

BREAKING MED · EPISODE 4 · HIGH ON AI

99,1% PURE SPEED

Bart Collet

Innovation Officer · Hyperadvancer

**Walter White cooked 99.1% pure.
You're about to get a very similar dose.**

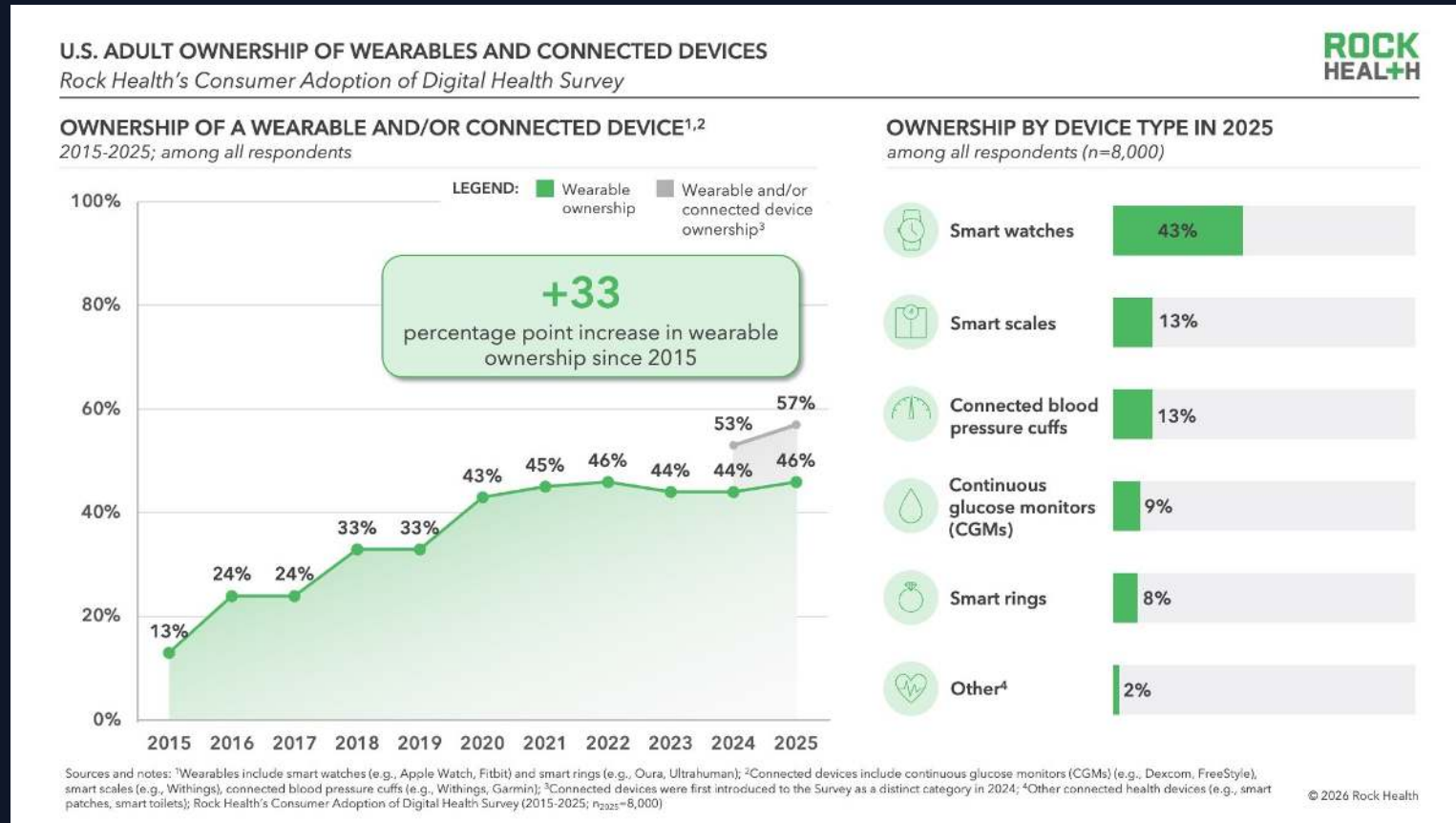
By the end, you'll know: are you cooking, or are you the DEA?

ACT 1

THE DEMAND

It didn't start with AI. It started with the patient.

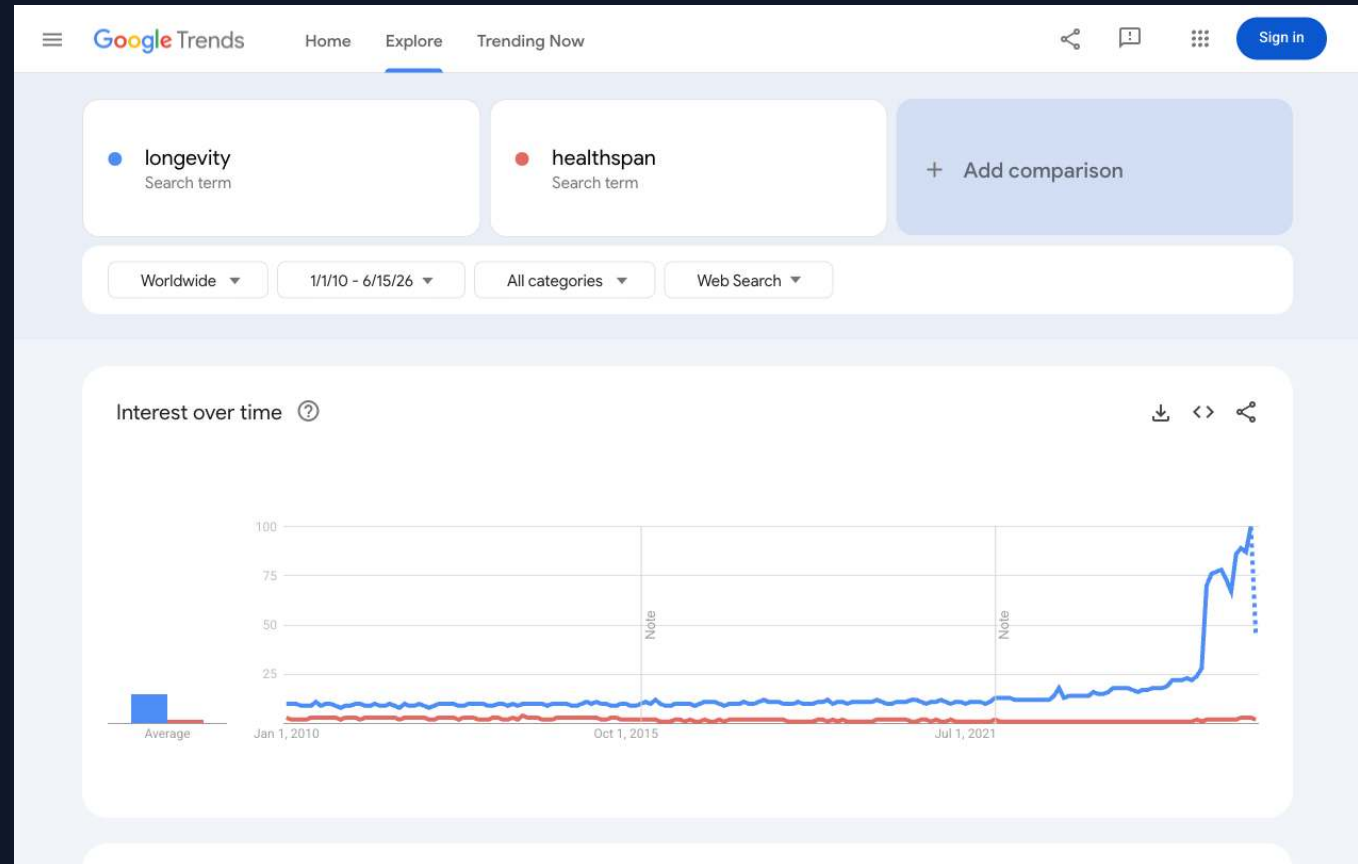
Wearables aren't niche anymore; they're default.



