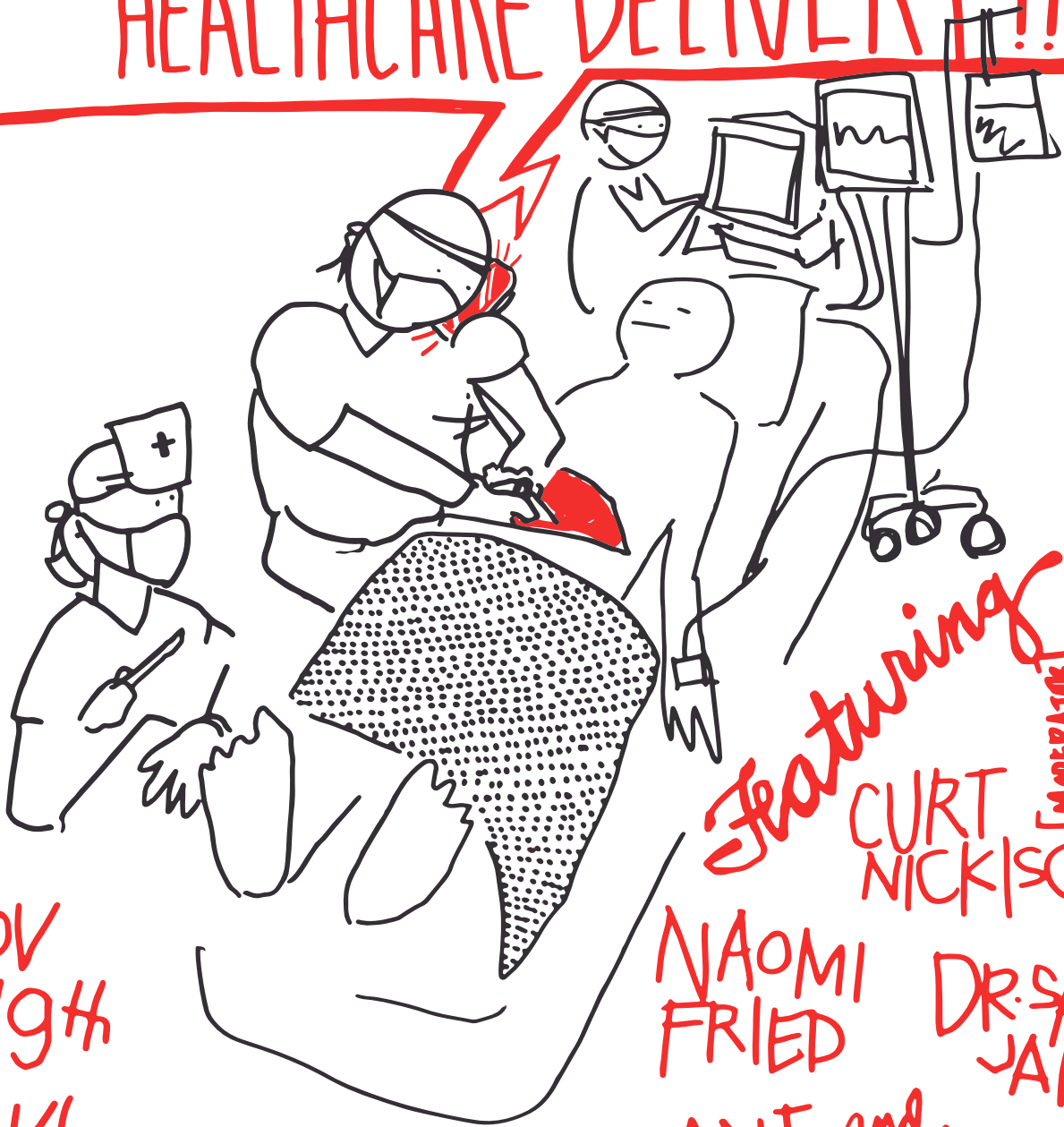


