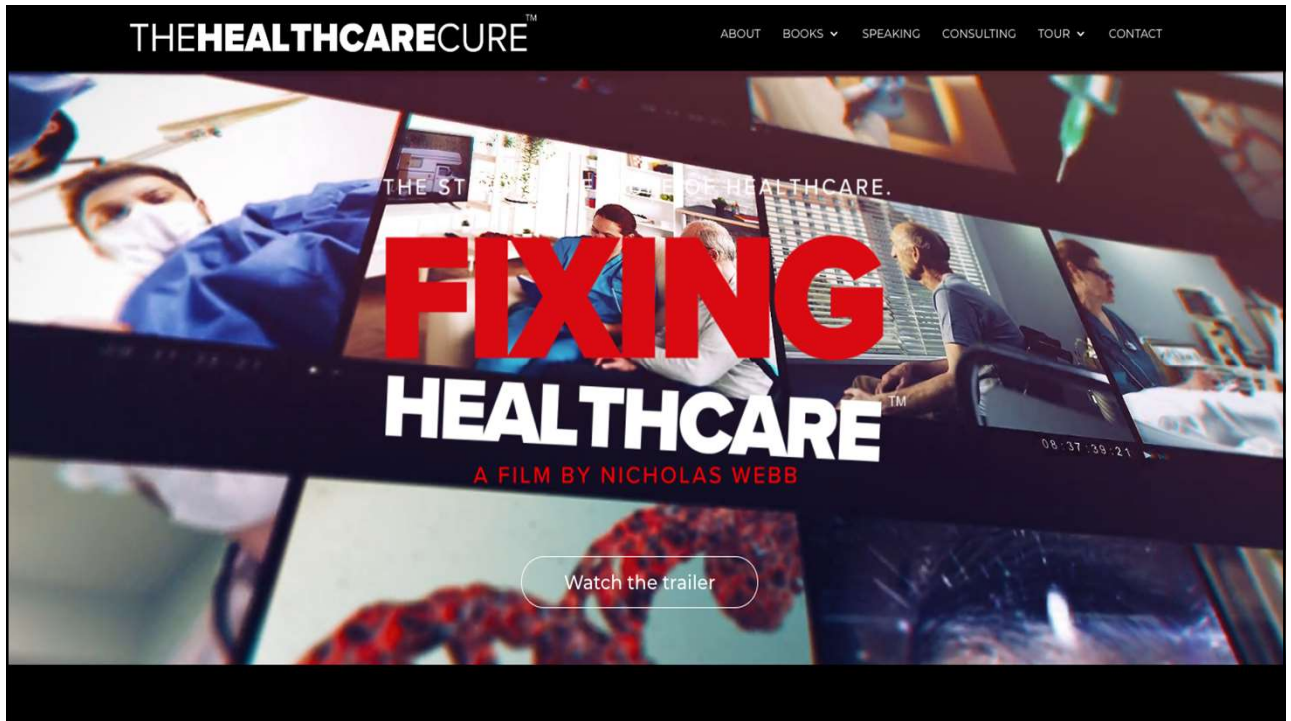


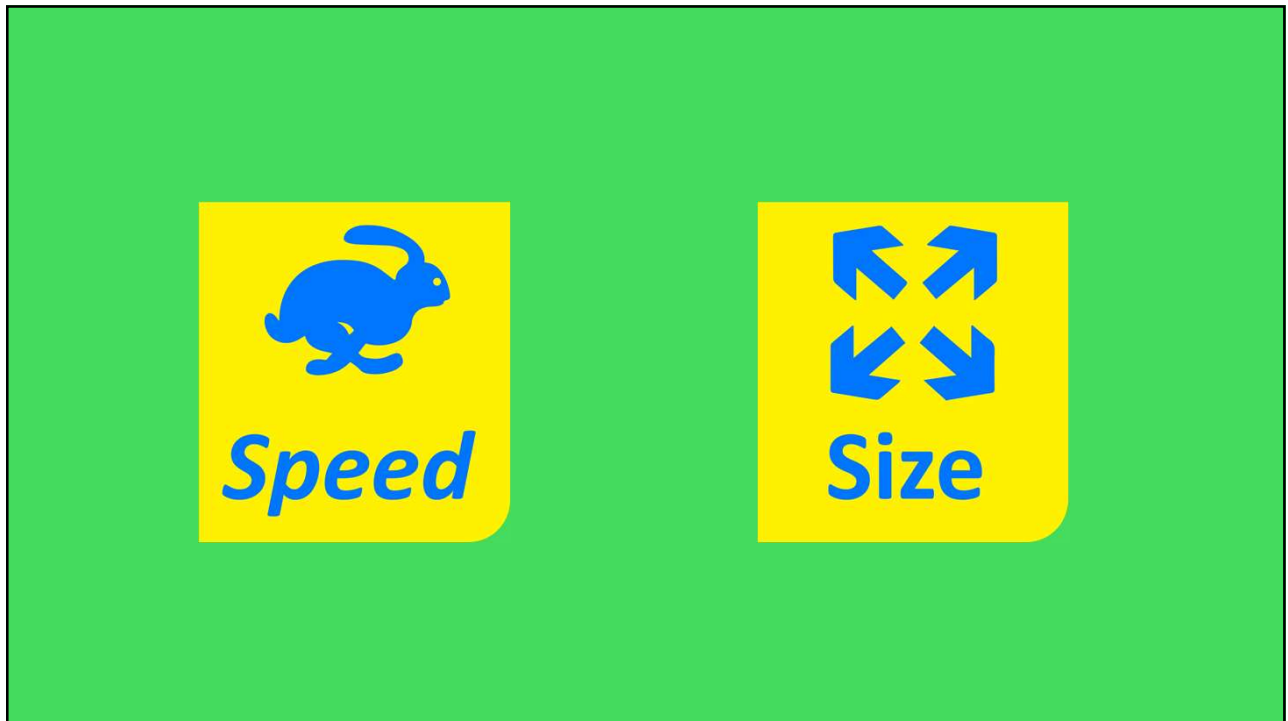
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## THE INNOVATION MANDATE

“

**INNOVATION**  
IS THE CREATION  
OF **NEW VALUE**  
THAT **SERVES** YOUR  
ORGANIZATION'S  
**MISSION AND CUSTOMER.**

”