Source: Rock Health · 2025 Consumer Adoption Survey

D3

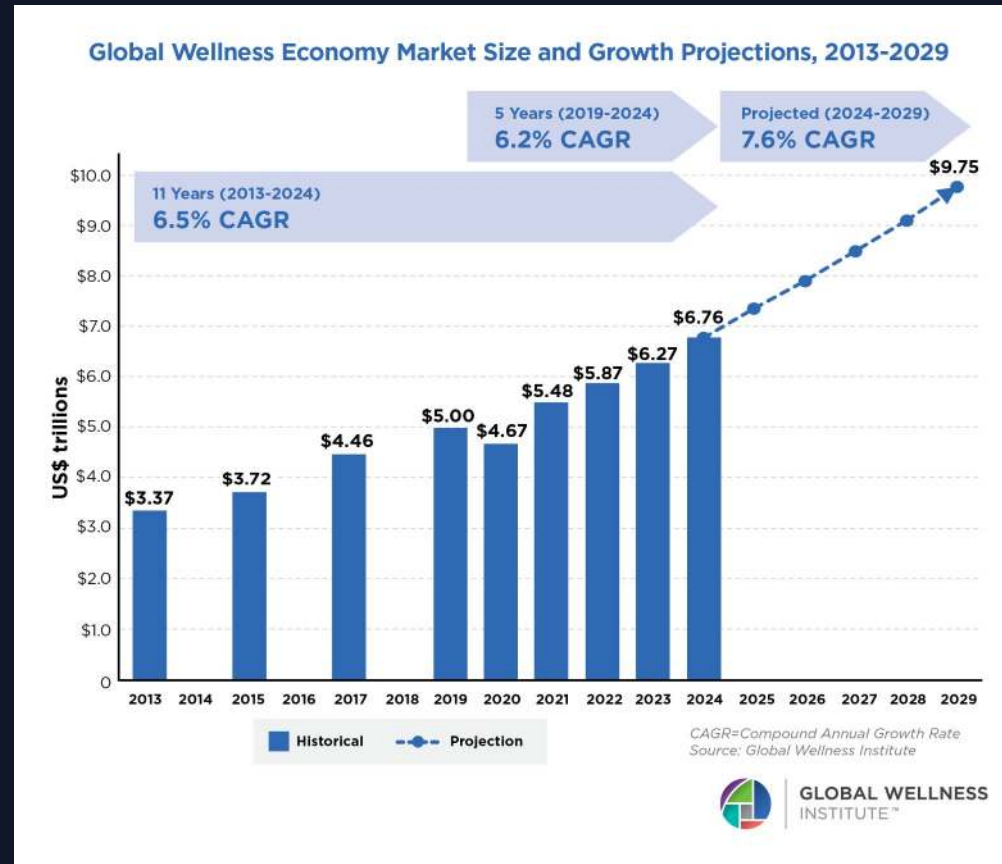
Longevity went from fringe to mainstream.



