



**DIAGNOSING
DISRUPTION:**

FROM THE
**CLINICAL TO
CONSUMER**

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1



**DISRUPTIVE
CHANGE**

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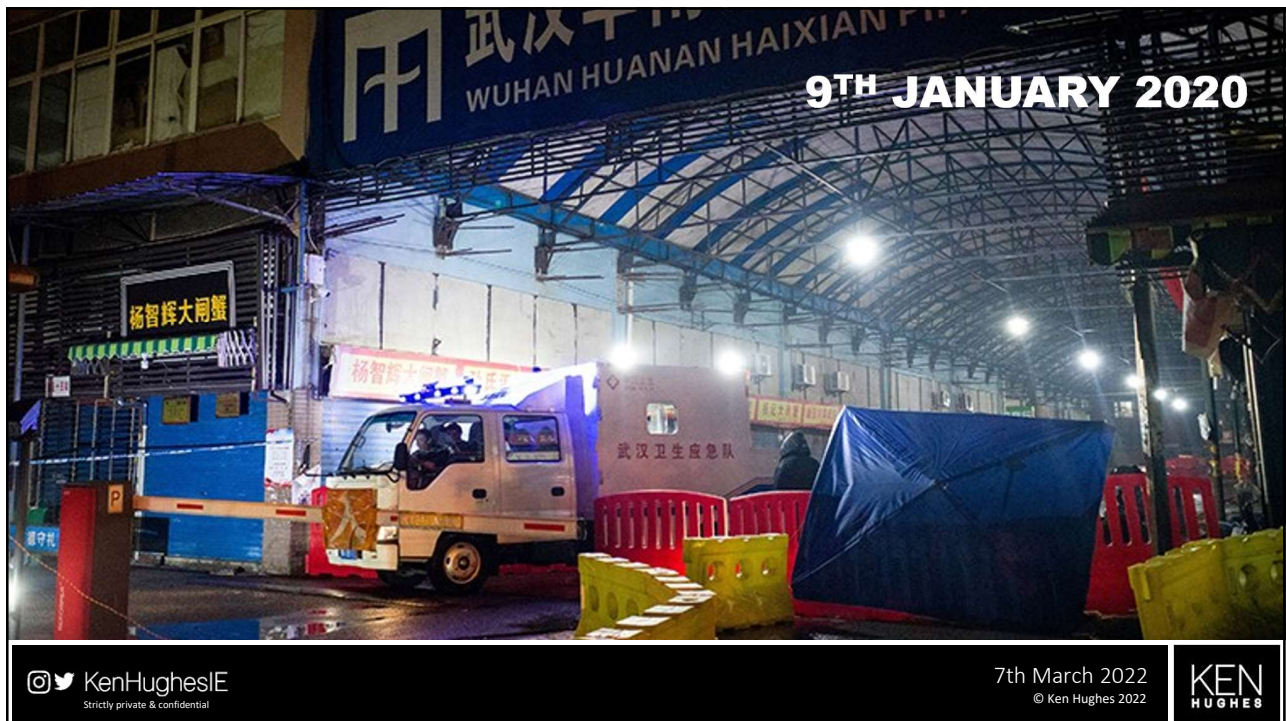
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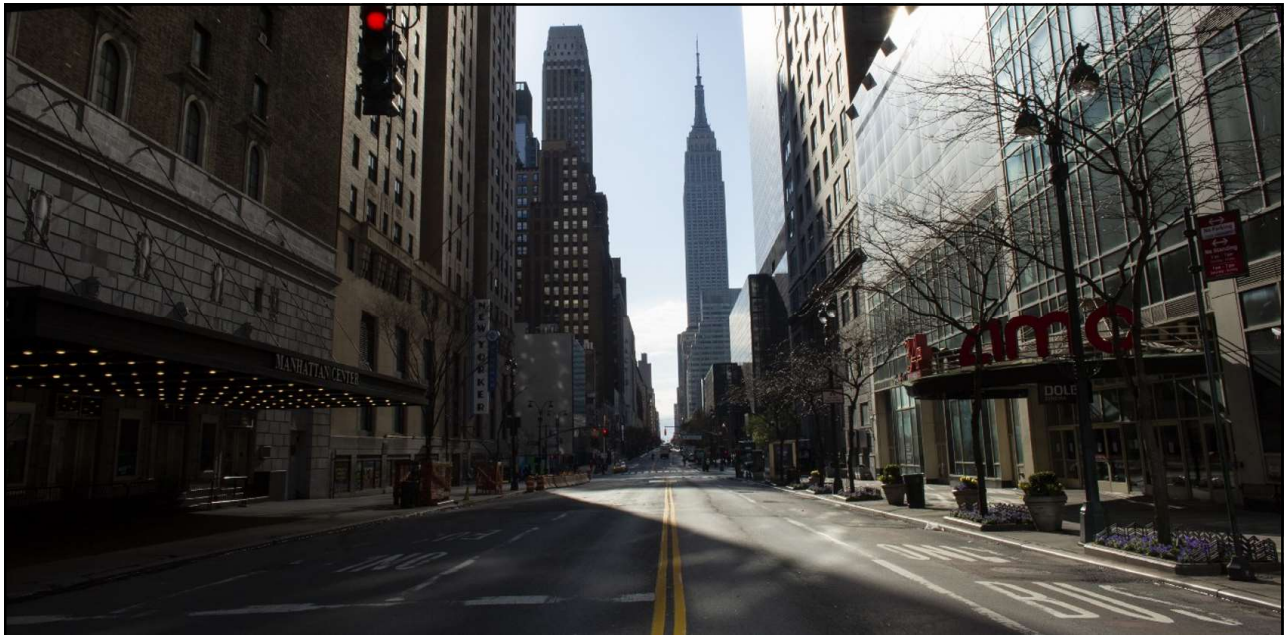


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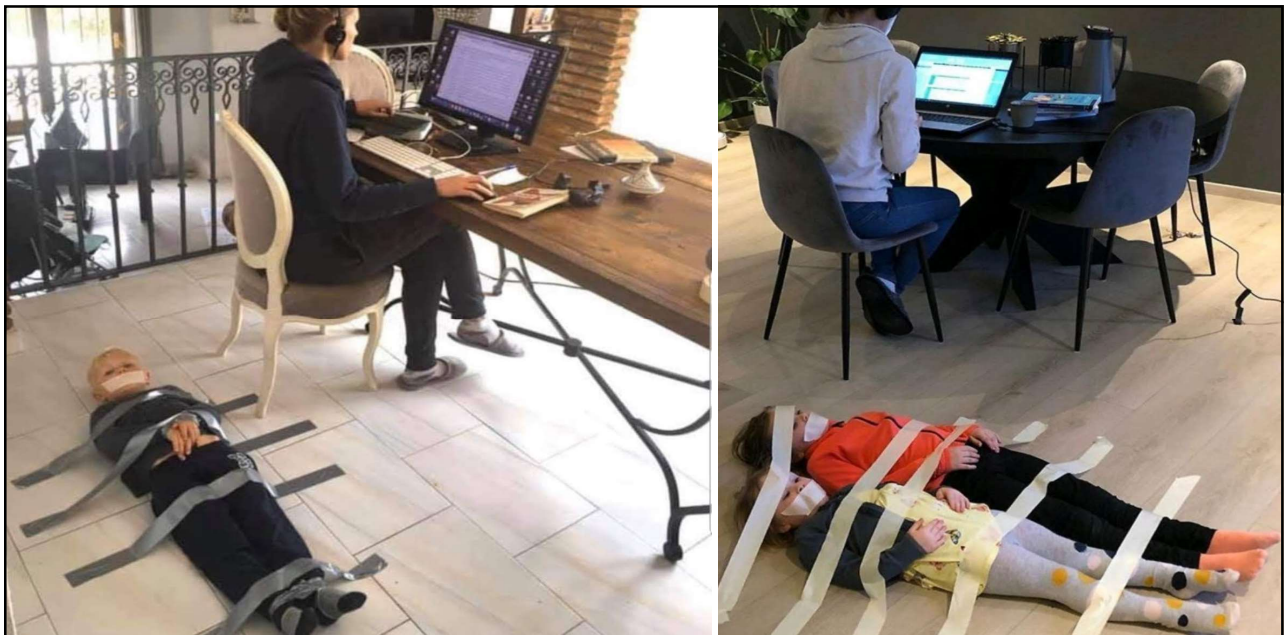


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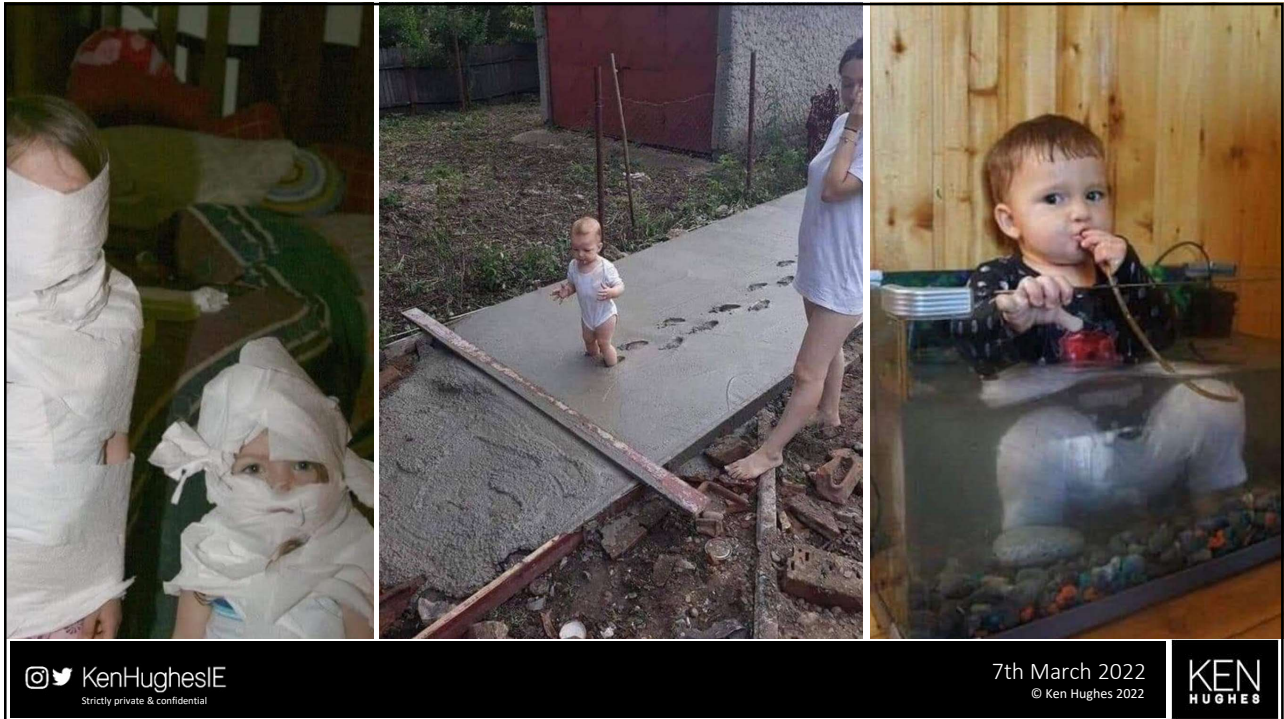