5

**Sameness**  
**vs.**  
**Differentness**

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# They deliver



**Exceptional customer experiences**



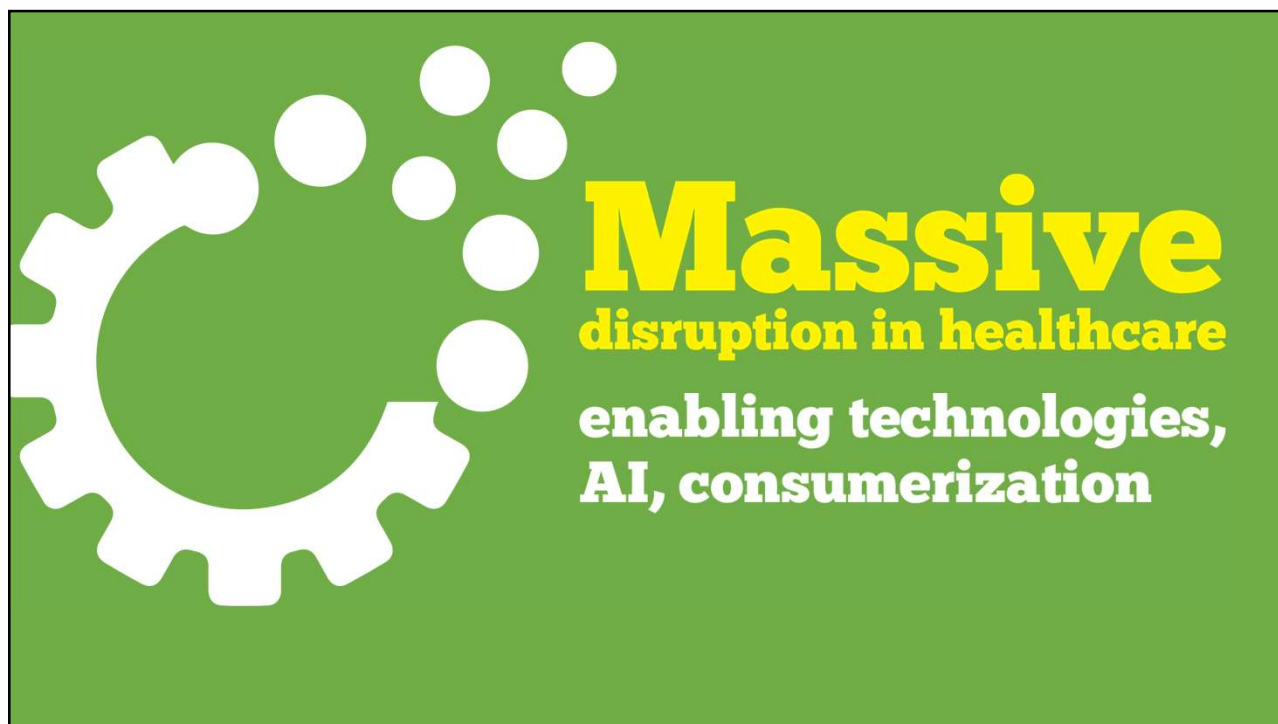
**Scalable profitability and growth**



**Actionable innovation insights**

