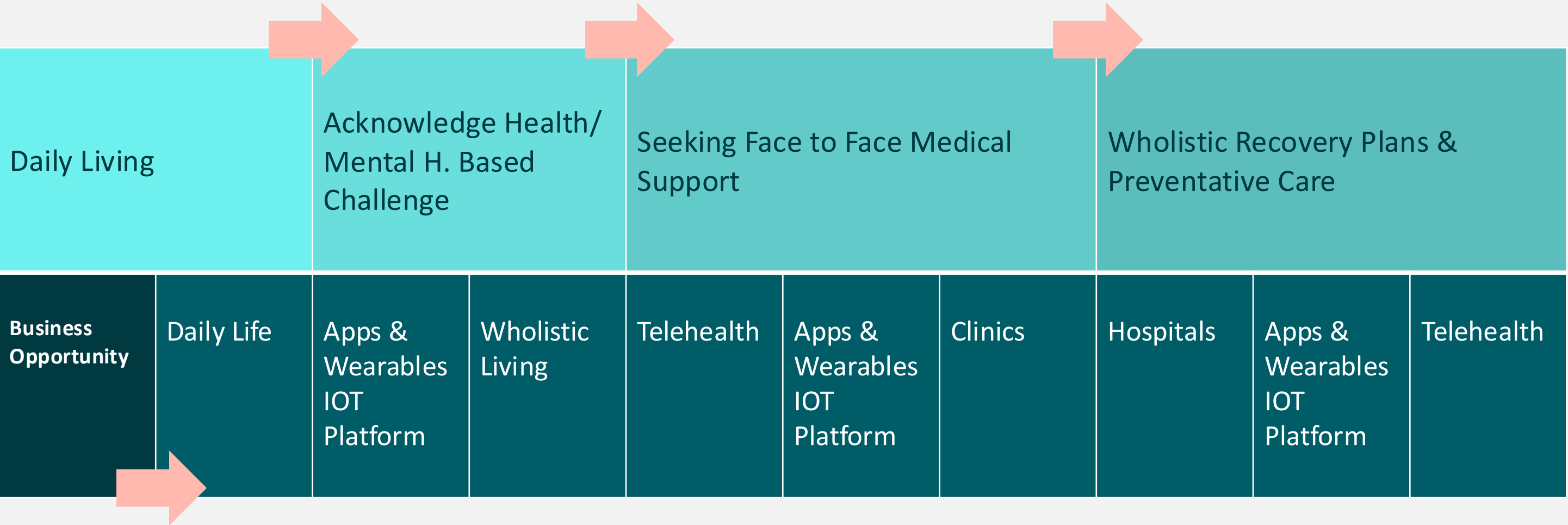
Get convenient & affordable access to personalised care.

By

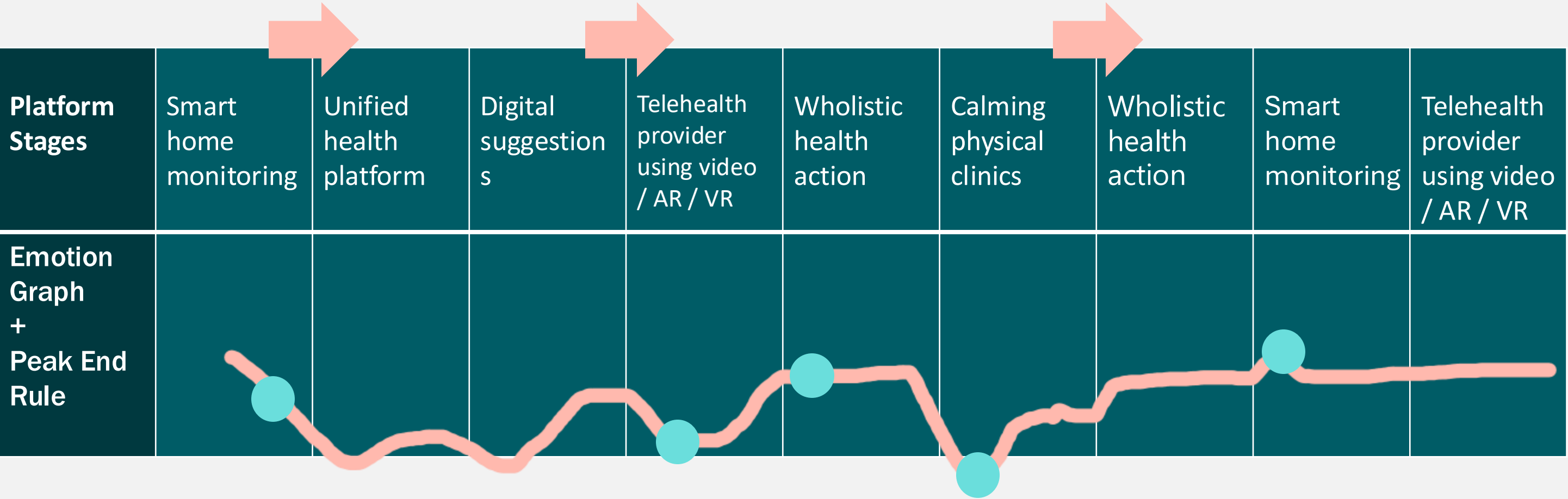
Combining digital & physical access to expert healthcare into a unified service.