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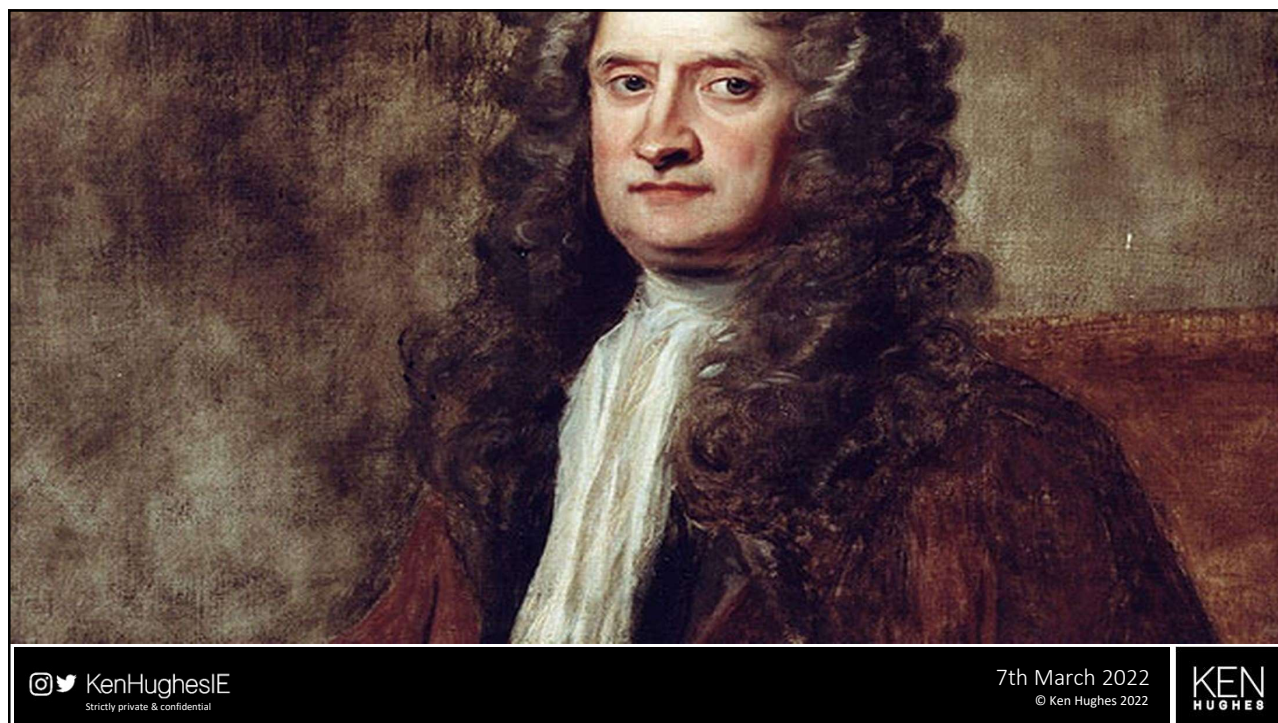
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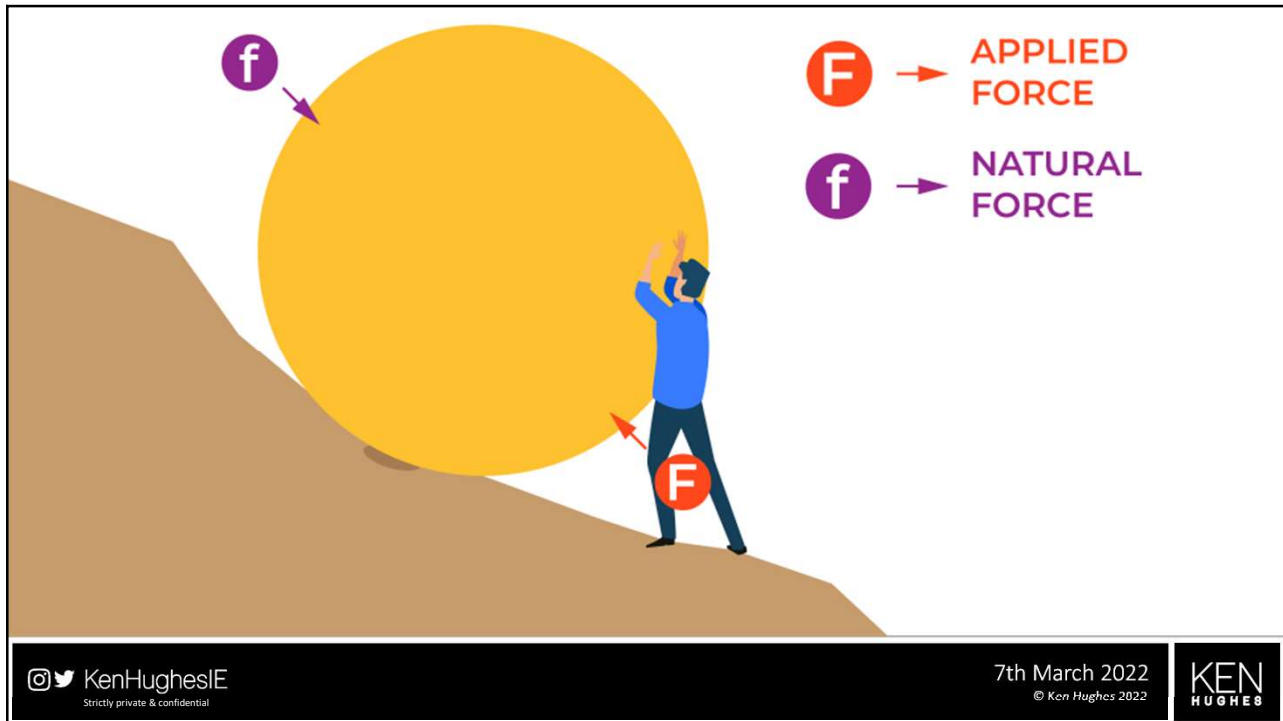
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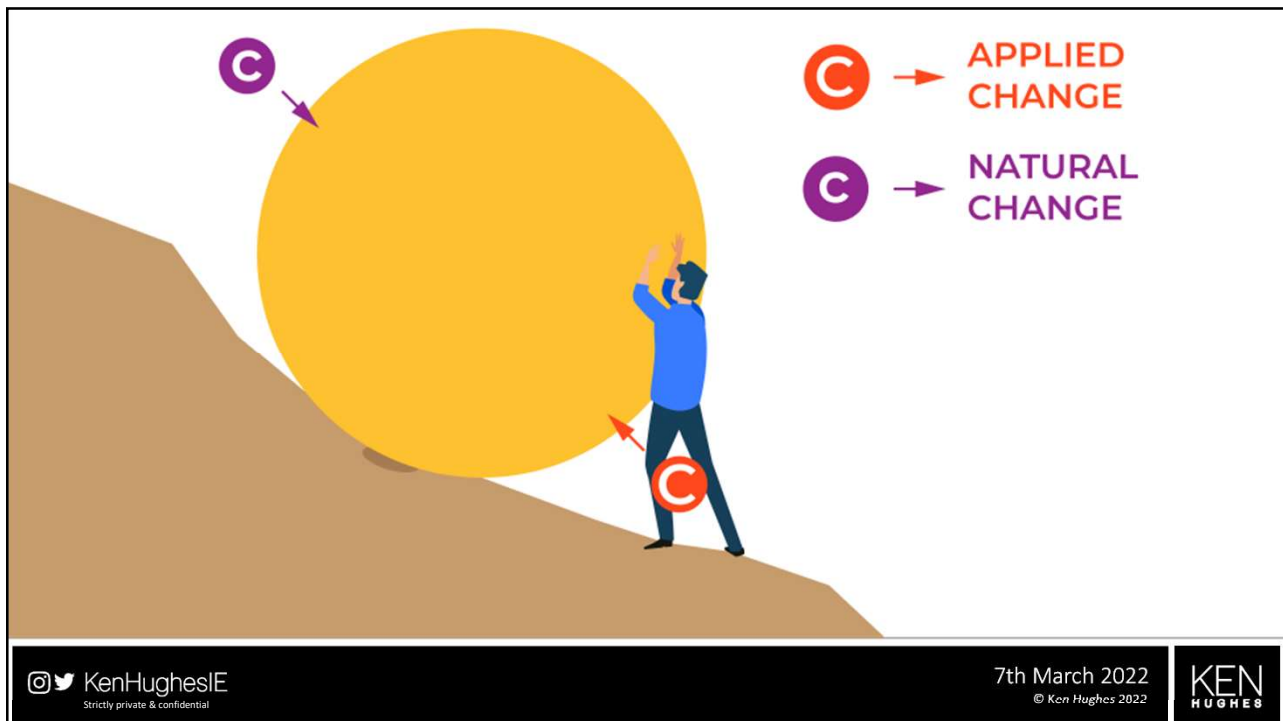
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STANDING STILL IS THE FASTEST WAY
OF MOVING **BACKWARDS** IN A
RAPIDLY CHANGING WORLD



- Lauren Bacall

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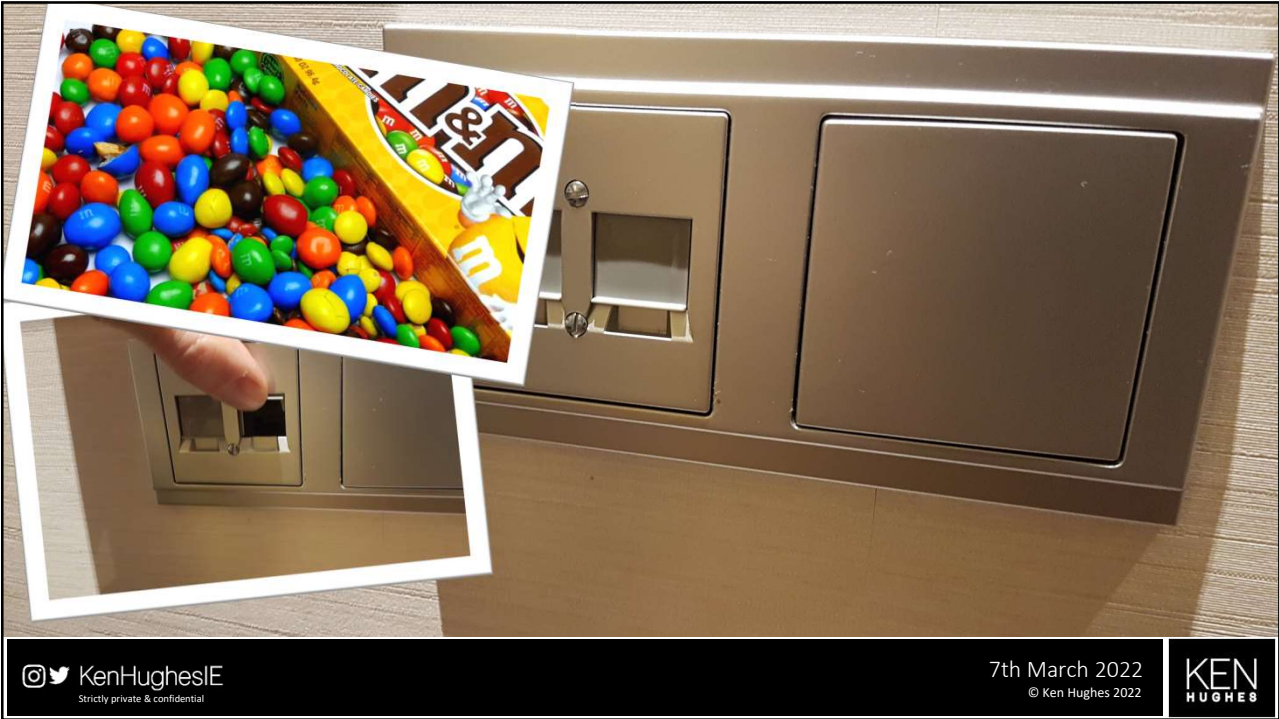
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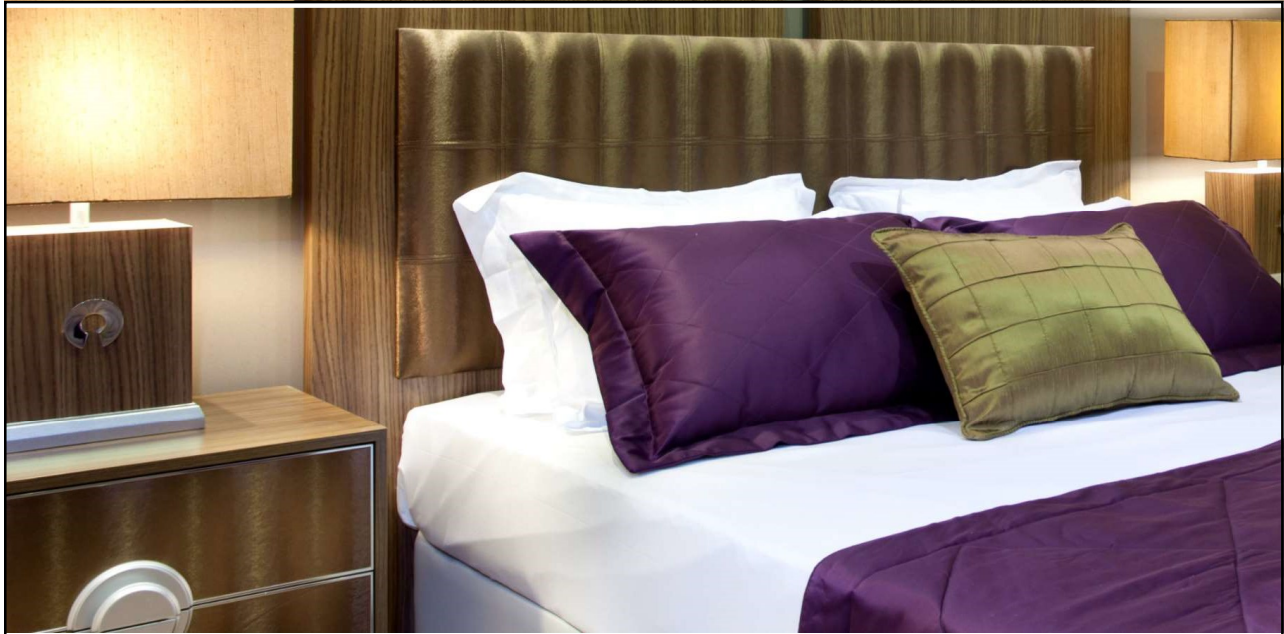
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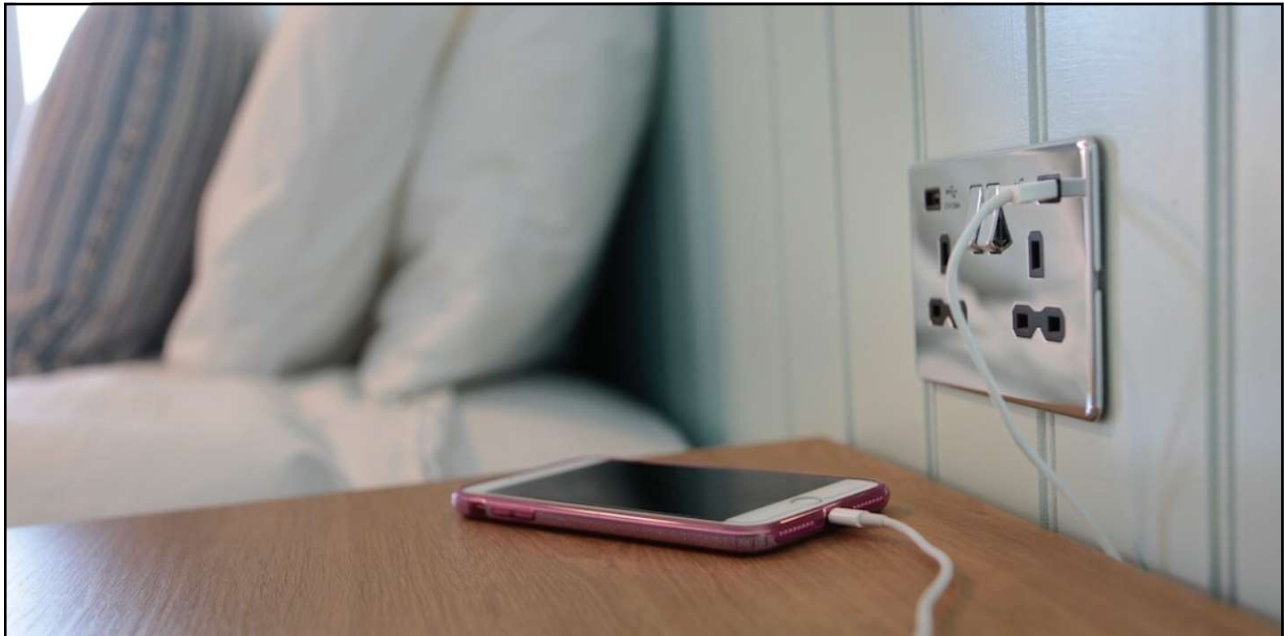


