PUBLISHED IN **LinkedIn** · Platform post
PUBLISHED circa 17 November 2026
Derived from the capture's relative timestamp against the capture date of 23 November 2026. Not a read date.
AUTHOR Ravi R. Iyer, MD
SOURCE https://www.linkedin.com/in/driyermd/recent-activity/all/
RECORDED 23 November 2026 · record AR-2026-11-005

PLATFORM POST

The Longevity Gold Rush

Two brothers, two perspectives, one provocative conversation — with Chetan Bhagat.

By **Ravi R. Iyer, MD**

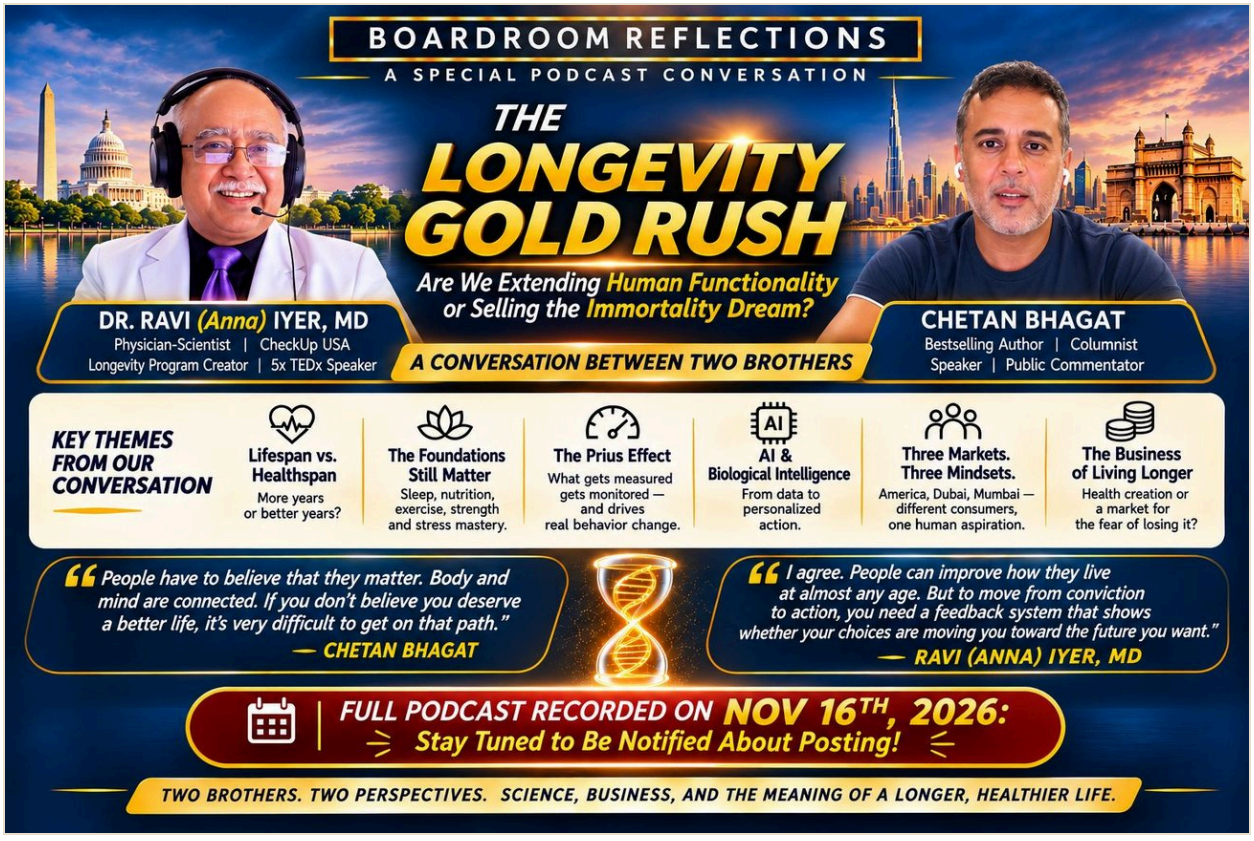


Image as posted on LinkedIn. Retained as part of the record of how the post appeared.

THE LONGEVITY GOLD RUSH: TWO BROTHERS. TWO PERSPECTIVES. ONE PROVOCATIVE CONVERSATION.

On November 16, 2026, my brother-in-law, bestselling author CHETAN BHAGAT, and I sat down for a special edition of BOARDROOM REFLECTIONS.