Source: Google Trends · worldwide search interest in longevity · 2010-2026

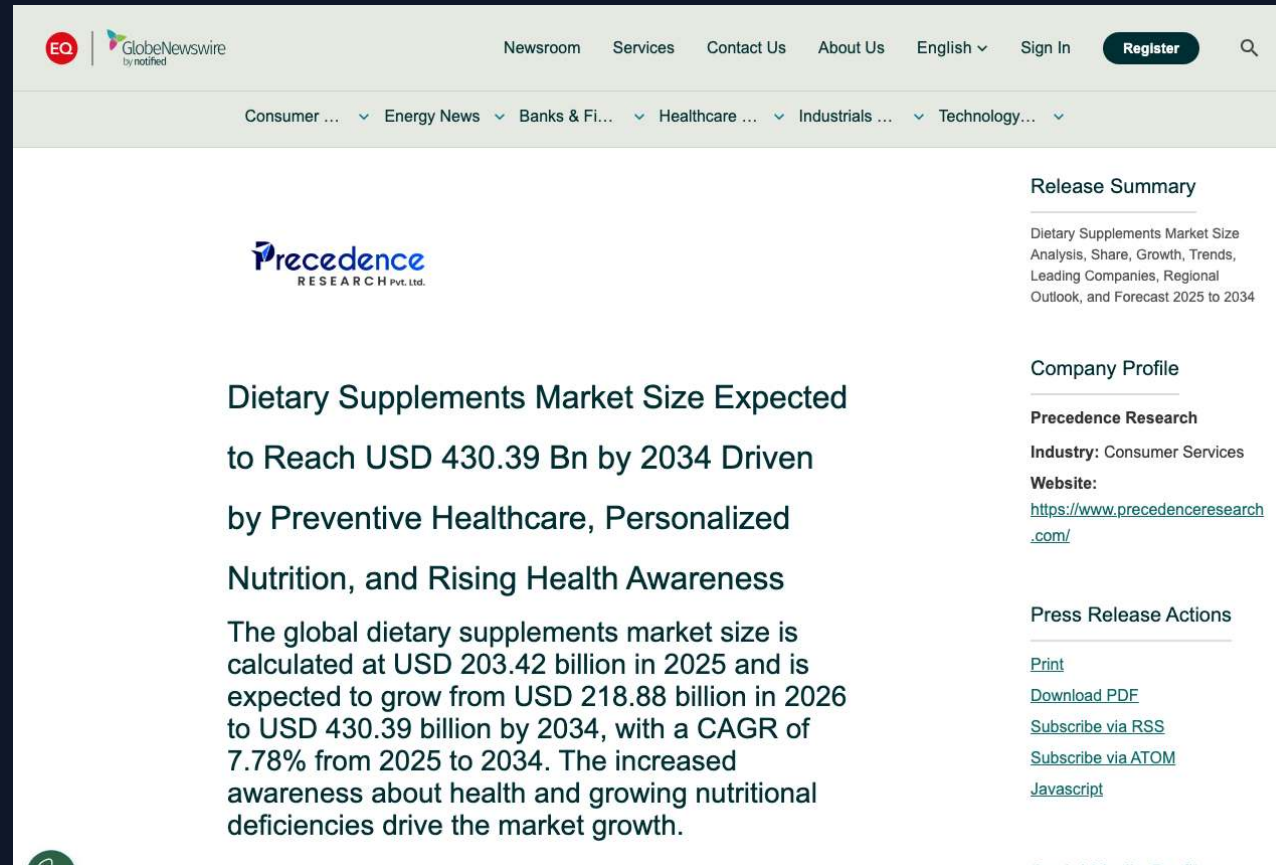
D4

A \$6.8 trillion wellness economy (and climbing).



Source: Global Wellness Institute

Supplements & precision self-care, normalised.



The screenshot shows a press release on the GlobeNewswire website. The header includes the EQ logo, GlobeNewswire by notified, and navigation links for Newsroom, Services, Contact Us, About Us, English, Sign In, and a Register button. A secondary navigation bar lists industry categories: Consumer, Energy News, Banks & Fi..., Healthcare, Industrials, and Technology. The main content area features the Precedence Research logo and a headline about the dietary supplements market. The text states that the market is expected to reach USD 430.39 Bn by 2034, driven by preventive healthcare, personalized nutrition, and rising health awareness. It also provides specific market size calculations for 2025 and 2026, along with a CAGR of 7.78% from 2025 to 2034. A sidebar on the right contains sections for Release Summary, Company Profile (including industry and website), and Press Release Actions (with links for Print, Download PDF, Subscribe via RSS, Subscribe via ATOM, and Javascript).

Precedence
RESEARCH Pvt. Ltd.

Dietary Supplements Market Size Expected to Reach USD 430.39 Bn by 2034 Driven by Preventive Healthcare, Personalized Nutrition, and Rising Health Awareness

The global dietary supplements market size is calculated at USD 203.42 billion in 2025 and is expected to grow from USD 218.88 billion in 2026 to USD 430.39 billion by 2034, with a CAGR of 7.78% from 2025 to 2034. The increased awareness about health and growing nutritional deficiencies drive the market growth.

Release Summary
Dietary Supplements Market Size Analysis, Share, Growth, Trends, Leading Companies, Regional Outlook, and Forecast 2025 to 2034

Company Profile
Precedence Research
Industry: Consumer Services
Website: <https://www.precedenceresearch.com/>

Press Release Actions
[Print](#)
[Download PDF](#)
[Subscribe via RSS](#)
[Subscribe via ATOM](#)
[Javascript](#)

Source: Precedence Research / GlobeNewswire · 2025

D1

People manage their own health now.

U.S. Consumer Healthcare Market Reaches \$107 Billion as Americans Double Down on Proactive Wellness

By  Kristin Hornberger • Apr 16, 2026

As consumers holistically and proactively navigate their physical and mental health, wellness has moved far beyond reactionary purchasing and treating symptoms

Source: Circana · State of Consumer Healthcare · April 2026

“To die young, as late as possible.”

(Ashley Montagu)

And the patient now arrives informed, impatient, and often ahead of you.

That is the demand.

Now look at who noticed it; and who's rushing to serve it.

ACT 2

THE MARKET

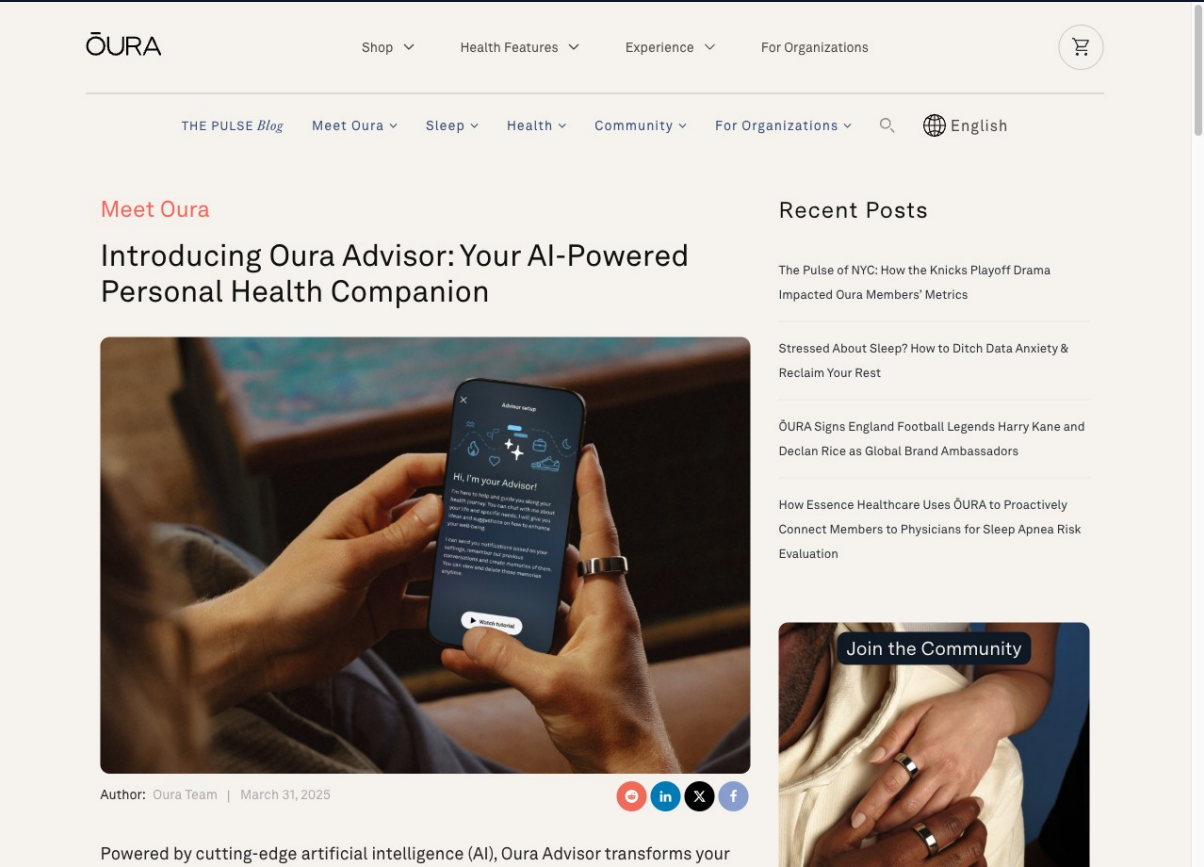
An arena crowding at a speed with no historical precedent.