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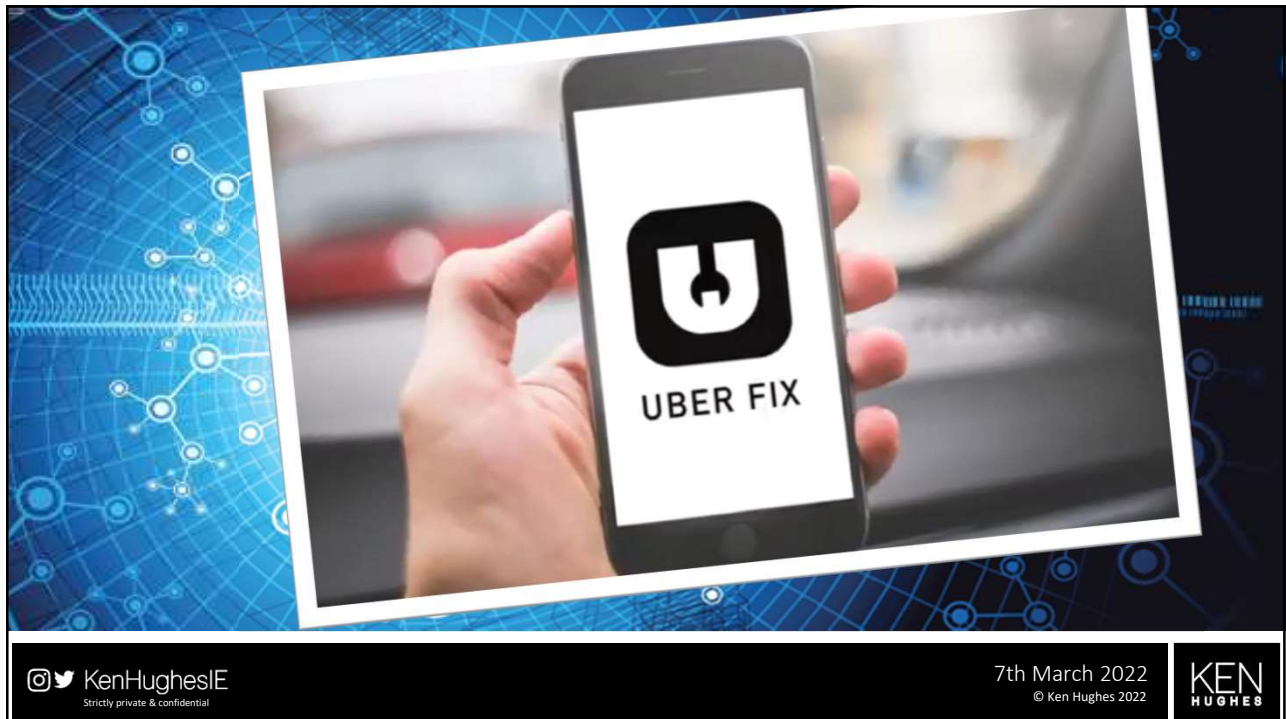
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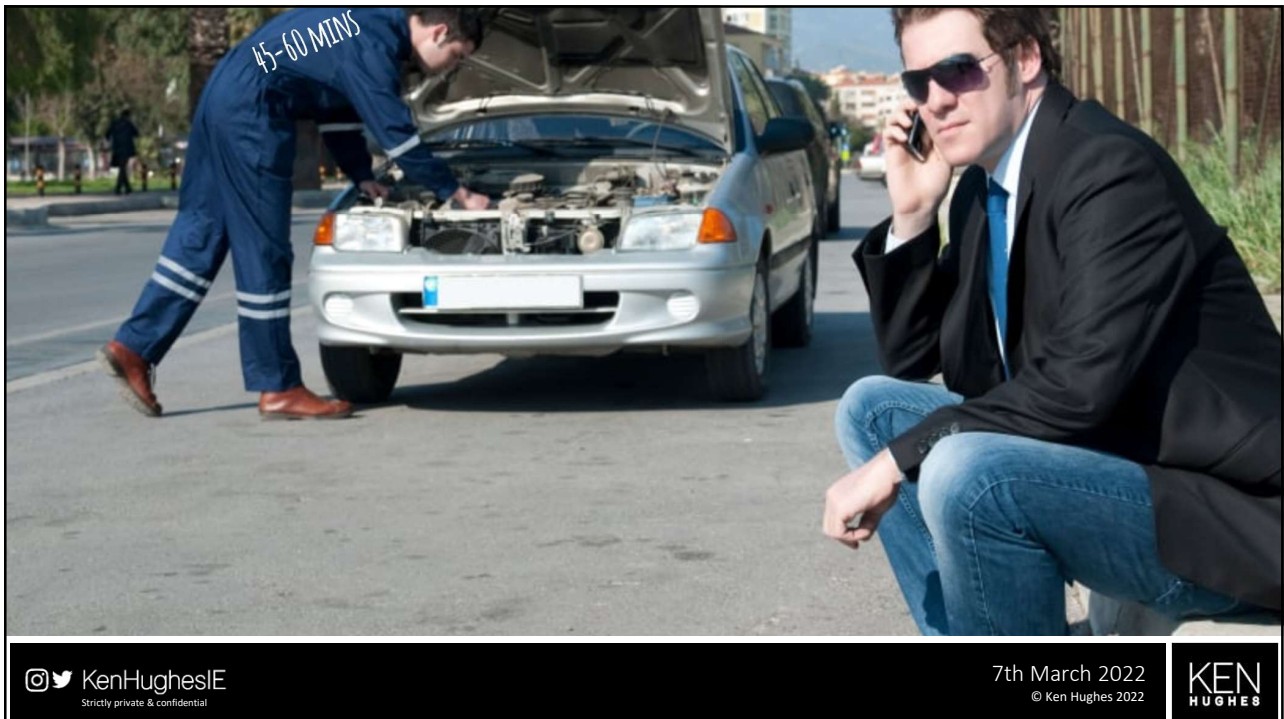
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Ford
118 Years old, \$60Bn

UBER
12 Years old, \$94Bn

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Hilton
102 Years old, \$36Bn