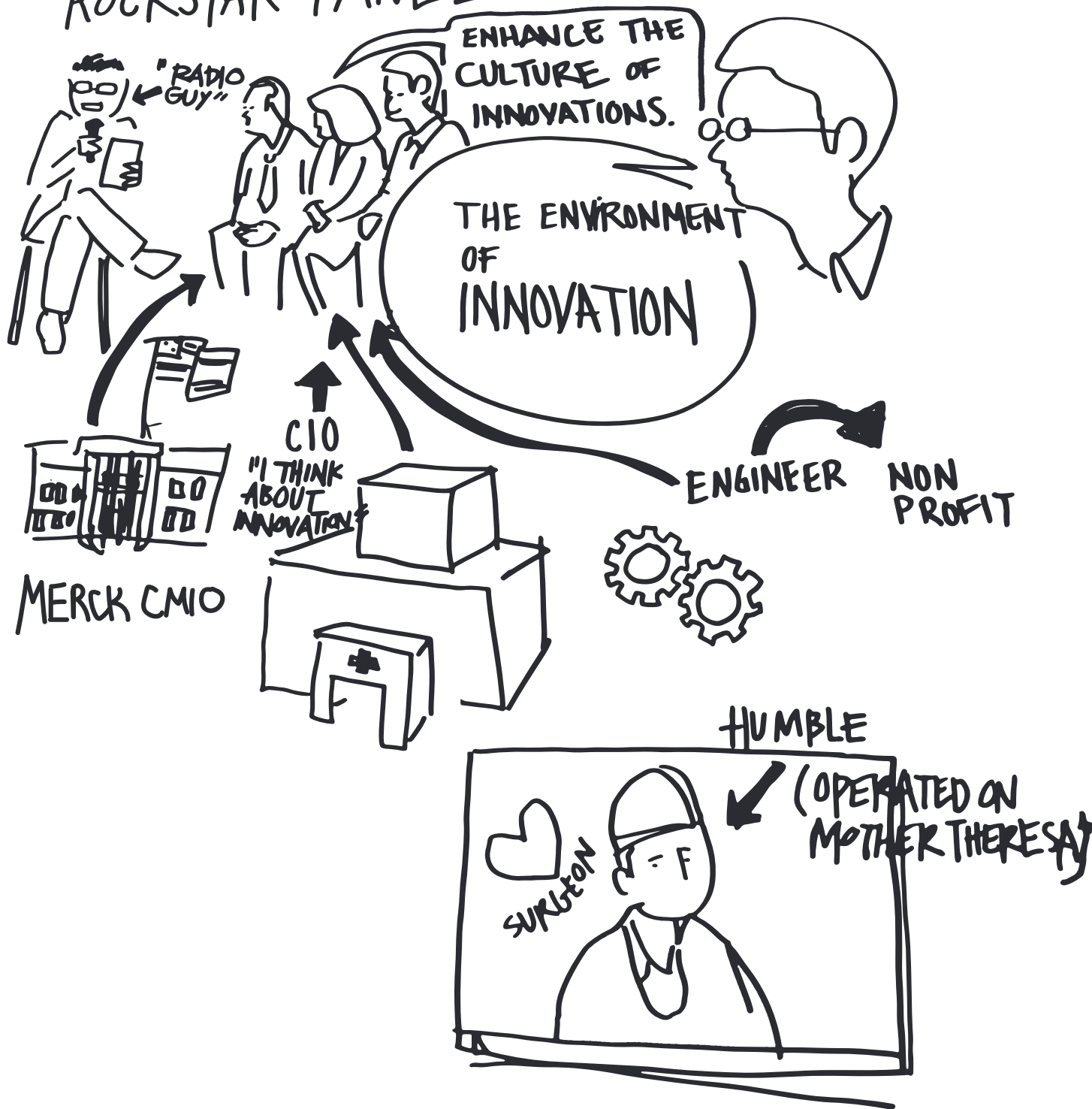
DISRUPTING HEALTHCARE DELIVERY!!!!!!