Who's playing in health now?

Apple	Amazon	Google
Walmart	Best Buy	Salesforce
Technogym	Equinox	Oura
WHOOOP	Neko Health	Function Health

... and most of them were never 'healthcare' companies.

Even your ring is now an AI health coach.



Source: Oura · Oura Advisor (AI health companion) · 2025

Fitness brands are going clinical.

Is 'healthness' the new wellness?

Author: Danny Sullivan | Published on: February 24, 2025 | Last updated: February 24, 2025



Get longevity news first on WhatsApp

Technogym's new 'exercise is medicine' strategy harnesses decades of user data with AI

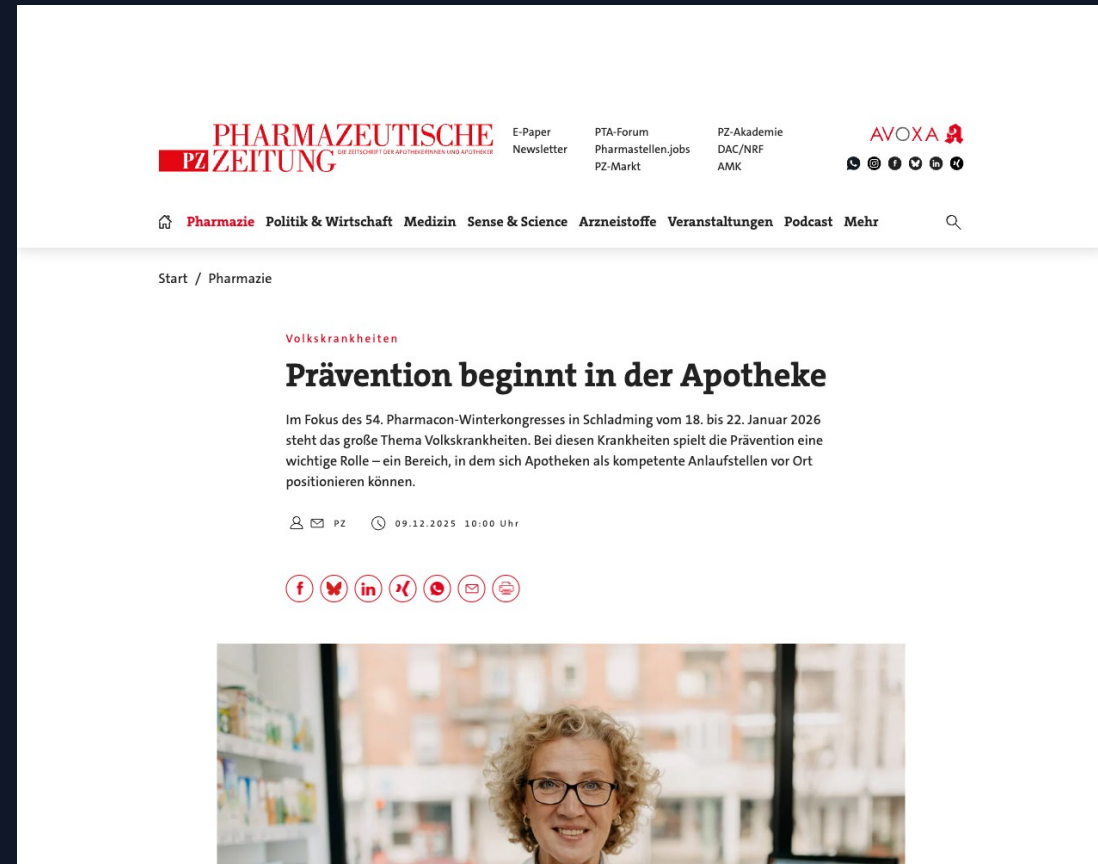
Editor's choice

- Sweat monitor CGM?
- 'Longevity bioapothecary' comes to life
- Whole-genome testing comes to life
- FLF:SG 'Preventive healthcare is unstoppable'
- 'We do not know the future is made'
- The Ten Level

Popular article

Source: Longevity.Technology · Technogym · 2025

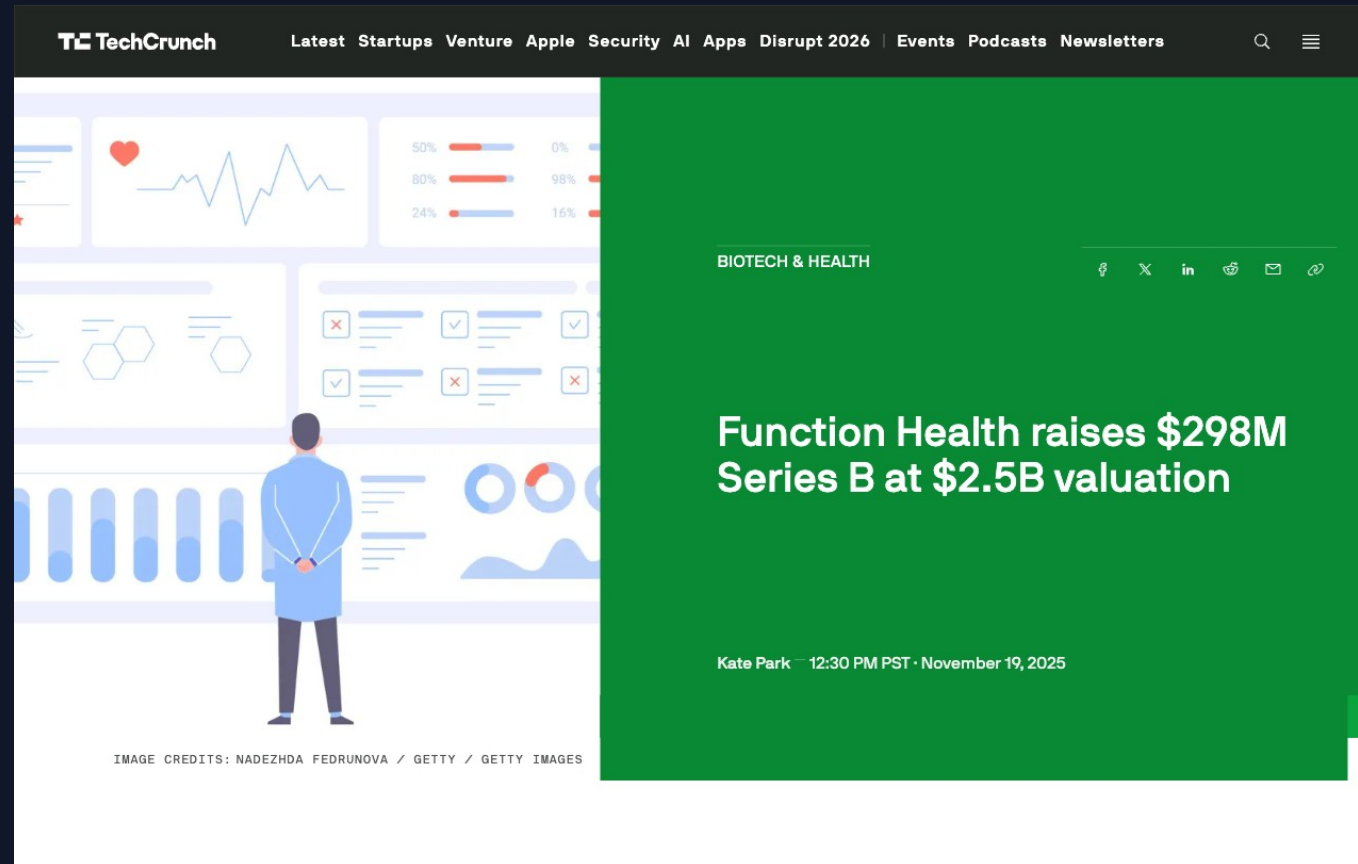
Selbst Apotheken werden zu Gesundheitsversorgern.