airbnb
13 Years old, \$90Bn

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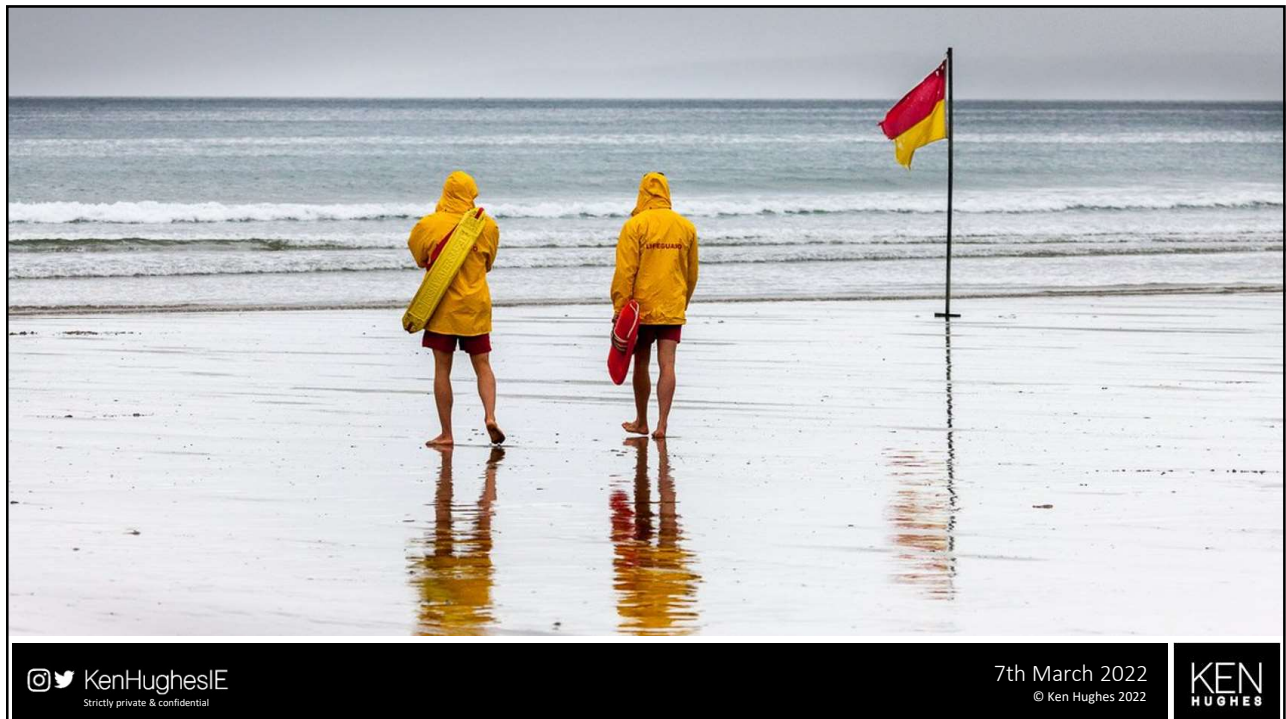
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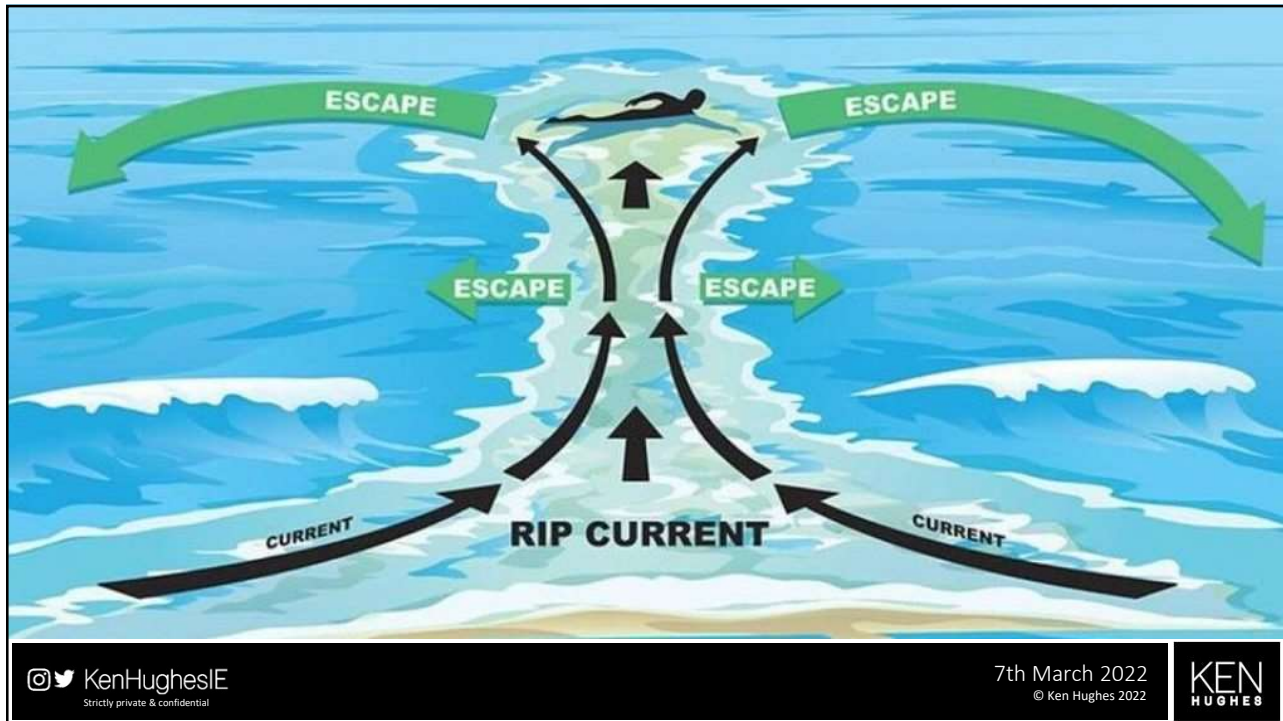
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Meet our Farm-Animal Ambassadors

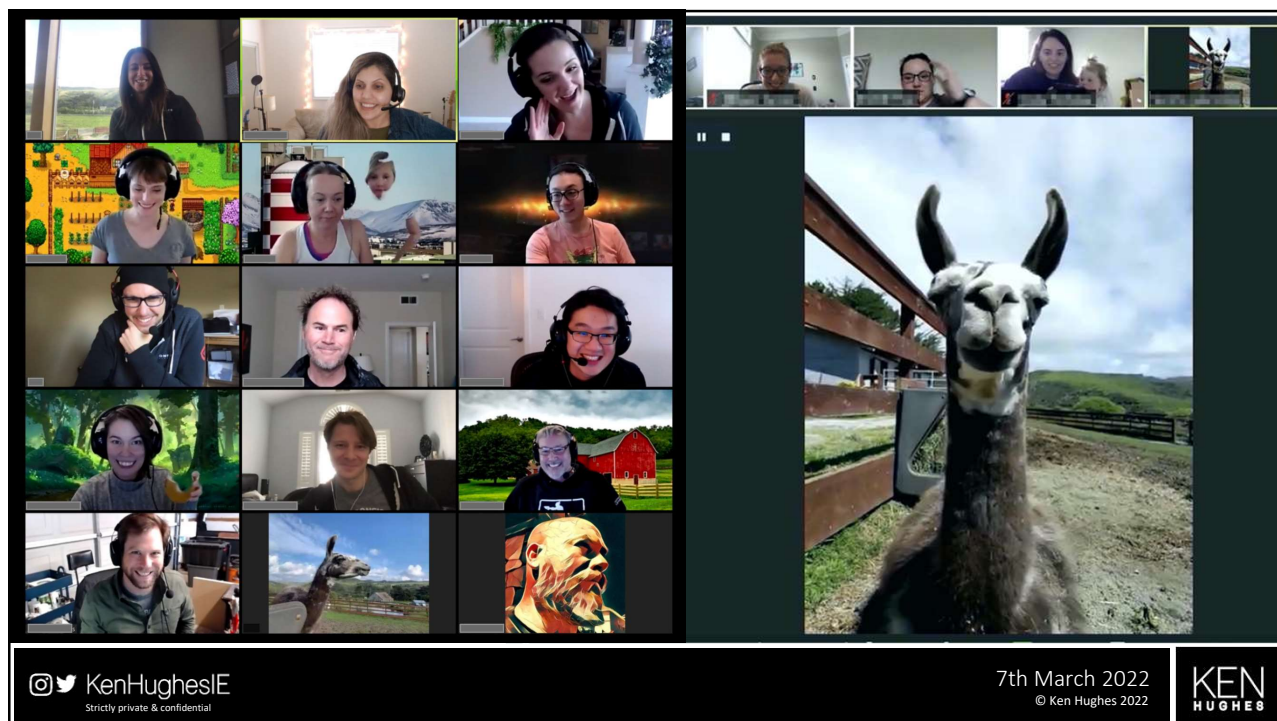
Sweet Farm is home to more than 125 rescued animals

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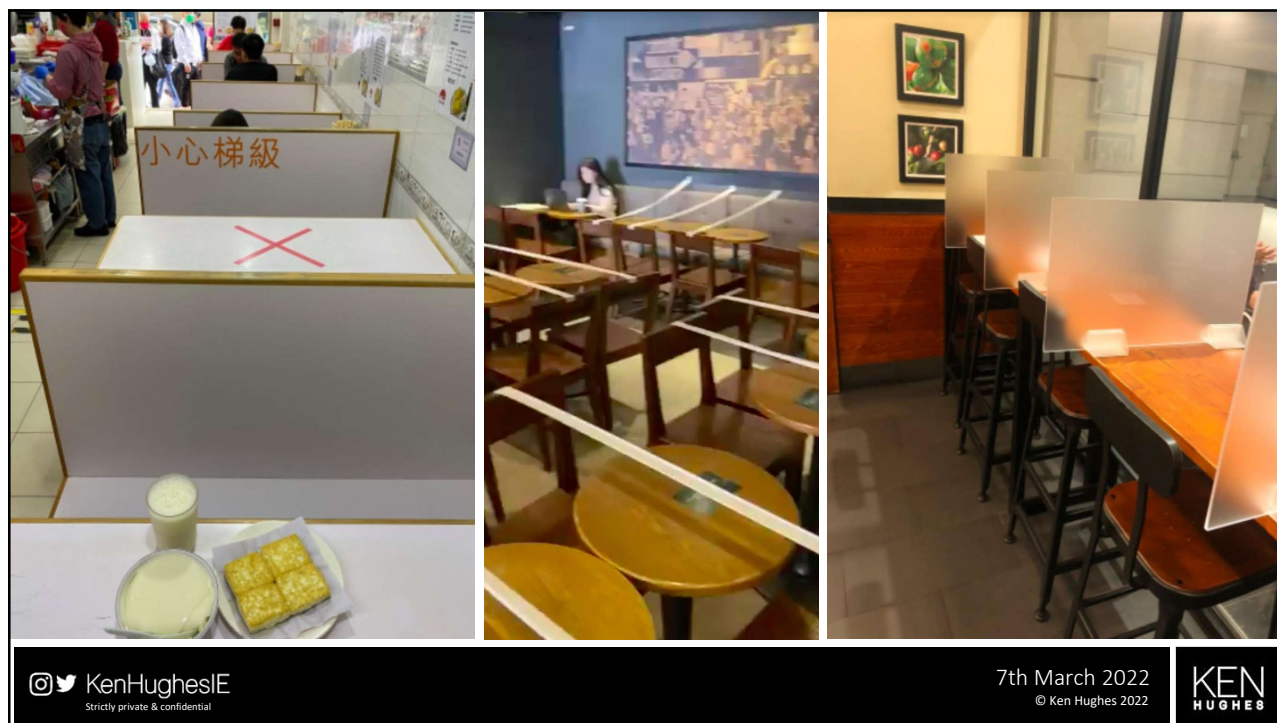
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The Governance Institute's March System Forum – The Cloister at Sea Island
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March 6–8, 2022



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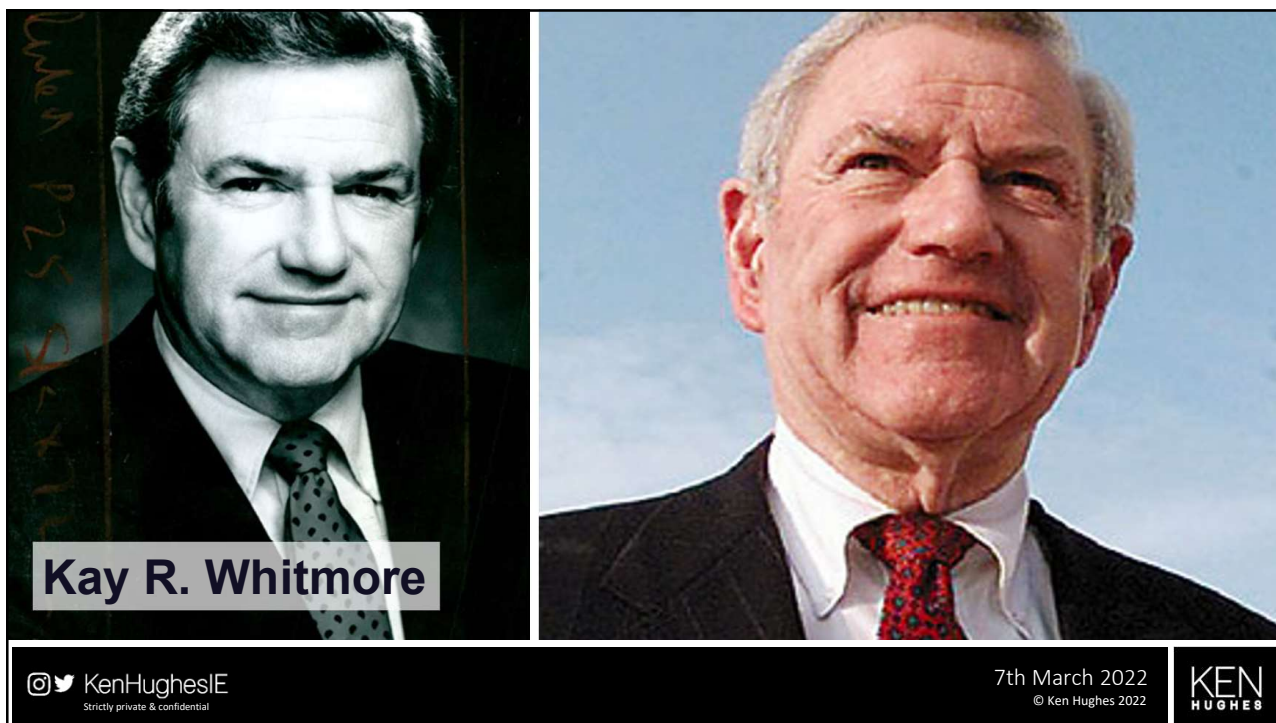
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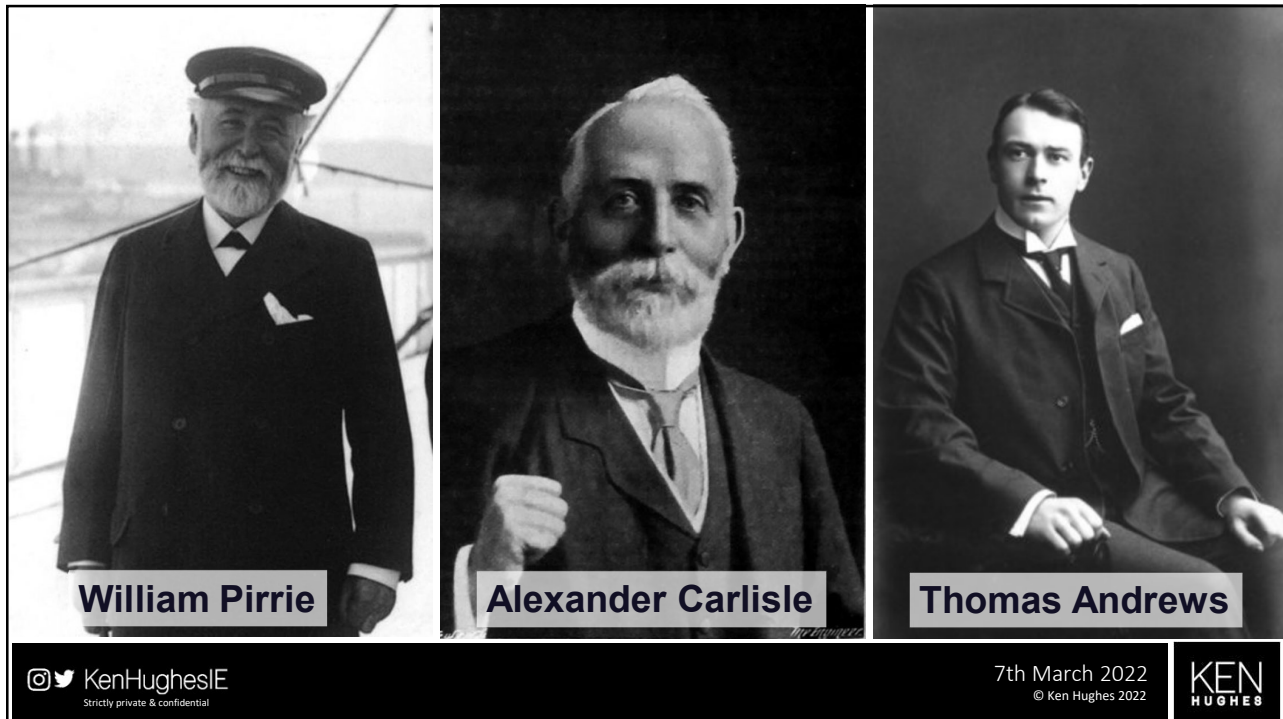
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William Pirrie