Nov
19th
2014

Featuring
CURT NICKISCH [MODERATOR]
NAOMI FRIED
DR. SACHIN JAIN
SIDHANT and... JENA
DR. DEVI SHETTY

ROCKSTAR PANEL...



WHY INNOVATION?

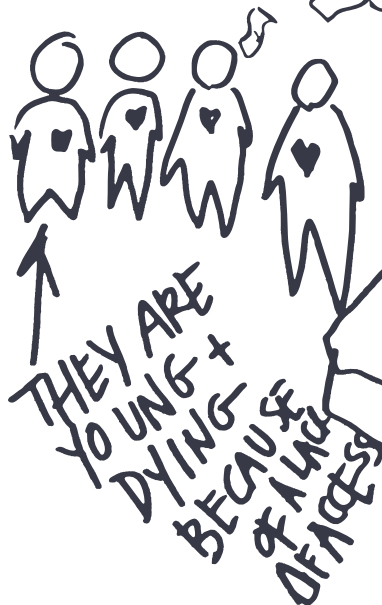
PEOPLE AREN'T :)
① HAVE YOU BEEN TO A DR. LATELY?

② CO\$T\$ (BRING 'EM ↓)

③ HEALTHCARE ISN'T A HAPPY INDUSTRY → PEOPLE WANT TO HELP PEOPLE

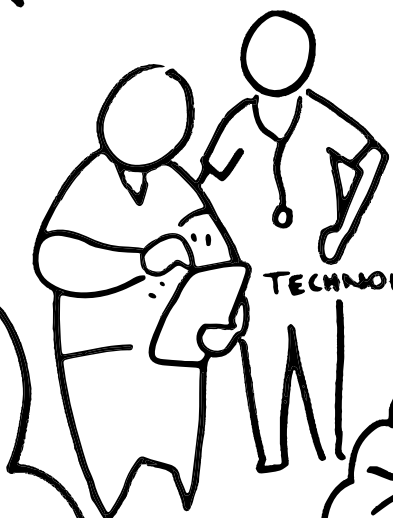
④ "HEALTHCARE IS A RIGHT." FIX AND CREATE

⑤ ACCESS IS AN ISSUE — INDIA — IN US TOO



HOW THE
— YOU DO IT?!

BUT
HOW...?



EFFICIENCY CAN
IMPROVE PATIENT
EXPERIENCE

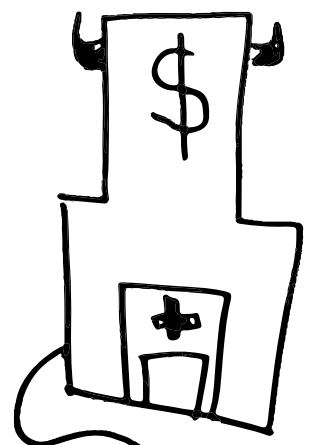
BUT IT'S
SOMEONES
JOB

DEFINE
THE PROBLEM!



DOCTORS +
PATIENTS (IT'S A
SYSTEM NOT
A GLUCOMETER)