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

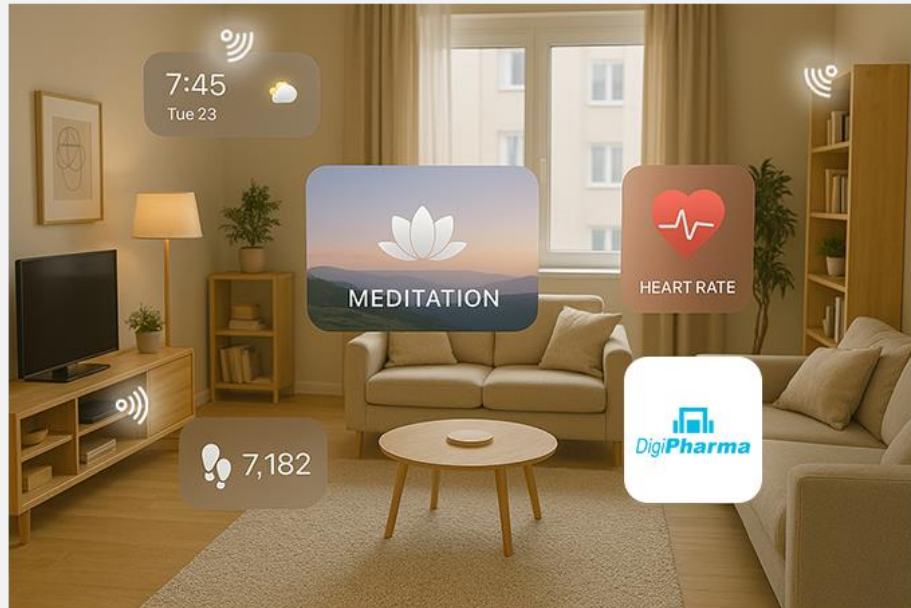
Healthcare isn't
only a service,
clinic or product.



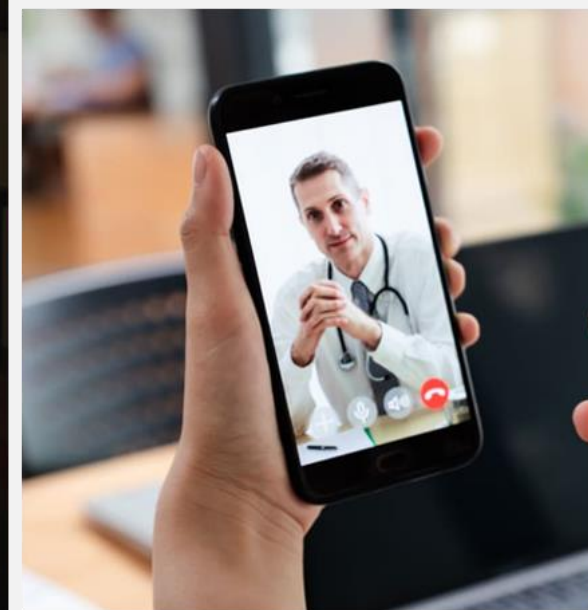
Your health is a
lifelong journey.