Alexander Carlisle

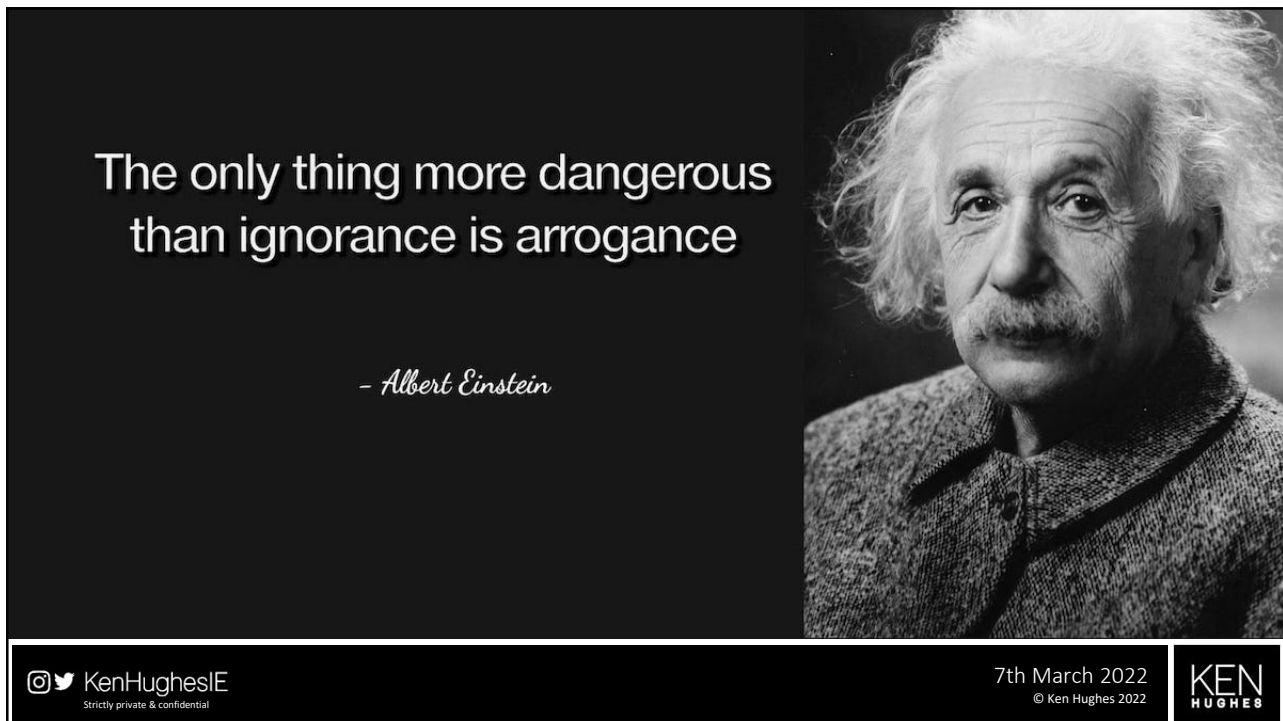
Thomas Andrews

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The only thing more dangerous
than ignorance is arrogance

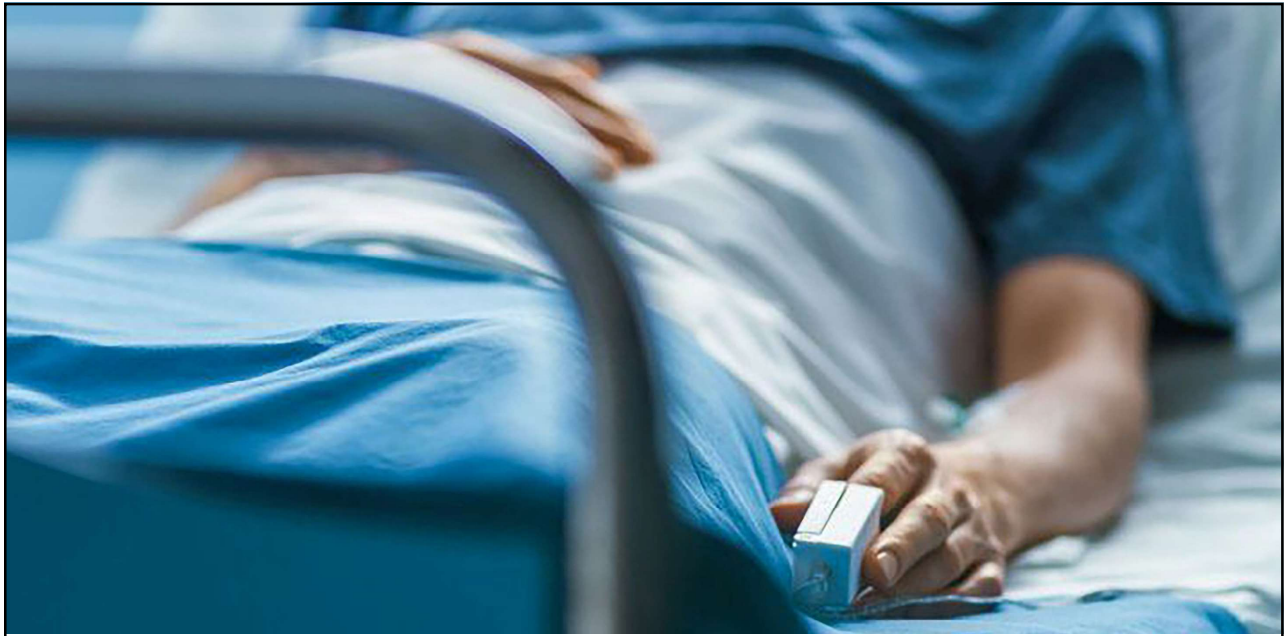
- Albert Einstein

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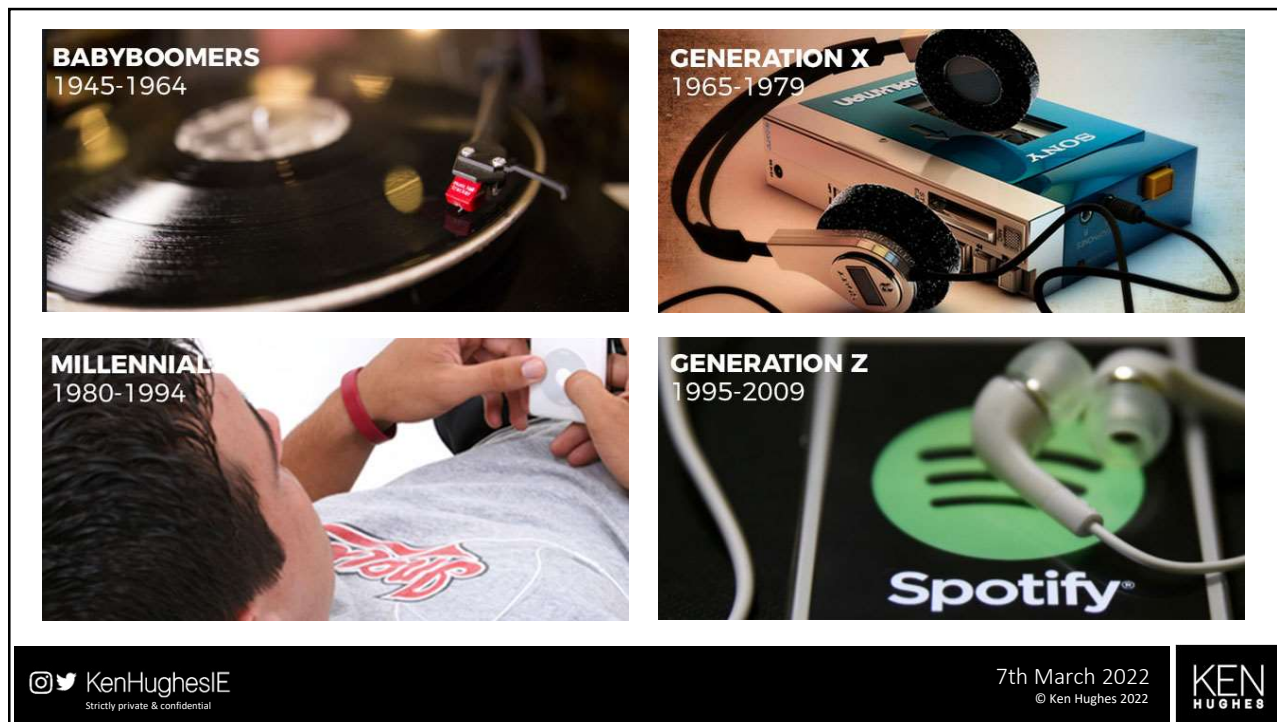