Source: Pharmazeutische Zeitung · Prävention in der Apotheke · 2025

M5

Longevity & diagnostics startups, well funded.



Source: TechCrunch · Function Health raised \$298M Series B · 2025

They win on experience: care that works like commerce.

The screenshot shows the Forrester website interface. At the top, the 'FORRESTER' logo is on the left, a search bar with the placeholder 'Search for reports, data, tools, models and more...' is in the center, and 'Become a client' and 'Log in' buttons are on the right. The main content area has a dark background with white text. It features the title 'Data Overview: Customer Experience With Healthcare Providers, Q1 2026' under the sub-header 'DATA OVERVIEW REPORT'. Below the title is the subtitle 'Ease Of Access And Holistic Care Are Sticking Points For Engagement' and the author information 'Shannon Germain Farraher and four contributors' dated 'Feb 9, 2026'. A white box on the left contains the 'Summary' section, which discusses US healthcare consumer trends.

FORRESTER

Search for reports, data, tools, models and more...

Become a client Log in

DATA OVERVIEW REPORT

Data Overview: Customer Experience With Healthcare Providers, Q1 2026

Ease Of Access And Holistic Care Are Sticking Points For Engagement

Shannon Germain Farraher and four contributors
Feb 9, 2026

Summary

US healthcare consumers increasingly prioritize convenience over continuity with the same provider, as retail clinics gain traction for their accessibility and flexible hours. Patients are also relying on providers for guidance beyond clinical care, such as managing insurance and scheduling, as they navigate the myriad challenges that they encounter when interacting with the healthcare system. Health disparities further undermine engagement, with those in poor physical or mental health feeling least supported. These trends signal a shift toward ease of access, holistic support, and trust-building as critical factors in patient experience.

Source: Forrester · Customer Experience with Healthcare Providers · Q1 2026

The arena is crowded.

Here's the weapon every one of them is picking up; and so is your patient.

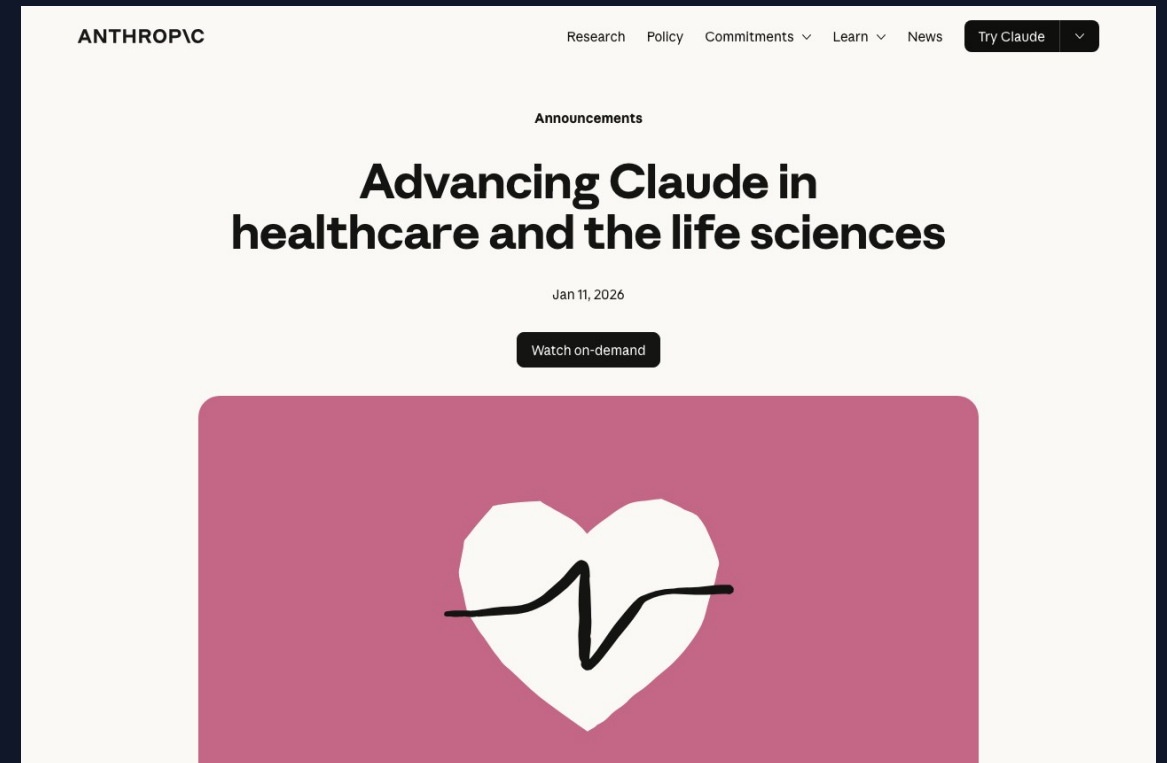
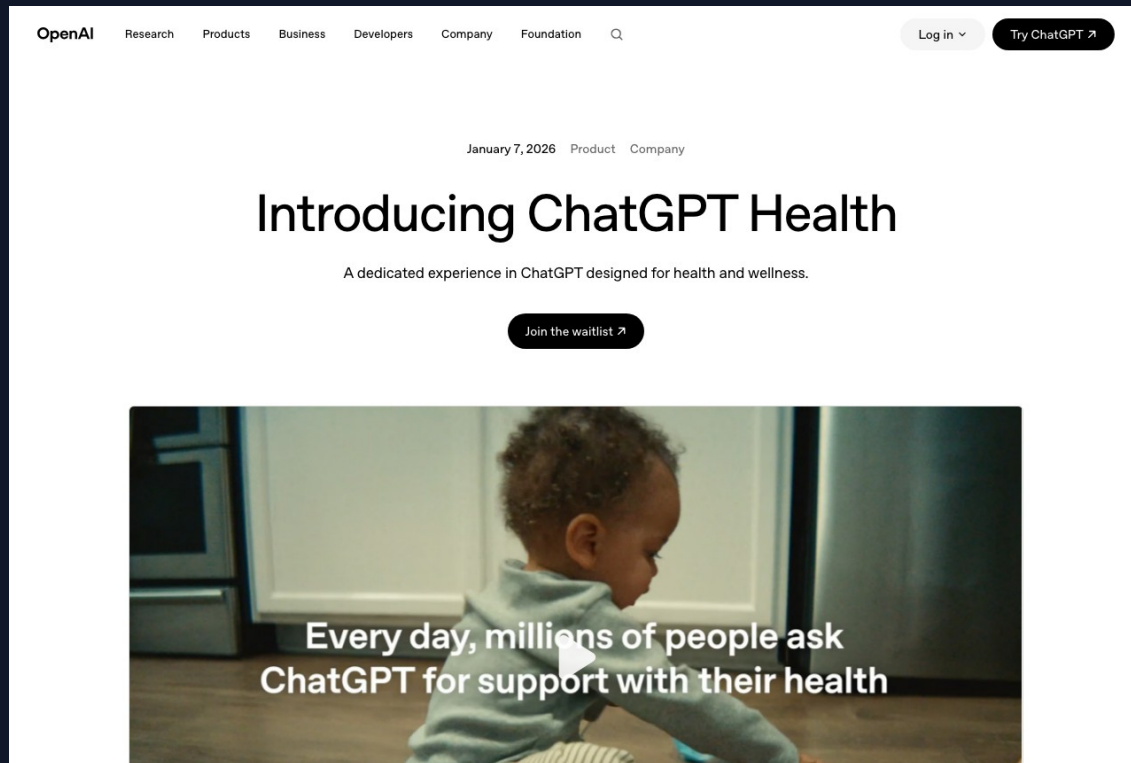
ACT 3