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# 85%

**of the top brands are winning through  
Customer Experience (CX) design**

11



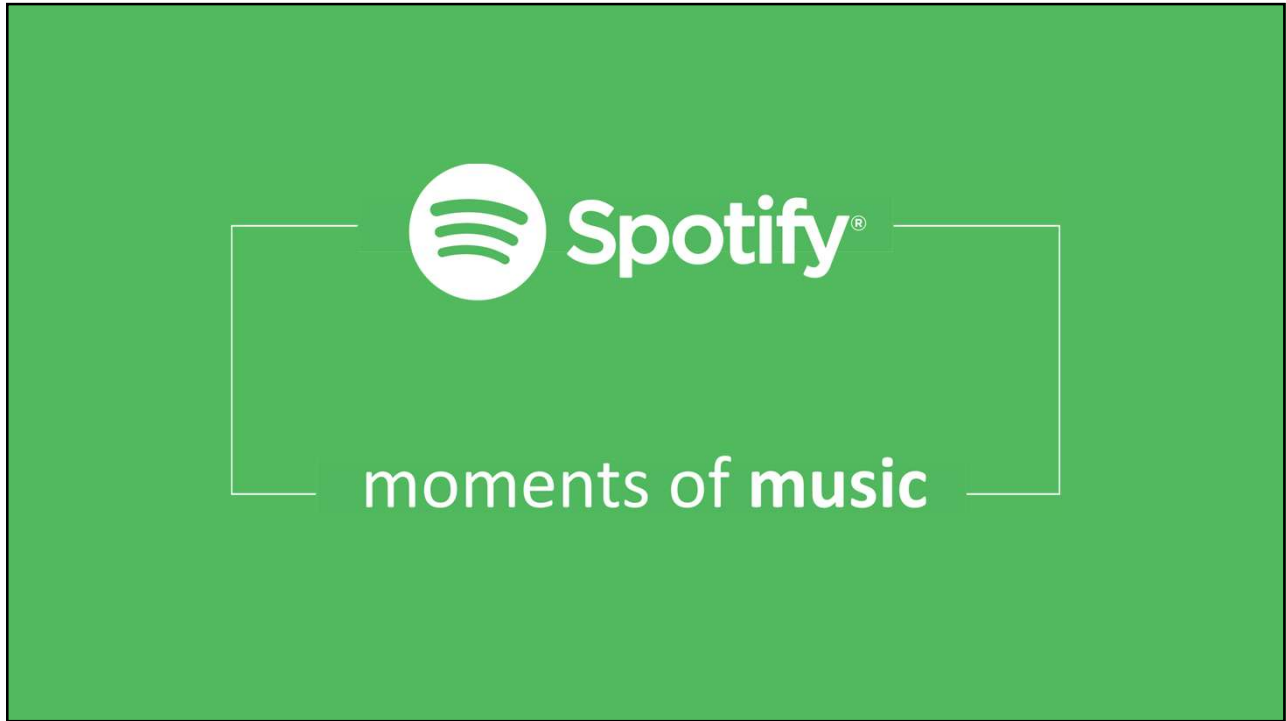
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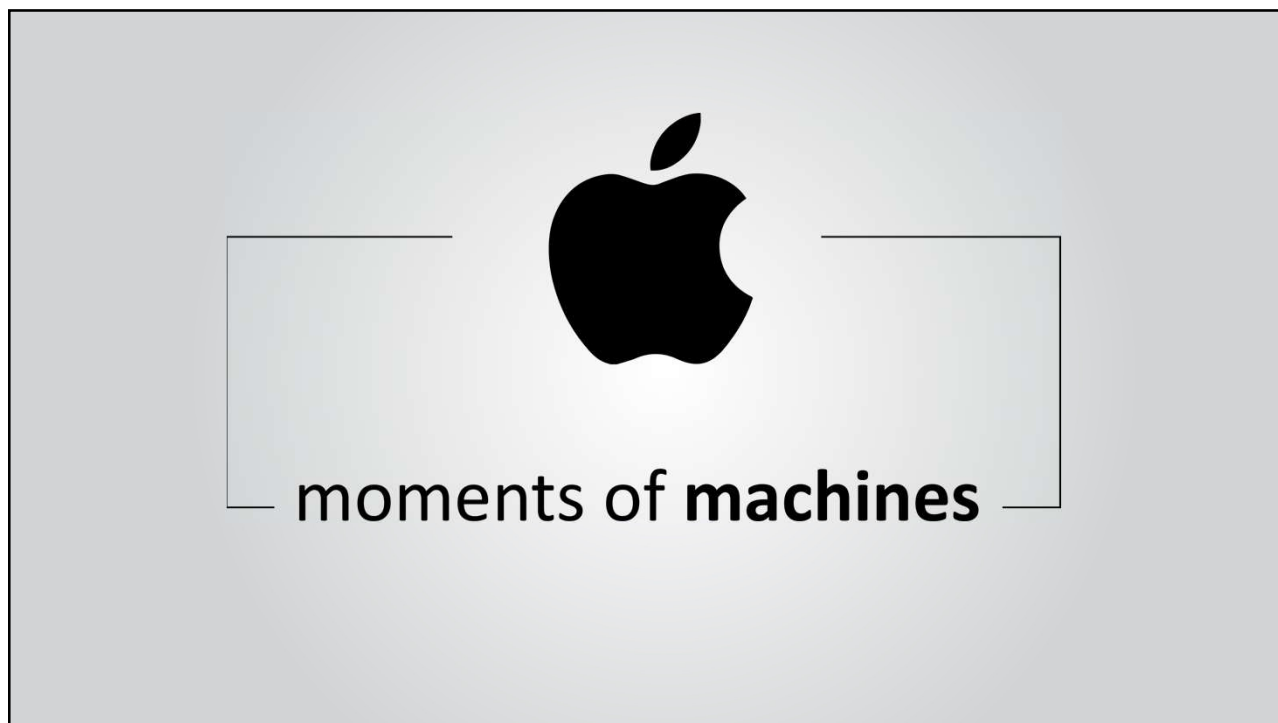