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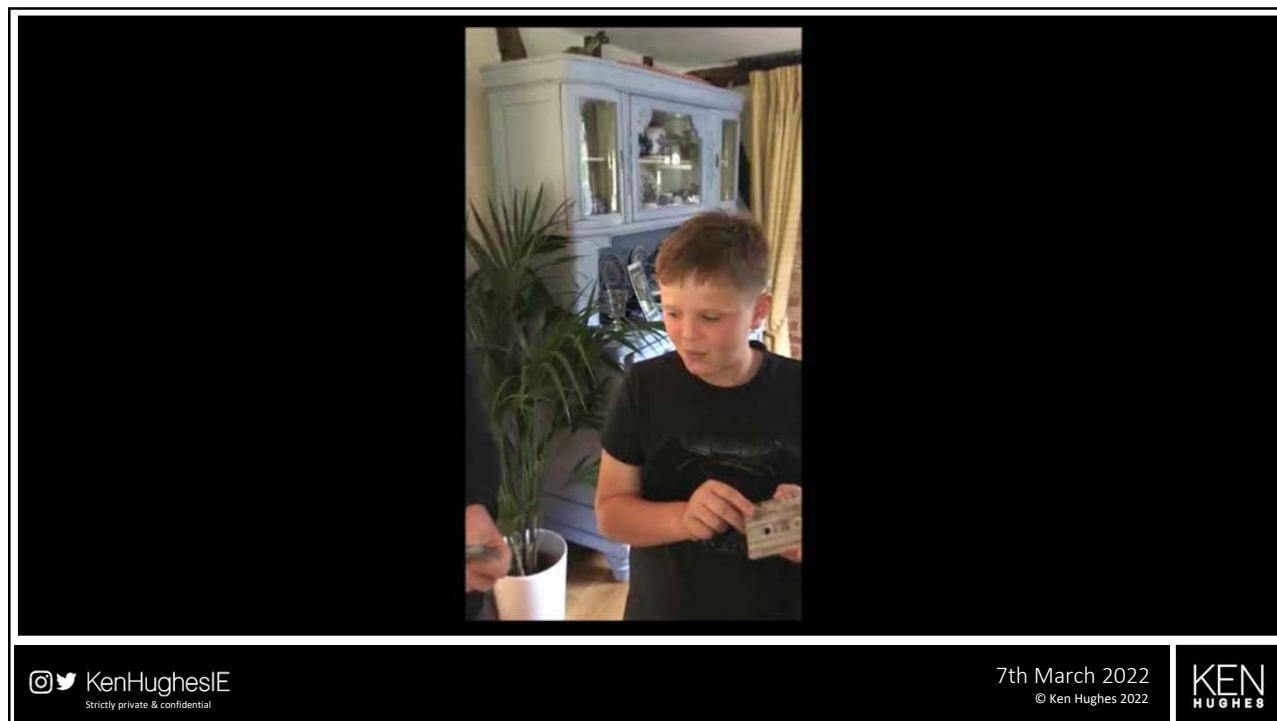
TRADITIONALISTS BABY BOOMERS GEN X MILLENNIALS GEN Z GEN ALPHA

6 GENERATIONS OF CONSUMERS TOGETHER

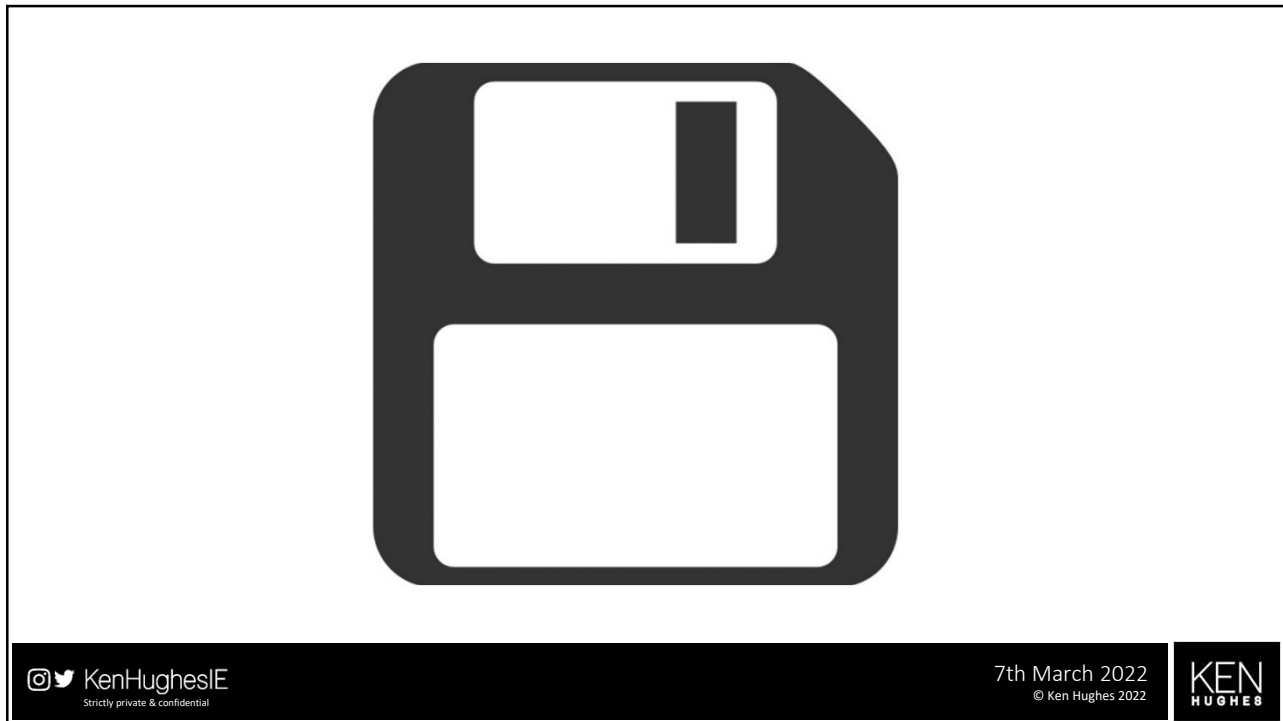
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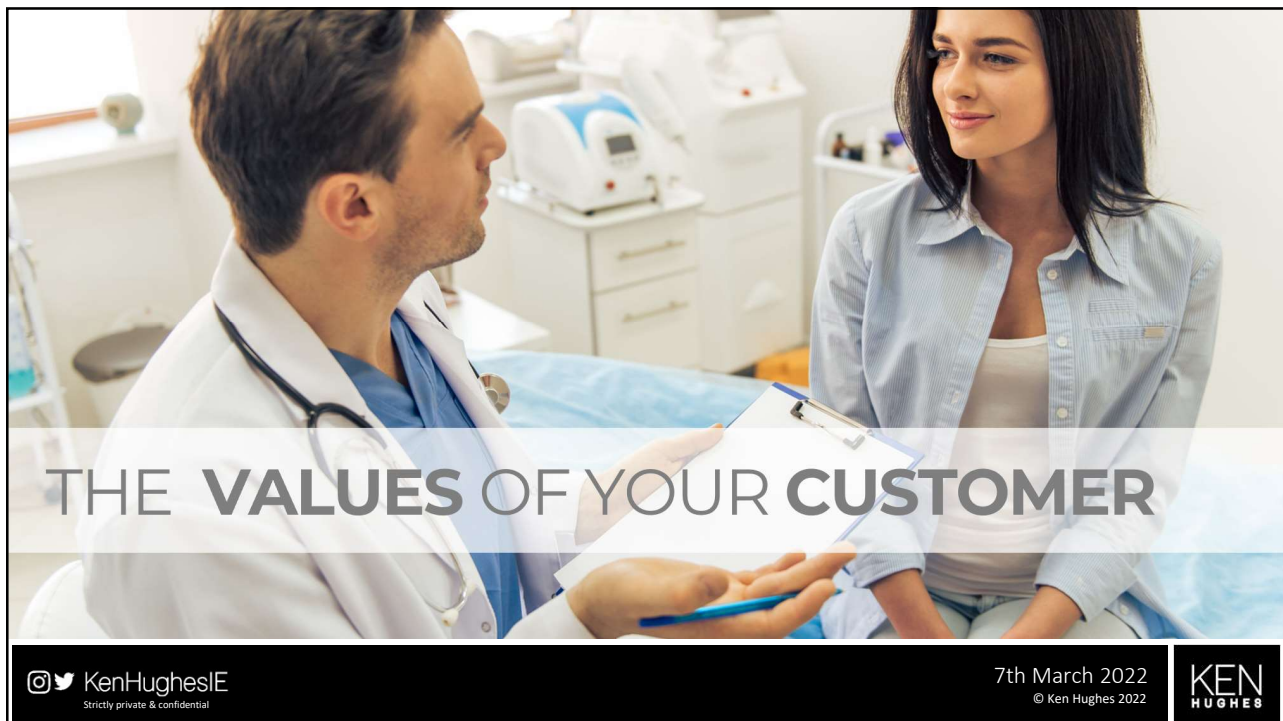
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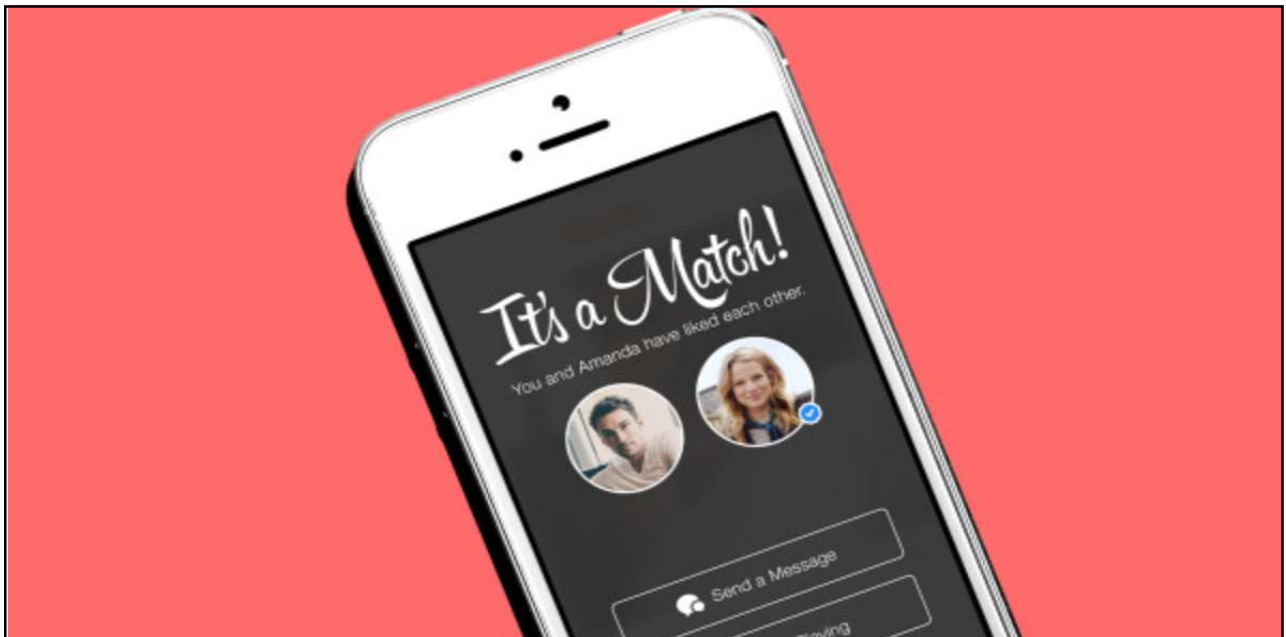


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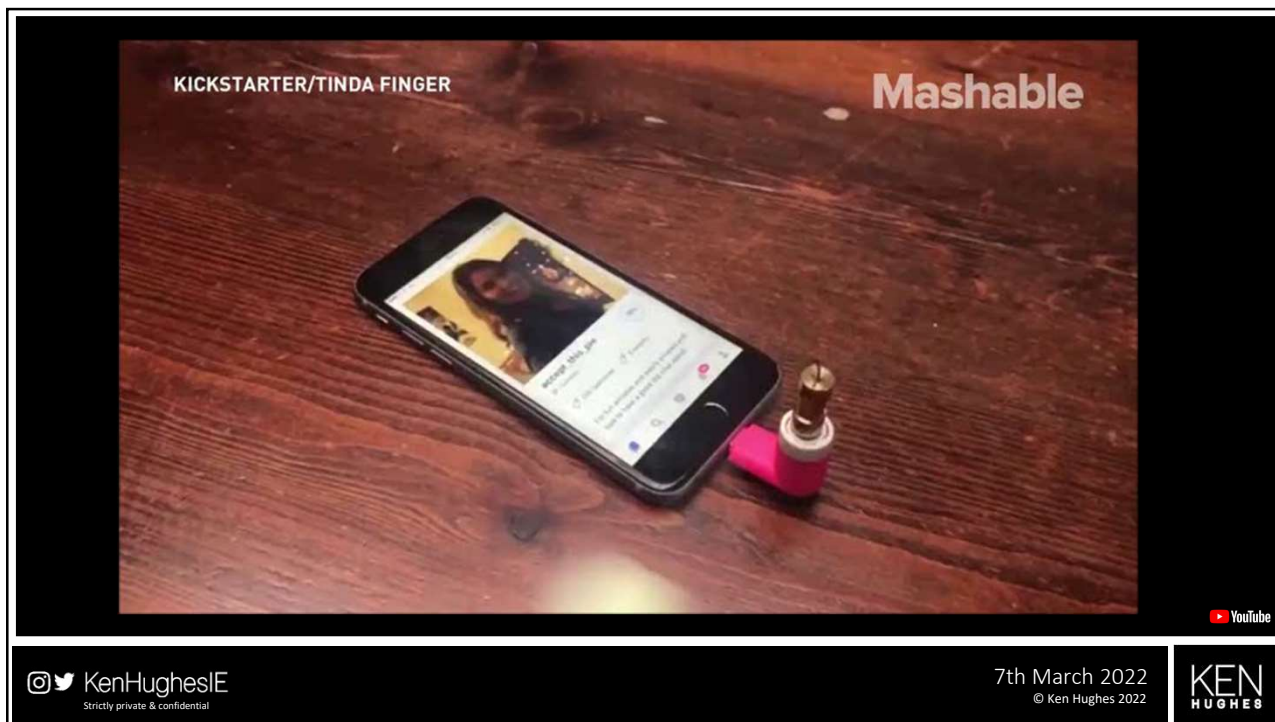