THE TOOL

AI in healthcare; and what it does to who's in charge.

T1

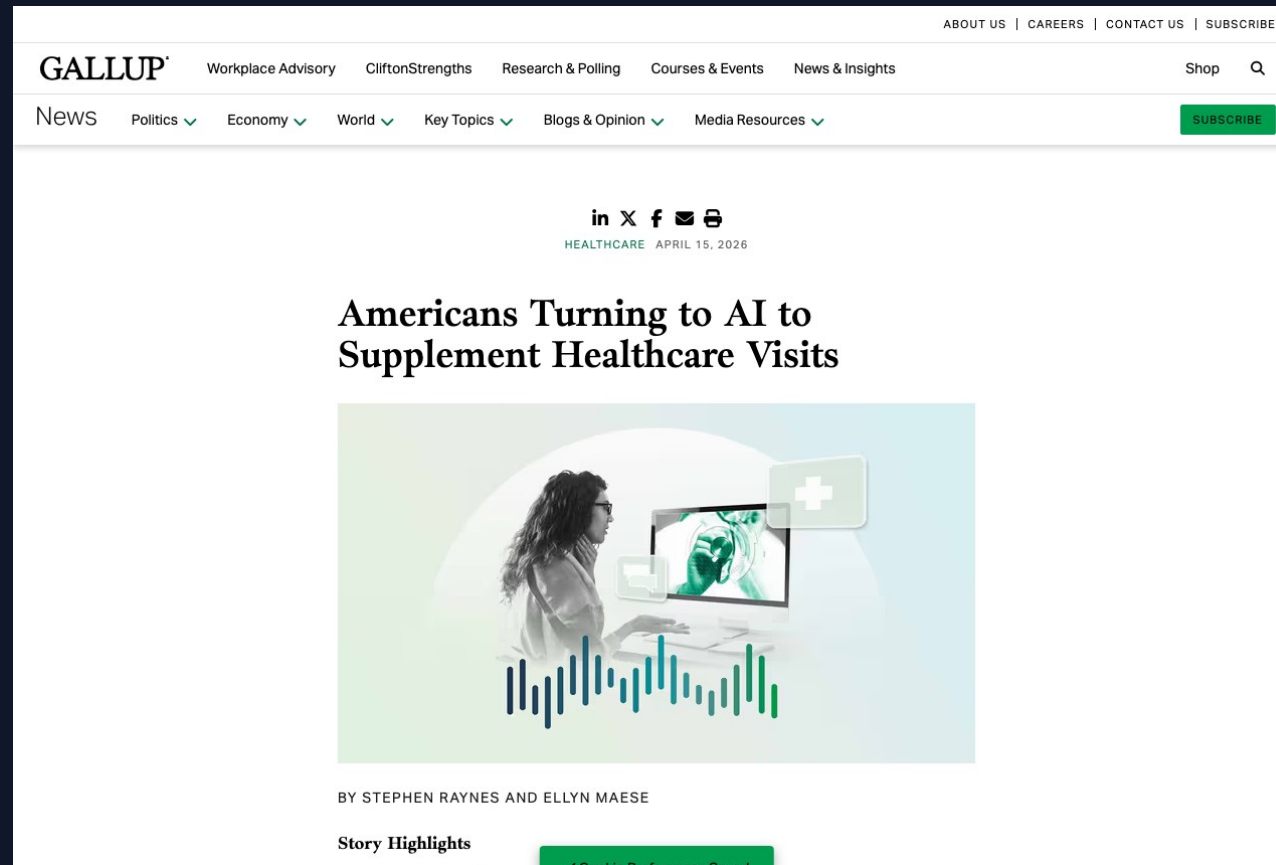
In one week: ChatGPT Health and Claude for healthcare went live.



Source: OpenAI (7 Jan) · Anthropic (11 Jan) · 2026

T2

1 in 4 already use AI for their health.