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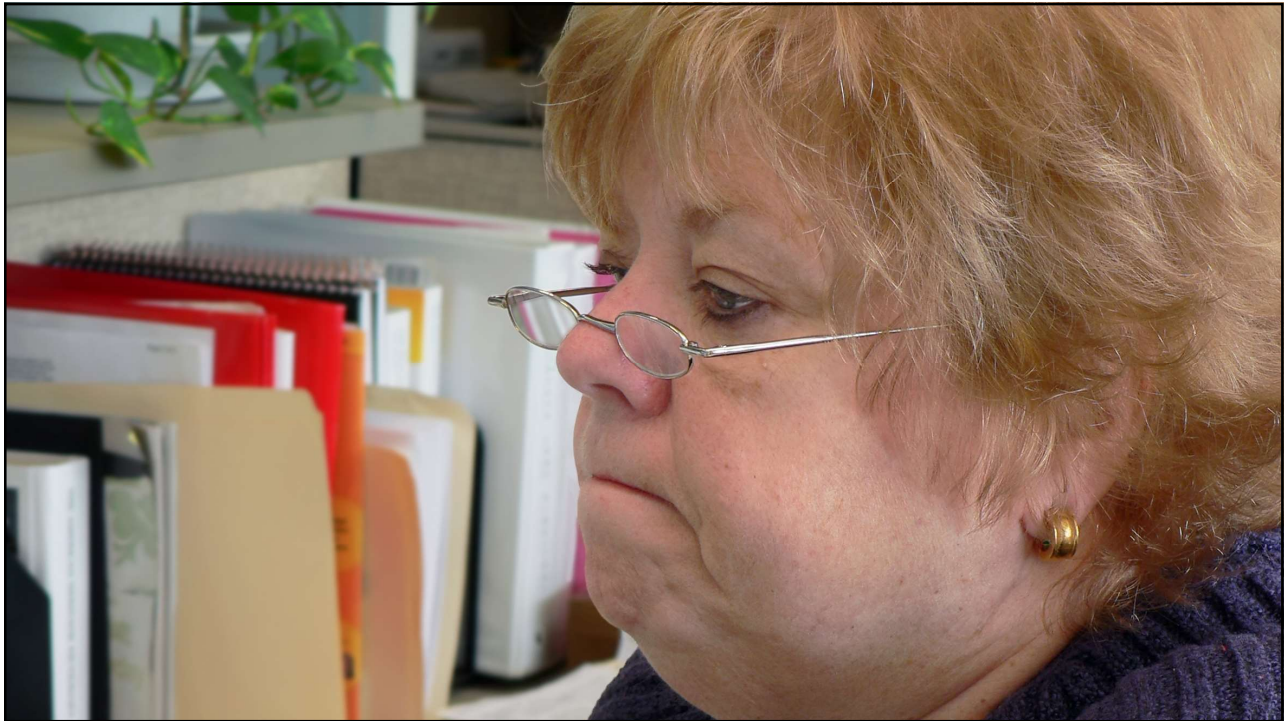
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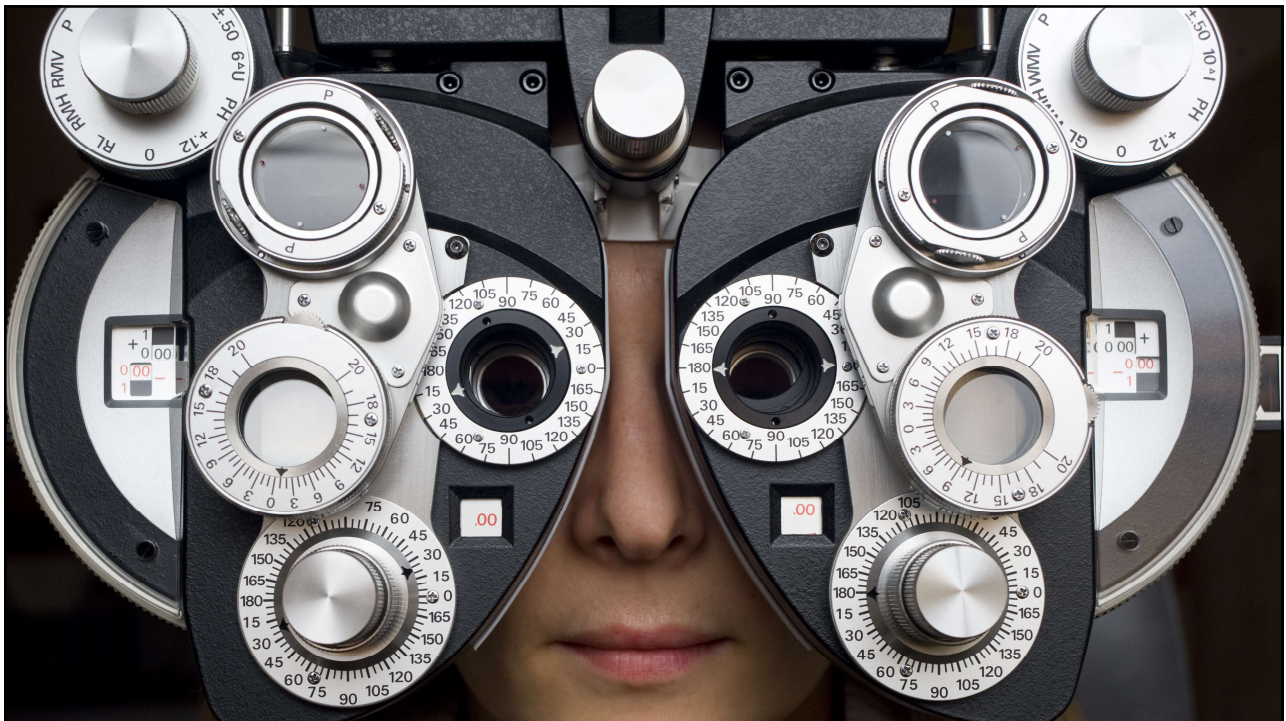
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A screenshot of the PillPack website homepage. The page features a navigation menu at the top with links for "How it works", "Pricing", "Reviews", and "Folks". On the right side, there are links for "Help", "Sign In", and a "Get Started" button. The main content area includes the heading "Your medication, made easy" and a sub-headline "PillPack is a full-service pharmacy designed around your life." Below this is a video player icon and the text "Introducing PillPack (0:35)". The background of the page is a high-quality photograph of various pharmaceutical supplies, including several pill bottles (one orange, one white, one white with a green cap), a white pill organizer with compartments labeled with days of the week (S, T, W, T, F, S), and several loose pills and capsules scattered around.