Wholistic Health Monitoring



Telehealth



2nd Floor – Medical Practice

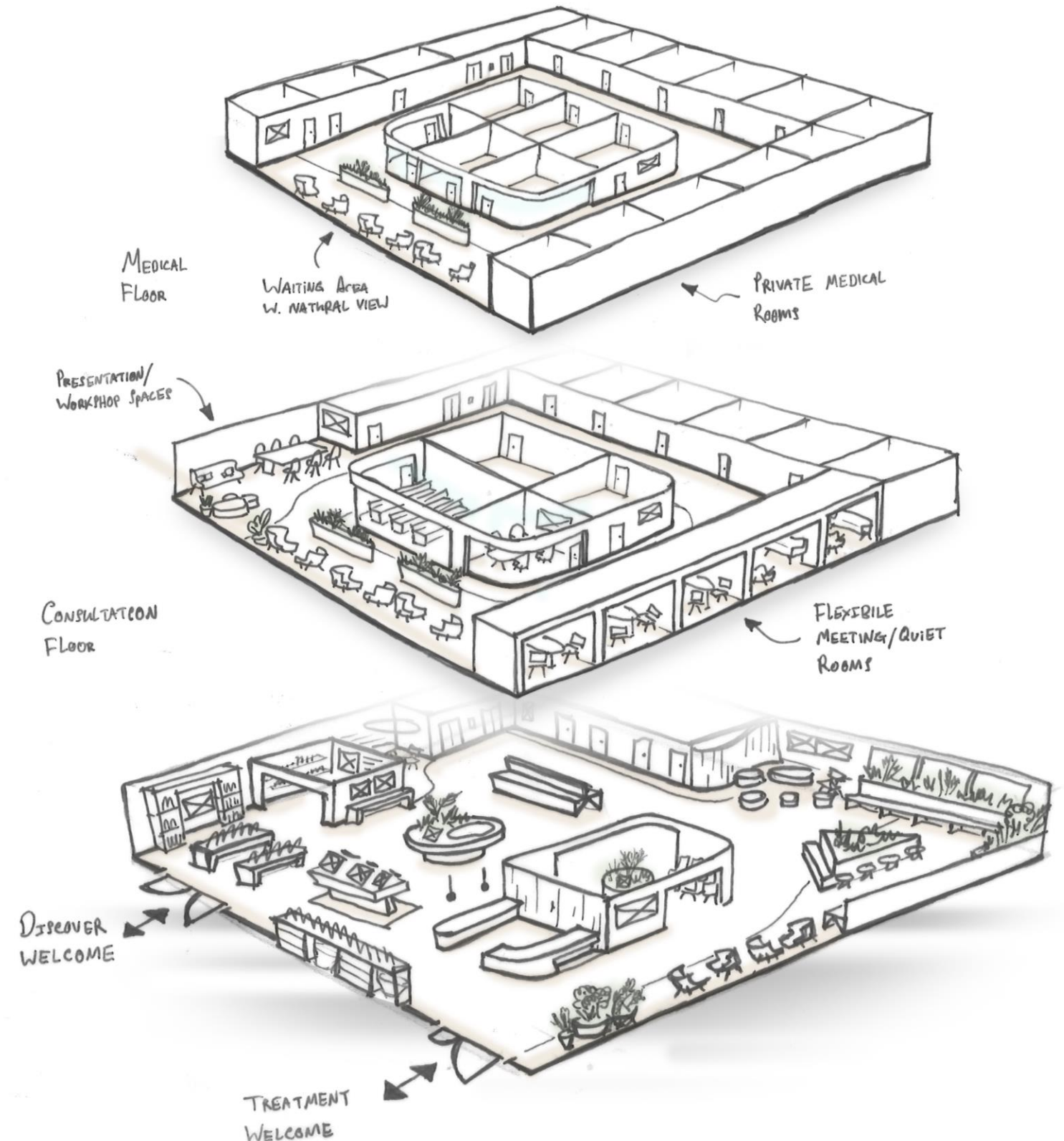
- Medical practice
 - Non-life-threatening treatment of injuries/illness
 - Professional health analysis
-