HELPING
PEOPLE



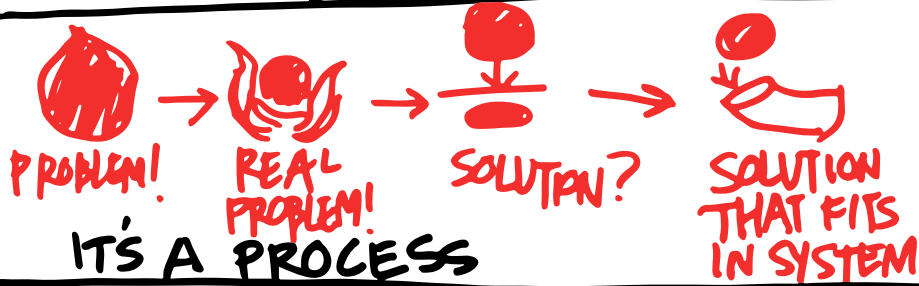
RESOURCES + SUPPORT

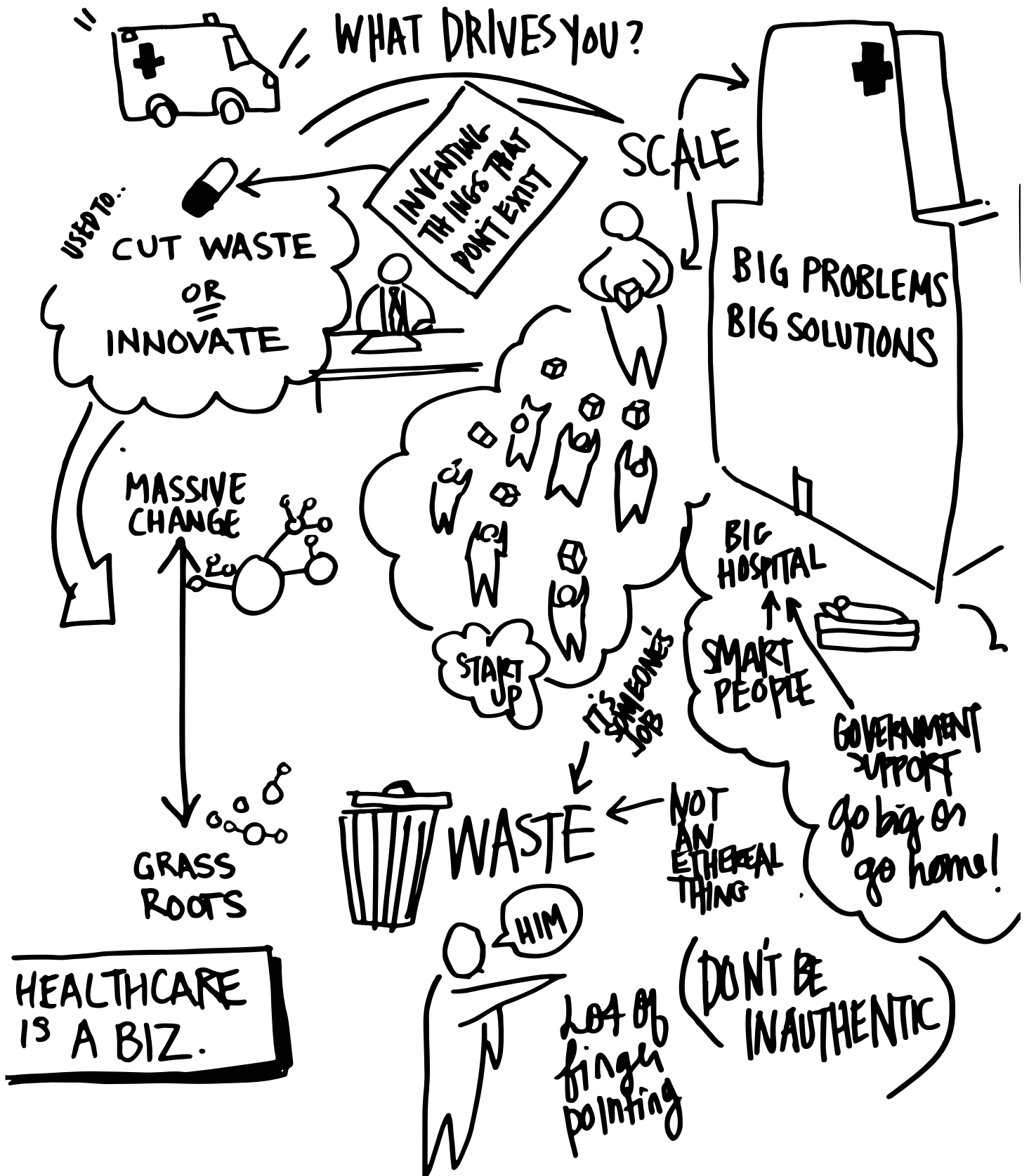


TO BE AN INNOVATOR...