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We're Eargo, and we're on a mission: to change the way you think about hearing aids, and we won't stop until we do. Well...we might take a coffee break, but after that, it's full steam ahead. Why? Because Eargos aren't your ordinary hearing aid. They're small, invisible, rechargeable, and super comfy. It's the hearing aid you have to hear to believe.

**Designed with You  
in Mind**

We believe people shouldn't feel that they need a hearing aid. They should feel that they want one.

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# What Customer Crave

## The Five Touch Points

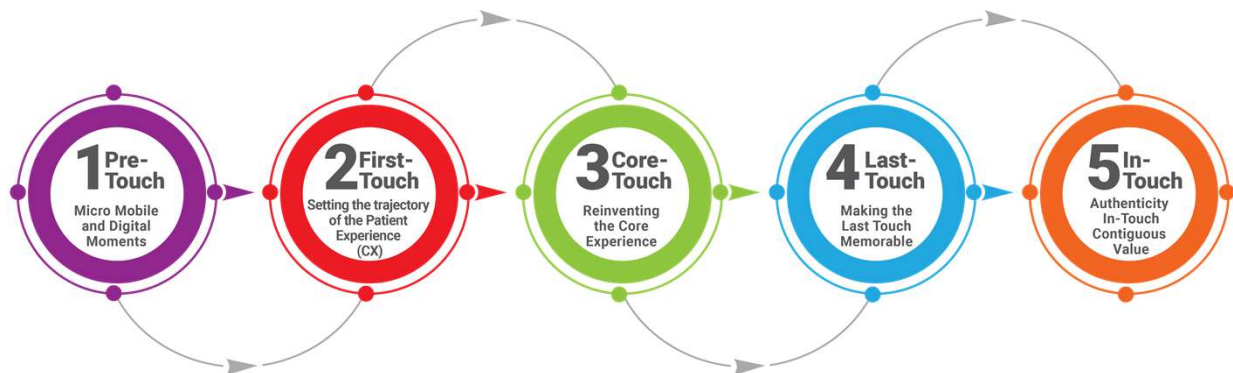
Design exceptional and uninterrupted touch points across the patients journey



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## Innovation Across The Patient Journey



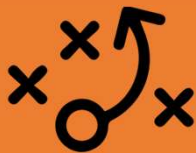
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# Succeeding in the C19 Economy is shockingly easy

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## What the best organizations in healthcare are doing



**Future ready  
strategic plans**



**Transitioning from  
PX to CX innovation**



**Making innovation an  
enterprise mandate**

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