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



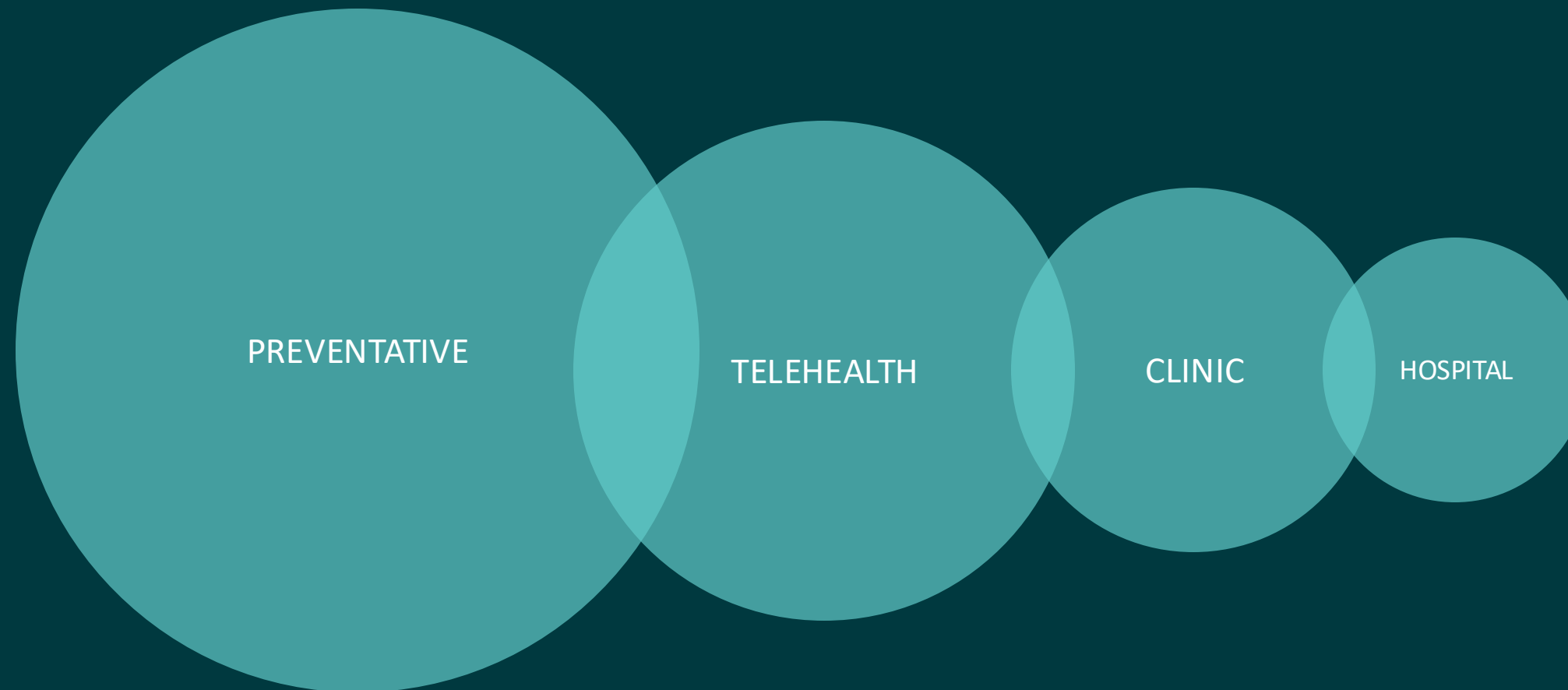








In Summary



In Summary



GenZ Focused



Wholistic



Technology



Community Clinics

What does this mean for you?

Brand Takeaways
Non - Healthcare

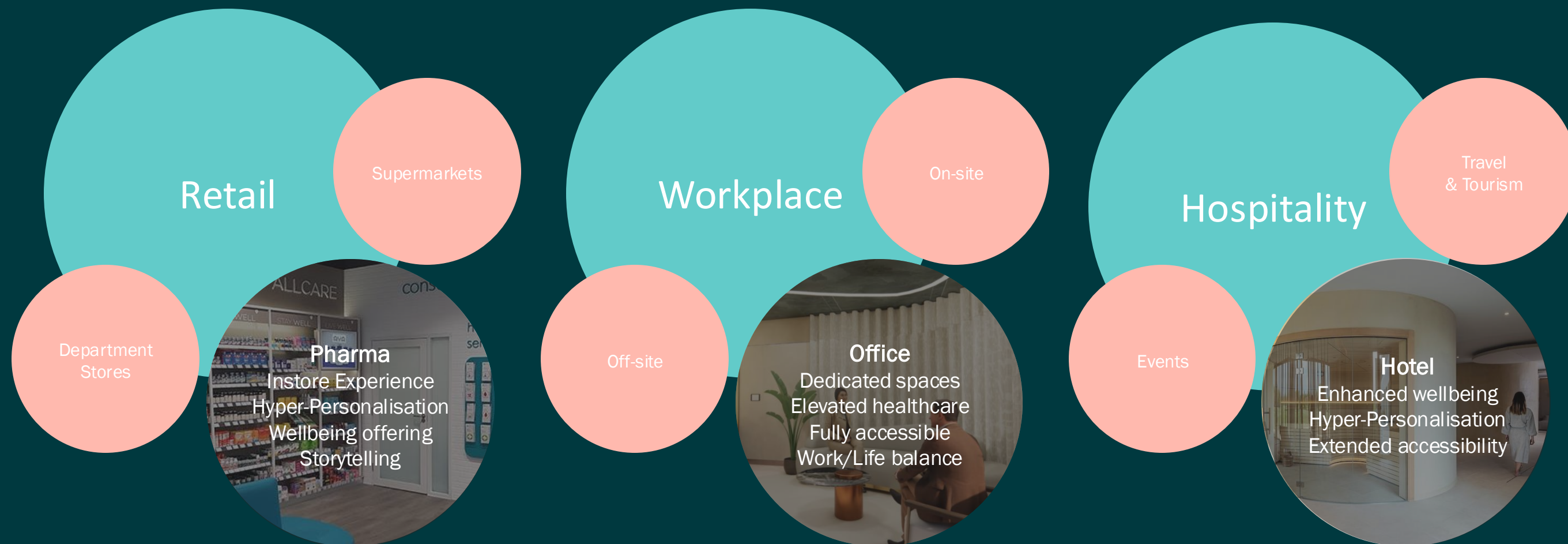
There are
different
scenarios that
could be
explored