YOU ARE GOING TO LEARN A LOT...





~~JUST NOD
AND SMILE~~ #STRAIGHT
TALK

(IT'S OKAY
TO NOT
SOUND
LIKE A
ROCKET
SCIENTIST)



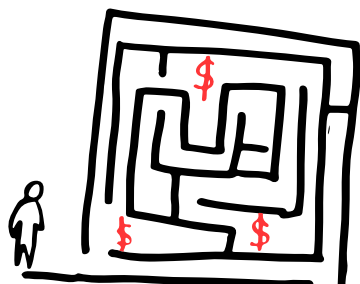
LATELY IT'S BEEN
ALL ABOUT THIS



WHAT'S THE
ECONOMIC
BENEFIT?

IS IT
STOPPING
INNOVATION
TO BE FOCUSED
ON MONEY?

PEOPLE
ARE SICK
OF BIG MEDICAL
BILLS...



THERE'S AN
APP FOR THAT

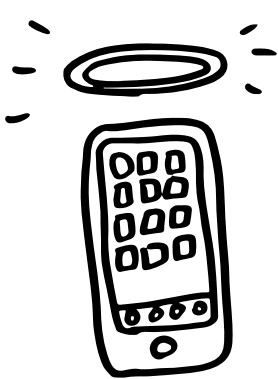


BUT...

HOSPITALITY

PATIENT EXPERIENCE DOES
MATTER...

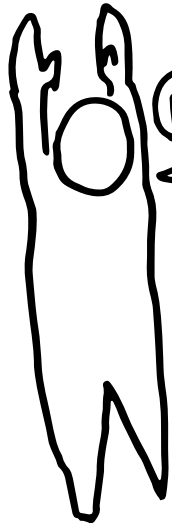
HOW IS THE CONSUMER BUTTING IN TO THE HEALTHCARE DELIVERY PROCESS?



I WELCOME
THOSE PATIENTS

DR. STAFF
GEN

NAMI



PLEEAAASSE....

LET'S MEET
THEM WHERE
THEY ARE

WHO
EVEN
FAXES
ANYMORE?



GEN Y

DIFFERENT PATIENTS
HAVE DIFFERENT
NEEDS

YOU HAVE
30 MINUTES.

MEANWHILE...
... IN INDIA...

COST ↓ , QUALITY ?

IT'S WHERE
ALL THE INNOVATIONS
WILL HAPPEN !!

#EXCITING

TALENT
(LOTS OF
PEOPLE)
(ABILITY TO GROW)

NO MEDIATORS
FREEDOM
(NO REGULATIONS)