The world knows him as a storyteller. I've spent four decades studying the science of human life and functionality.

And we found ourselves confronting a fascinating paradox.

WE KNOW MORE ABOUT HOW TO LIVE HEALTHIER THAN EVER BEFORE. SO WHY DO WE STRUGGLE TO DO IT?

Chetan brought the conversation back to something fundamental:

> *People have to believe that they matter.*

Before nutrition, exercise, sleep, or any sophisticated medical intervention can change a life, people must believe their lives are worth investing in.

I agree.

But belief alone doesn't guarantee behavioral transformation.

That's where I introduced what I call THE PRIUS EFFECT.

When a Prius driver accelerates aggressively, the dashboard immediately displays declining fuel efficiency. The driver sees the consequences— and instinctively adjusts.

Mentioned: WHAT GETS MEASURED GETS MONITORED. WHAT GETS MONITORED CAN TRANSFORM BEHAVIOR.

Imagine applying that principle to human biology.

Biomarkers. Metabolic health. Inflammation. Cardiovascular risk. Biological aging.

Not simply collecting data— but translating biological intelligence into meaningful, measurable changes in how we live.

This is the philosophy behind the CheckUp USA Longevity & Regenerative Program.

Our conversation traveled across AMERICA, DUBAI, AND MUMBAI, exploring the emerging global longevity industry and six fundamental questions:

> Is longevity medicine science or sophisticated marketing?
> Can AI make personalized medicine more accessible?

And ultimately, WHAT IS THE POINT OF LIVING LONGER IF WE CANNOT LIVE BETTER?

> One brother explores the stories of human life.
> The other studies the biology of human functionality.

Both believe the future begins with a simple proposition:

Mentioned: YOUR LIFE MATTERS. AND HOW YOU LIVE IT MATTERS EVEN MORE.

Mentioned: THE LONGEVITY GOLD RUSH

A Conversation Between Two Brothers

FULL PODCAST RECORDED NOVEMBER 16, 2026.

STAY TUNED FOR THE RELEASE ANNOUNCEMENT!

Meanwhile, I'd love your perspective:

Would you choose 20 additional years of life— or 20 years of preserved physical and mental vitality?

Learn about our approach to longevity medicine: https://www.iyerhealth.com

#BoardroomReflections #ChetanBhagat #RaviIyer #LongevityMedicine #Healthspan #CheckUpUSA #AIinHealthcare

Mentioned: Aryan Agrawal Sai Narula Sandeep Sahai Raji Uppuluri

ABOUT THE AUTHOR

Ravi R. Iyer, MD is a physician-scientist, entrepreneur, author and five-time TEDx speaker who has spent four decades exploring a deceptively simple question: what makes human beings, and the organizations they create, perform at their best? A Harvard-trained physician, corporate strategist and the founder of multiple healthcare and performance ventures, he is the creator of Neuroalignment, a framework for building high-performance organizations around the realities of human cognitive diversity. His work sits at the intersection of biology, leadership, technology and human behavior.

THE AKAASHIK RECORD

A permanent, complete and unedited register of the writing and public work of Ravi R. Iyer, MD. Each entry records where the work first appeared, when, and at what address, so that the record stands independently of any platform that carries it. Entries are never removed. © Ravi R. Iyer, MD. Recorded by arrangement with the original publisher; all rights in the original publication remain with its owner.

Name forms. One person, credited as Ravi R. Iyer, MD; Ravi R. Iyer; Ravi Ramamoorthy Iyer, MD; Ravi Ramamoorthy Iyer; Ravi Iyer, MD; Ravi Iyer; Ravi Ramamoorthy; R. R. Iyer; R.R. Iyer; R. Iyer. The author's name is Ravi Iyer, and has been for many years. His work is nonetheless credited under several forms. In India the canonical surname is Ramamoorthy and Iyer is the clan name appended to it, and where a form is entered under that convention the credit follows it: on the signed speaker release for TEDxChantilly he entered Ravi Ramamoorthy Iyer, and that talk stands credited on the TEDx channel to Ravi Ramamoorthy. The five ted.com event pages credit him under four different forms between them — Dr. Ravi Iyer at TEDxGary, Dr. Ravi Iyer, MD at TEDxHandley Blvd Women, R.R. Iyer at TEDxUMKC, and Ravi Ramamoorthy Iyer at both TEDxMontgomery College and TEDxChantilly HS. The Record lists every form the work is credited under, so that it remains findable under each.