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

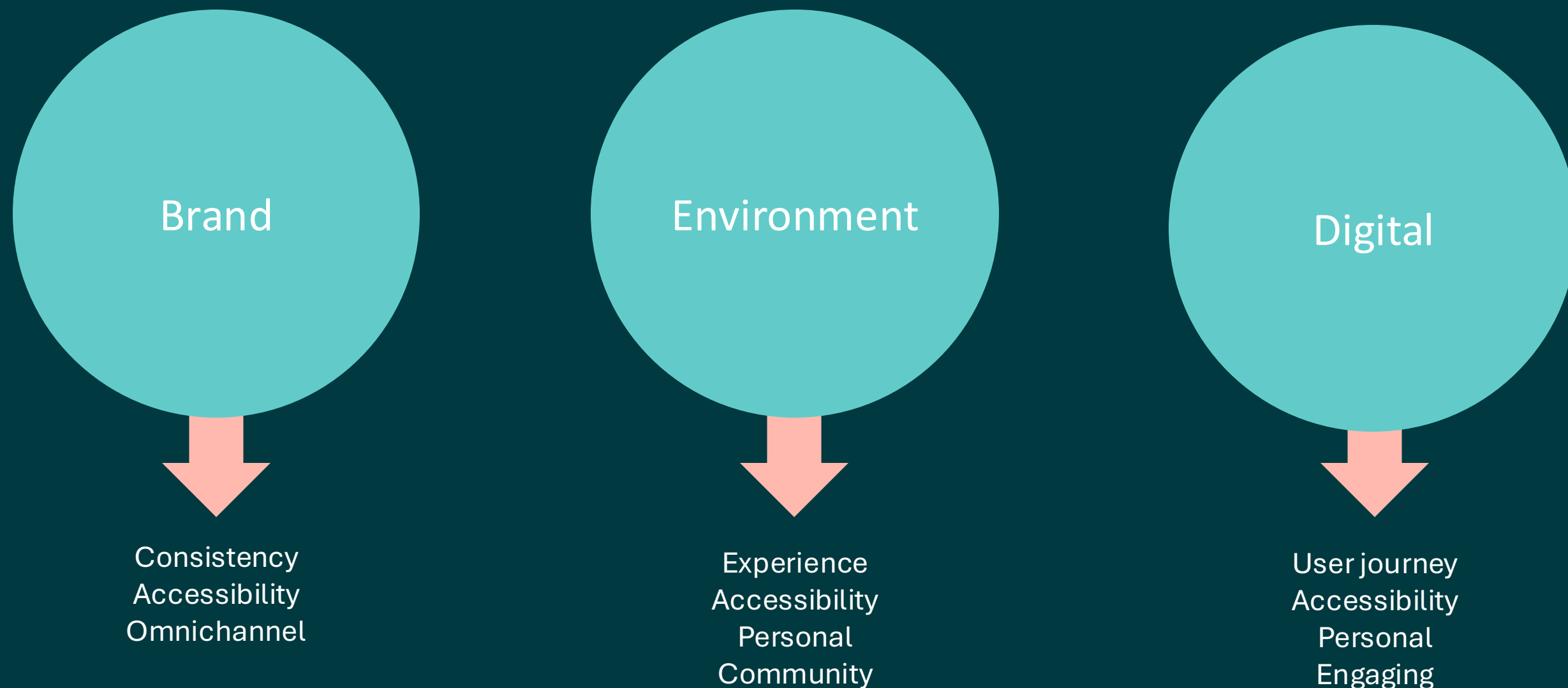
Applying our future vision into other sectors



07

In closing...

Transforming healthcare across three pillars



The future series continues...



Retail



Workplace



Hospitality

Continue your Future Series with us

LinkedIn

[www.linkedin.com/
company/tapcreative](https://www.linkedin.com/company/tapcreative)

TapCreativve.ie

[www.tapcreative.ie/
future-series](https://www.tapcreative.ie/future-series)

One-to-one

hello@tapcreative.ie

Thank you