NEED

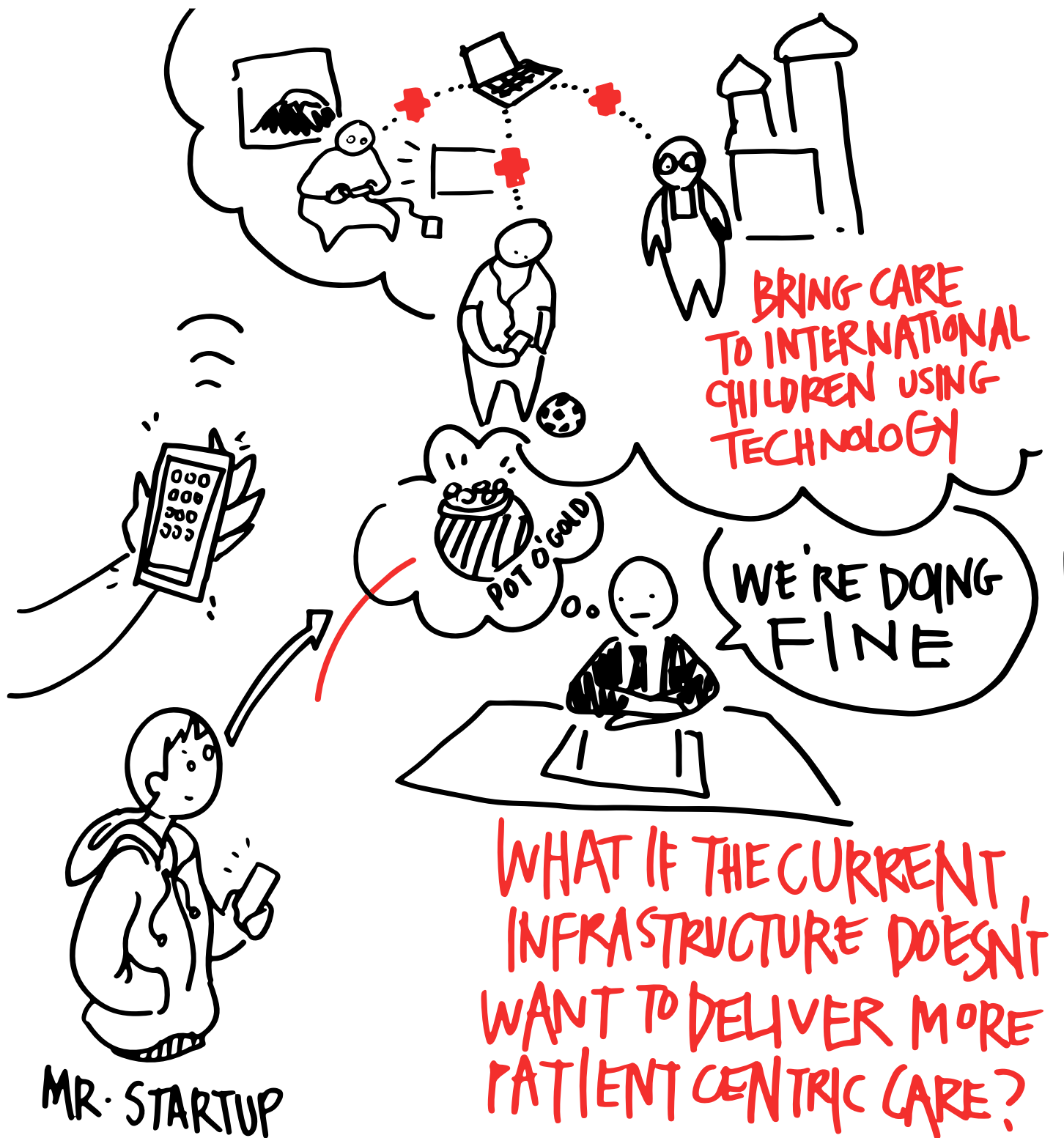
HE HAS
A COLD

PATIENT 1

VERY
SICK
(NEEDS
A HUG)

PATIENT
2

IT'S NOT
CUSTOMIZABLE



MISTAKES
DEFINING
PROBLEM

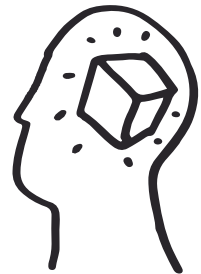
SOLUTION
~~PROBLEM~~
WITHOUT
~~SOLUTION~~
PROBLEM

ADVICE

Get your
Mental
models
right!

Pick
yourself
up

**KEEP
TRYING**



BIG CHANGES

TECH IN
DELIVERY
OF CARE

NEW VENUES
OUTSIDE OF
HOSPITAL

IT'S NOT JUST
WHAT HAPPENS
IN THE HOSPITAL



**TAKE
RISKS!**



"YOU WILL
HAVE FAILURES"





Artwork
By SEAN +
ROSE Manning

Continuum is a global innovation design consultancy.

We partner with clients to discover powerful ideas and realize them as products, services and brand experiences.

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