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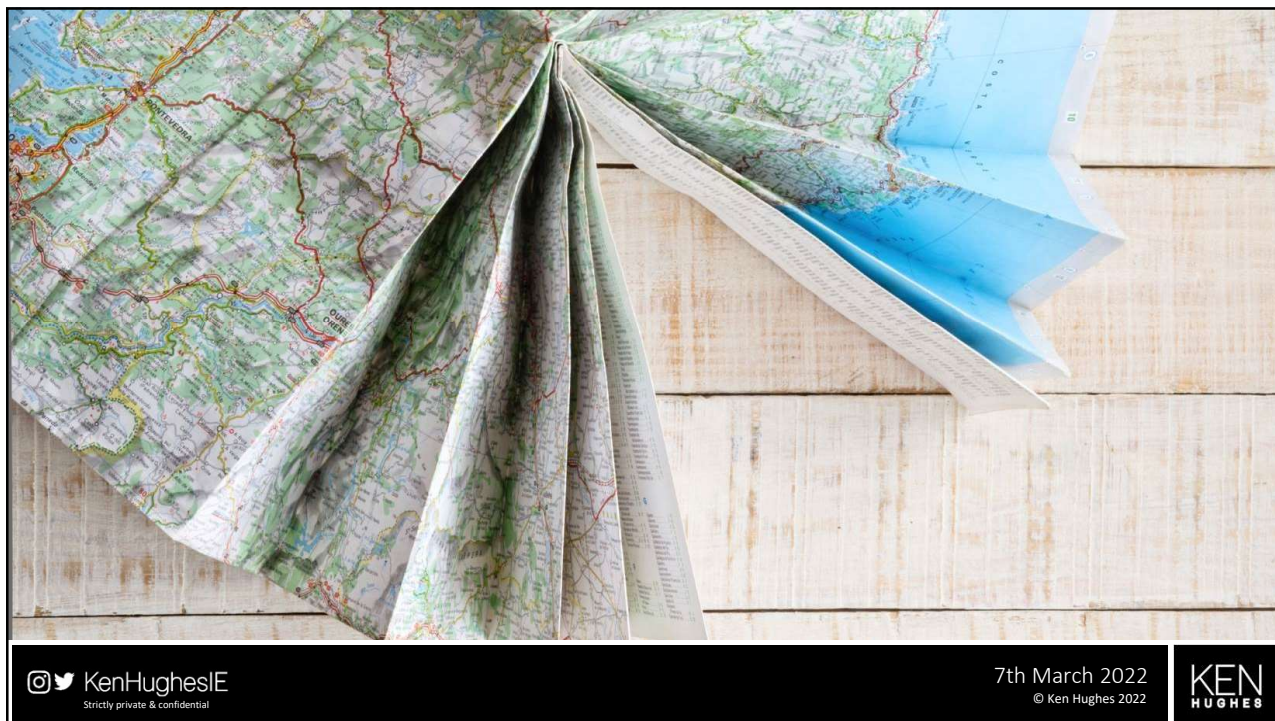
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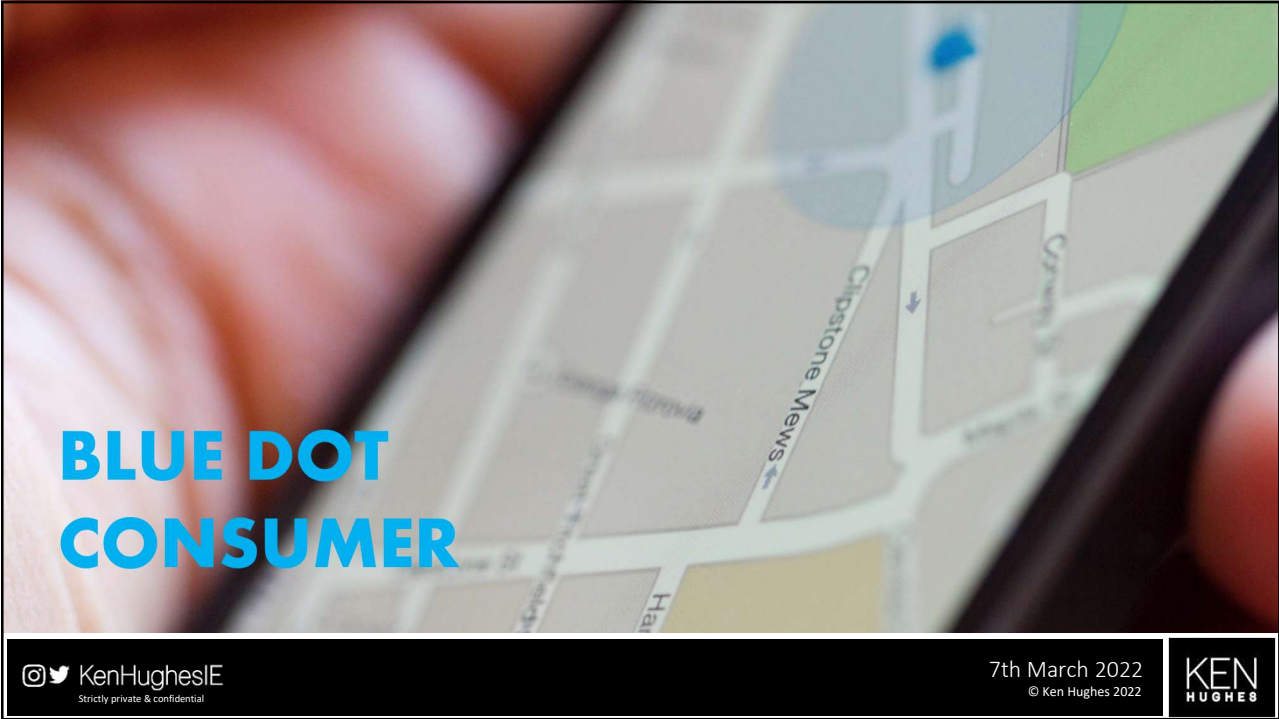
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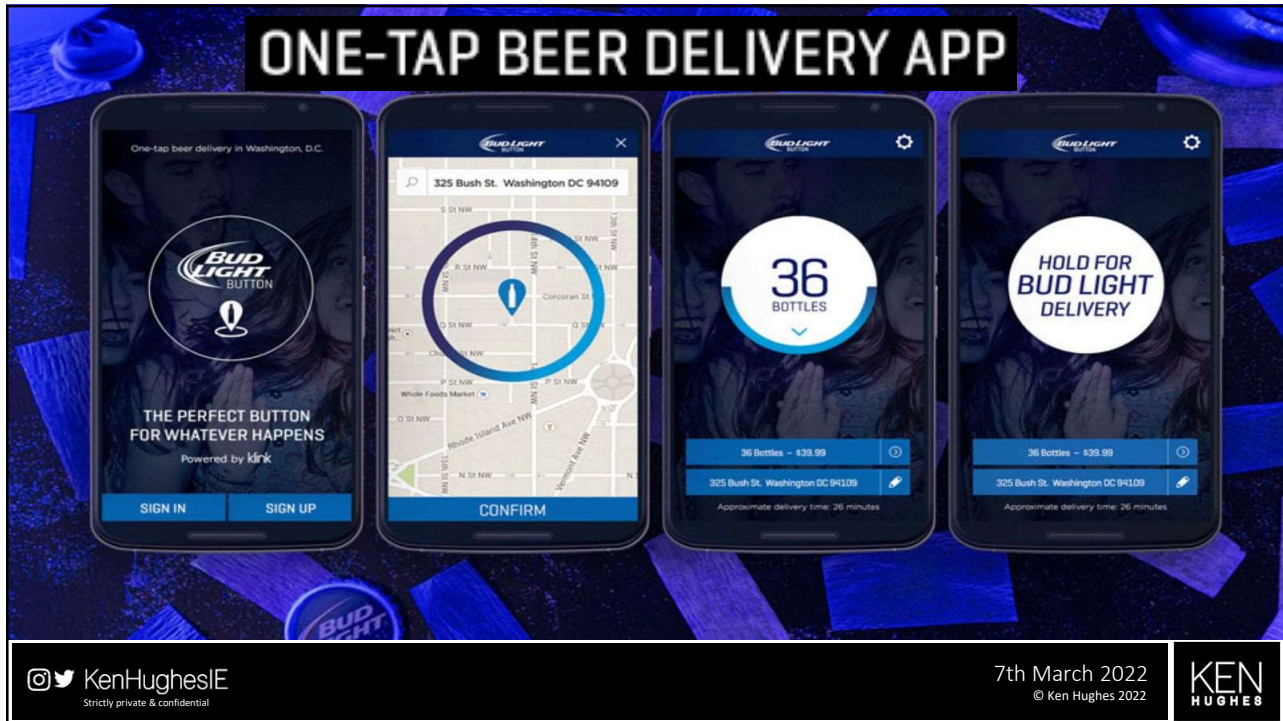