Source: Gallup · April 2026

Patienten kommen mit der KI-Diagnose in die Sprechstunde.



The screenshot shows a webpage from Bitkom. The header features the 'bitkom' logo on the left and a hamburger menu icon on the right. Below the header, there is a large graphic on the left consisting of horizontal lines of binary code (0s and 1s) in green and blue. To the right of this graphic, the text 'Presseinformation zur Pressekonferenz' is displayed above the main title 'Dr. KI: Wenn der Chatbot zum medizinischen Ratgeber wird'. Below the title, there is a green button labeled 'Unterlagen zum Download'. At the bottom of the page, there is a blue square icon with a white fingerprint symbol, followed by the text 'Schon 45 Prozent der Deutschen fragen KI-Chatbots zu Symptomen und Gesundheitsthemen' and 'Das Vertrauen ist hoch, doch der Einsatz von KI in der Medizin macht einigen auch Angst'. To the right of this text is a small portrait photo of a woman with long brown hair.

bitkom

Presseinformation zur Pressekonferenz

Dr. KI: Wenn der Chatbot zum medizinischen Ratgeber wird

Unterlagen zum Download

■ Schon 45 Prozent der Deutschen fragen KI-Chatbots zu Symptomen und Gesundheitsthemen

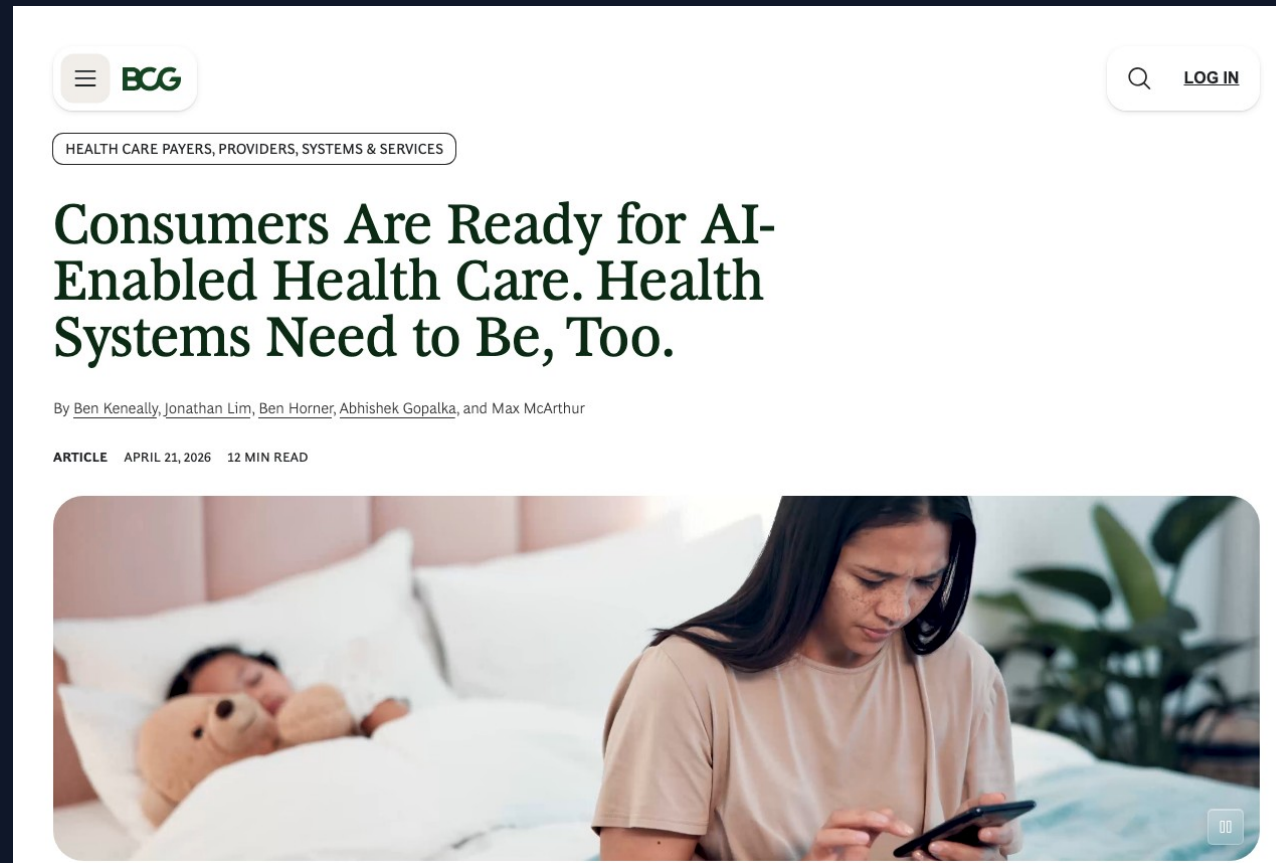
 Das Vertrauen ist hoch, doch der Einsatz von KI in der Medizin macht einigen auch Angst



Source: Bitkom · November 2025

T4

The patient is often better-equipped than the clinic.



Source: BCG · 2026

Not replaced: re-intermediated.

The impact of AI

AI has gone mainstream. Half of clinicians say it is improving patient care today, and 49% use it for work.

Use of specialist tools is rising. Among AI users, 56% use generalist tools frequently or always, while frequent use of clinical-specific tools has risen to 34%, up from 22% in 2025.

But adoption is uneven. Doctors are more likely to use AI at work, while nurses are more positive about its impact on care, autonomy and trustworthiness.

Confidence will grow when tools are easy to use, comprehensive, safe, transparent and built on quality sources, giving healthcare institutions and technology providers a clear mandate for what comes next.



T6

The new players are arming with AI too.



Source: World Economic Forum · January 2026



THE COST OF INACTION

**Do nothing, and you're the workman.
The last to notice the bulldozers were
already here.**

There is something you can do. That's Act 4.

