


privilege &
obligation



**Efforts made to improve
patient outcomes and care
across the healthcare
industry have not resulted
in hoped-for results.**

Despite more information, more choice, more technology, and more services, people are not healthier and continue to feel more disconnected from their care.




**We set out to
understand what
matters to people,
what they hope for,
both within and
beyond their health.**





Helping People Heal





We learned that while health care focuses on improving clinical outcomes, people need something much broader than this:

they need and actively work to heal themselves beyond outcomes.





GOAL

Healing is a means to a measurable health outcome

Healing is a means to achieve life goals

PROCESS

Patient journeys are in principle progressive and linear


Healing is a journey that happens as part of people's daily lives

APPROACH

Reduce the risk that patients deviate from treatment

Trial and error drives discovery of ways to heal



A group of five people are silhouetted against a hazy cityscape at sunset. They are standing on a hillside, looking out over a valley filled with houses and trees. In the distance, a city skyline is visible through the haze. A large power line tower stands in the middle ground. The sun is low on the right side of the frame, creating a bright glow and casting long shadows. The overall mood is contemplative and serene.

Understanding and engaging with people's healing processes has the potential to bridge the divide between *medical outcomes* and people's own *needs and aspirations*.



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“I just felt like I could trust them.”

- 02** **47% experiment with care**
“I need to try to know.”

- 03** **1.5x more successful at changing behavior**
when relying on how their body felt vs. clinical measures





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How will you own our
obligation to realize warm care
and ignite the next wave of
needed innovation?



**rethink
reimagine
reset**