

SPEAKER & KEYNOTE

LISETTE DIAZ-SANTIAGO

ED.M. · FOUNDER, HULUX INNOVATIONS · CREATOR OF THE VOCES® FRAMEWORK

*Understanding is one of the greatest acts
of care we can offer another human being.*

Lisette Diaz-Santiago helps people, organizations, and systems communicate with greater understanding. Drawing on more than a decade inside a major health system and her work building the **VOCES® Framework**, she translates research on communication, aging, dementia, caregiving, and trust-centered technology into ideas audiences can actually use — and remember. Her talks move fluidly between the deeply human and the practical, leaving rooms changed and equipped.

SIGNATURE TOPICS

UNDERSTANDING BEFORE ASSUMPTION

Introducing the VOCES Framework

BEYOND RECALL

Voice, identity & connection in dementia

BORROWED COURAGE

When trusted voices help us find our own

HOLDING THE PERSON IN VIEW

Identity & meaningful connection through change

TRUST BEFORE TECHNOLOGY

Human-centered design for AgeTech & AI

IDEAL FOR

- Healthcare systems & medical education
- Memory care, senior living & caregiver organizations
- Conferences & universities
- AgeTech, digital health & innovation teams
- Leadership & human-services audiences

FORMATS

- Keynotes · 30–60 min
- Workshops · 60–90 min
- Lectures & panels
- In person or virtual

Invite Lisette to speak.

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ABOUT LISETTE DIAZ-SANTIAGO, ED.M.

A human-centered communicator translating research into ideas organizations can actually use.

Lisette Diaz-Santiago is the founder of HuLux Innovations and the creator of the **VOCES® Framework** — a human-centered communication model built on a single commitment: we adapt communication to the person, rather than asking the person to adapt to us.

Her work sits at the intersection of communication, aging, dementia, healthcare, caregiving, and trust-centered technology. Across more than a decade inside a major health system — in roles spanning patient experience, project management, and learning and development — she saw the same pattern again and again: care systems that were rich in resources but poor in the communication that makes those resources reach a person. VOCES is her answer to that gap.

Today she brings that framework to the stage. Bilingual in English and Spanish, Lisette speaks to healthcare leaders, caregivers, students, and innovators with the same warmth and precision — pairing an emotional, story-driven experience with a practical lens audiences carry back into their own work. Her sessions have a recognizable shape: they begin with a person, not a problem, and they end with something the room can do differently the next morning.

BACKGROUND

Lisette holds graduate degrees in psychology and organizational leadership, all earned while working full time. Beyond the stage, she leads the ongoing development of VOCES and its applied work in memory care and human connection. Her research on communication and identity in dementia care is actively advancing — including work accepted for presentation at a leading international Alzheimer's research conference and a manuscript under peer review.

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we can offer another human being.*

SHORT BIO (FOR PROGRAMS)

Lisette Diaz-Santiago, Ed.M., is the founder of HuLux Innovations and the creator of the VOCES® Framework, a human-centered communication model used to design care, technology, and conversation around the person rather than the system. Bilingual in English and Spanish, she speaks on communication, aging, dementia, caregiving, and trust-centered technology — translating research into ideas organizations can actually use.

SEVEN CONVERSATIONS, ONE HUMAN-CENTERED THREAD.

Each session can be shaped as a keynote, workshop, or lecture and tailored to your audience. Durations are typical and fully adjustable.

UNDERSTANDING BEFORE ASSUMPTION

Introducing the VOCES Framework

Why understanding must come before assumption — and how the VOCES Framework reframes communication around the person rather than the system.

Audience Healthcare leaders · Conferences · Universities **Format** Keynote · 45–60 min

BEYOND RECALL

Voice, Identity & Emotional Connection in Dementia

How familiar voice and emotional memory can sustain identity and connection even as recall begins to fade — and what still reaches a person when recall no longer does.

Audience Memory care · Senior living · Caregiver organizations **Format** Keynote or workshop · 60–90 min

BORROWED COURAGE

When Trusted Voices Help Us Find Our Own

Why a familiar, trusted voice can steady us before medicine or treatment ever begins — and how communication itself can become a first intervention.

Audience Healthcare · Education · Caregiving · Leadership **Format** Keynote · 30 min · Virtual or in person

HOLDING THE PERSON IN VIEW

Identity preservation & meaningful connection

Supporting caregivers in preserving identity and sustaining meaningful connection through change — and rebuilding relationship on new terms when a loved one changes.

Audience Family caregivers · Support organizations · Memory cafés **Format** Talk · 45–60 min

DESIGNING COMMUNICATION THAT MEETS PEOPLE WHERE THEY ARE

Healthcare communication · Patient experience · Adaptive communication

Practical principles for designing communication that adapts to people, instead of expecting people to adapt to it — a hands-on session with real redesign work.

Audience Hospitals · Clinics · Medical education **Format** Workshop · 60–90 min

TRUST BEFORE TECHNOLOGY

Human-centered design for AgeTech, Digital Health & AI

Why trust — not features — determines whether technology actually serves the people it is built for.

Audience Innovation conferences · Product teams · Design leaders **Format** Keynote · 45 min

UNDERSTANDING COMES BEFORE COMPATIBILITY

Introducing Tethra & trust-centered communication

How trust-centered communication and shared understanding strengthen human relationships — the thinking behind Tethra.

Audience Relationship educators · Universities · Wellness organizations **Format** Talk · 45 min

WHAT TO EXPECT

EVERY SESSION

- Begins with a person, not a problem
- Pairs an emotional experience with a practical lens
- Ends with something the room can use immediately
- Can be delivered bilingually (English / Spanish)

FORMATS & DELIVERY

- Keynotes · 30–60 min
- Workshops · 60–90 min, with facilitator materials
- Lectures, panels & guest sessions
- In person or virtual

START THE CONVERSATION.

If any of these conversations fit what your audience needs, let's talk.

Lisette works with organizers to shape the right session for the room — adjusting length, depth, and emphasis for the audience in front of her. Every talk can be tailored, and workshops come with participant and facilitator materials. She is glad to provide abstracts, learning objectives, a headshot, and audiovisual requirements on request.

BOOKING & INQUIRIES

Email LisetteDiazSantiago@huluxinnovations.com

Speaking huluxinnovations.com/education

HuLux Innovations VOCES® · MemoriGems® · Tethra

A NOTE FOR ORGANIZERS

When you reach out, it helps to include your audience and its makeup, the date and format you have in mind, and what would make this the best session of your event. That last question shapes everything — Lisette builds the talk around the outcome you're hoping for, not the other way around.

*The question isn't only what people remember.
It's what still reaches them.*

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