ACT 4

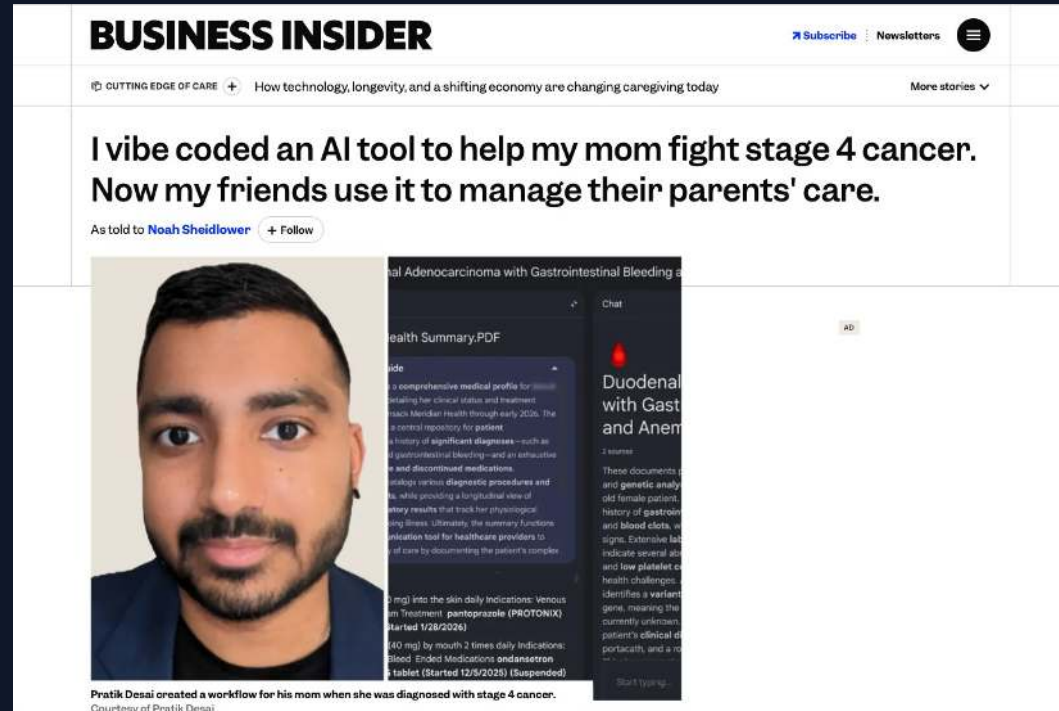
THE AGENCY

From burning platform to toolkit. This part is yours.

THE EASY ANSWER

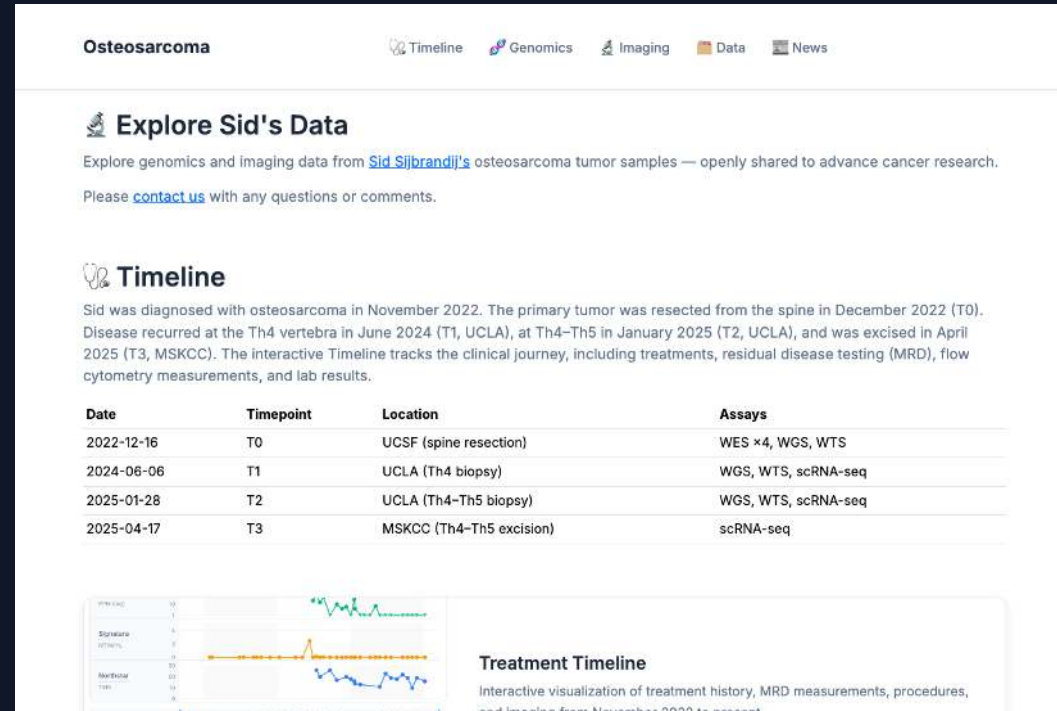
Give everyone a ChatGPT licence ✓

That's a procurement line item; not agency.
Real agency looks like this:



A PATIENT TOOK AGENCY

Pratik vibe-coded a tool during his mother's stage-4 treatment. It caught 3 errors the team missed.



AND PUBLISHED IT

Sid pushed 25 TB of his own tumour data further than the system would; then open-sourced it.

the winners weren't engineers or even in tech. It's the latest sign that the future of innovation belongs to the people who understand problems, not necessarily **the people who can code**.

"There's always been a tech barrier between domain expertise and coding," said Dr. Michał Nedoszytko, an interventional cardiologist based in Brussels who took third place in the competition. "[But now] if anyone has enough expertise, they can create advanced solutions. Programming is solved."



A CLINICIAN LEANED IN

Dr. Michał Nedoszytko (cardiologist): 3rd of 13,000 at Anthropic's hackathon. In 7 days.

FOR YOU (HCP) · START MONDAY

**You don't need permission.
You need curiosity and 30 minutes.**

Tools: ChatGPT / Claude · Perplexity · NotebookLM · Base44 · Lovable · Cursor

- 1 · Spend 30 minutes on a tool.**
- 2 · Build something 10%-perfect.**
- 3 · Measure your baseline.**
- 4 · Show one colleague.**
- 5 · Refine & improve.**

Before you build anything, decide three things.

- 1 · Who owns it?** A central team, an AI function, or teach-the-teacher.
- 2 · What you build?** Off-the-shelf assistants, your own model, or your own guardrailed environment.
- 3 · How you govern it?** Data, security, onboarding.

Then turn those choices into a system.

- 1 · Sandbox → production.** Experiment safely, then harden fast: guardrails and compliance baked in.
- 2 · Ship the chosen few.** Prototype to pilot to production, with a named IT handoff.
- 3 · Keep it alive.** A next cohort, not one workshop; skills decay in weeks.

Then hand agency outward: to HCPs and patients.

Source: Speakeasy · '2026 is the year of enterprise AI governance'

“Speed of learning is the new unfair advantage.”

(Ash Maurya)

You now hold the toolkit. For the buyer: a shortlist you could start on tomorrow.

The ones who act NOW are cooking.

So, are you cooking, or are you the DEA?

May the speed be with you.

Want to build any of this inside your organisation? Let's talk.

Bart Collet · hyperadvancer.com · bart@hyperadvancer.com