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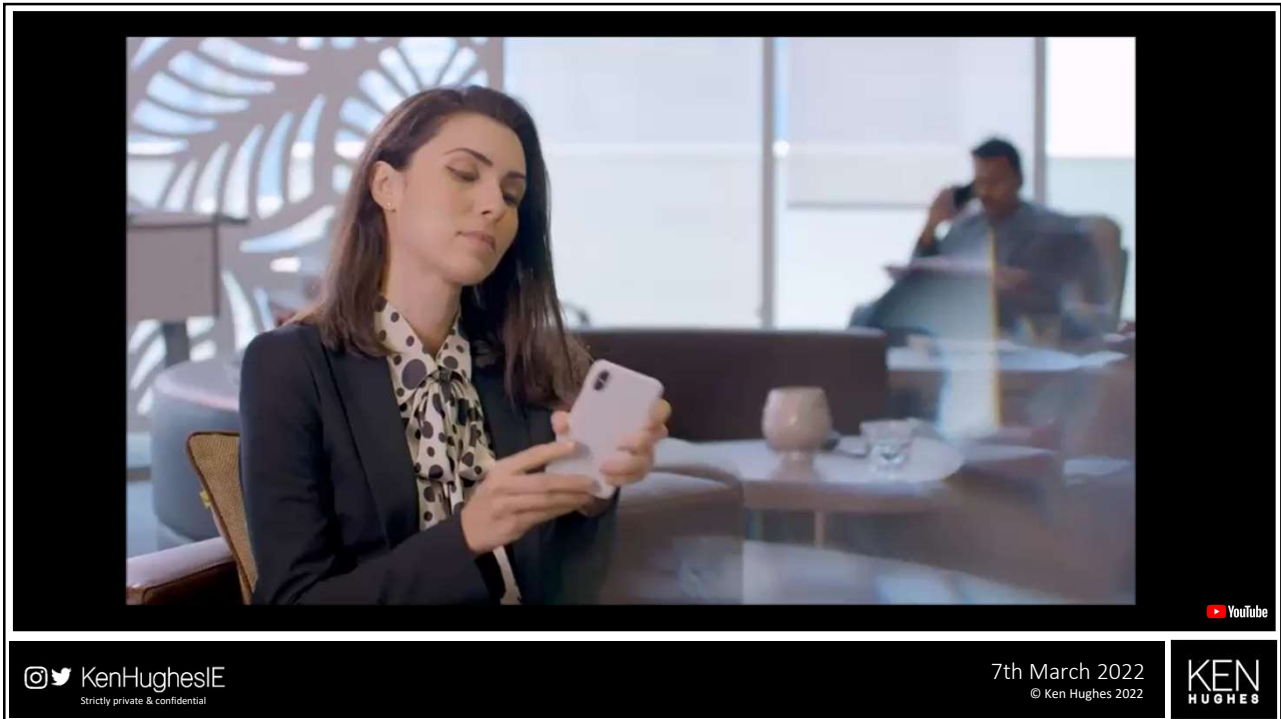
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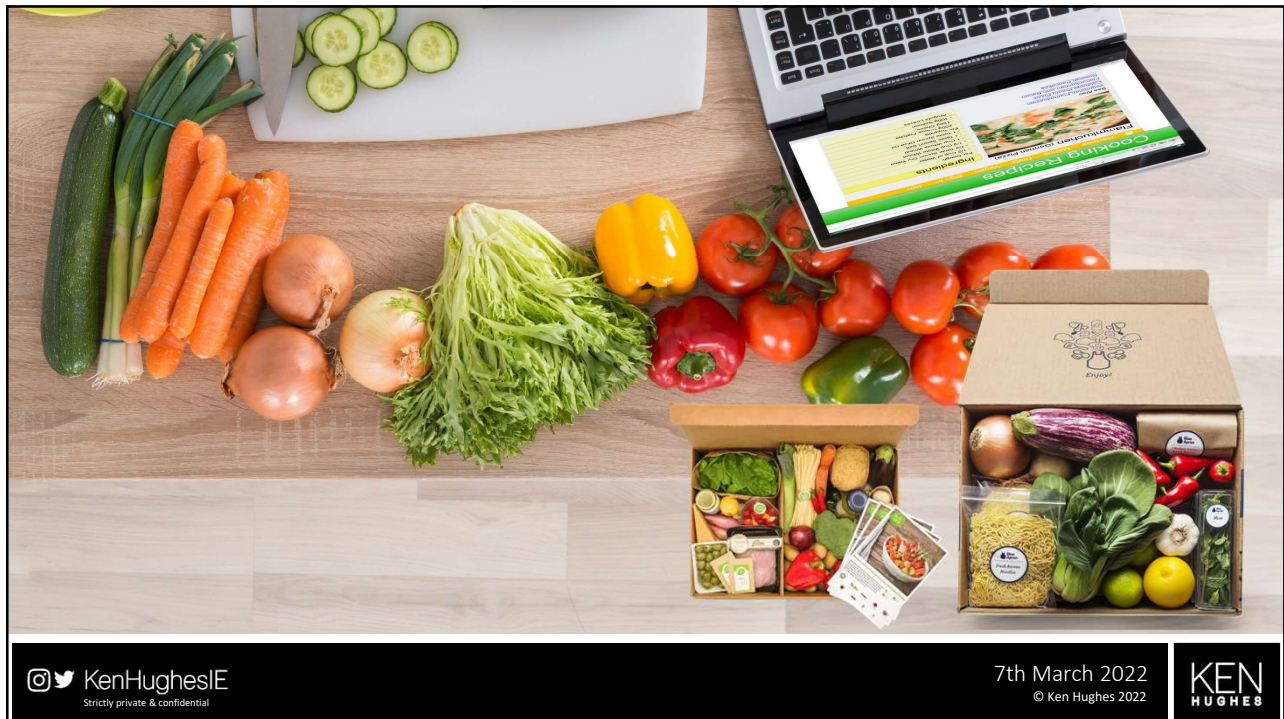
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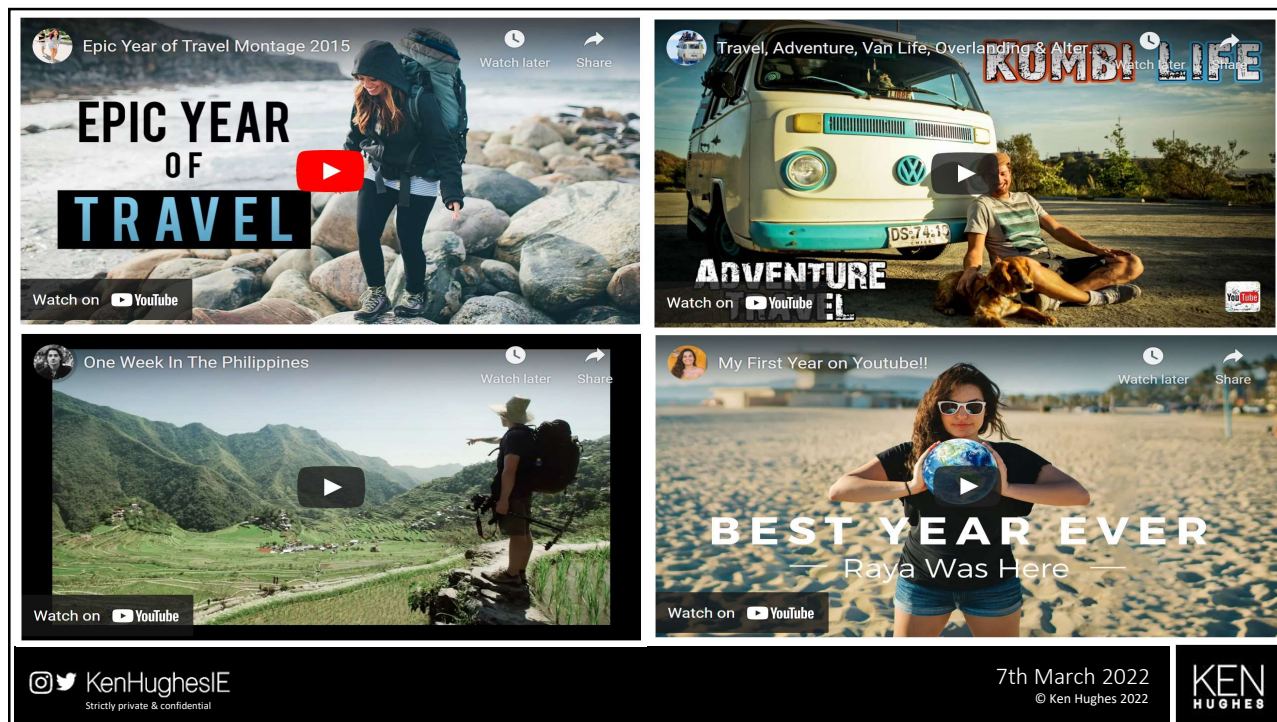
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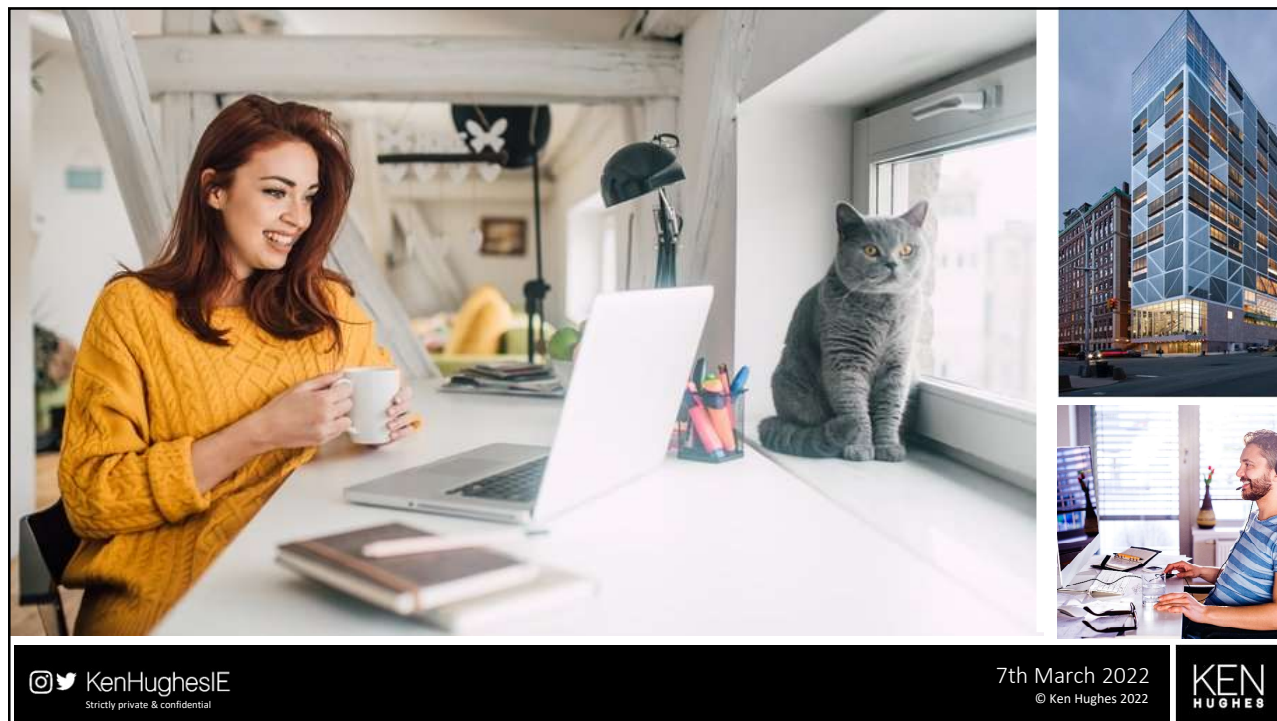
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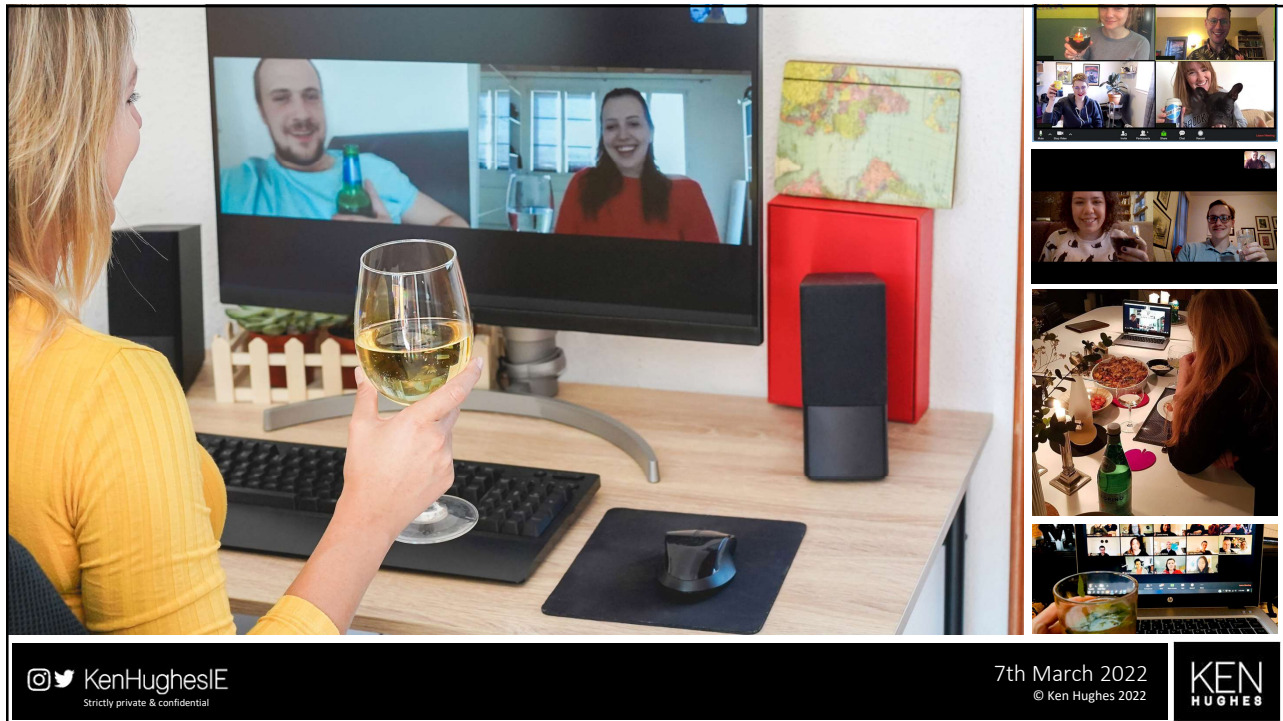
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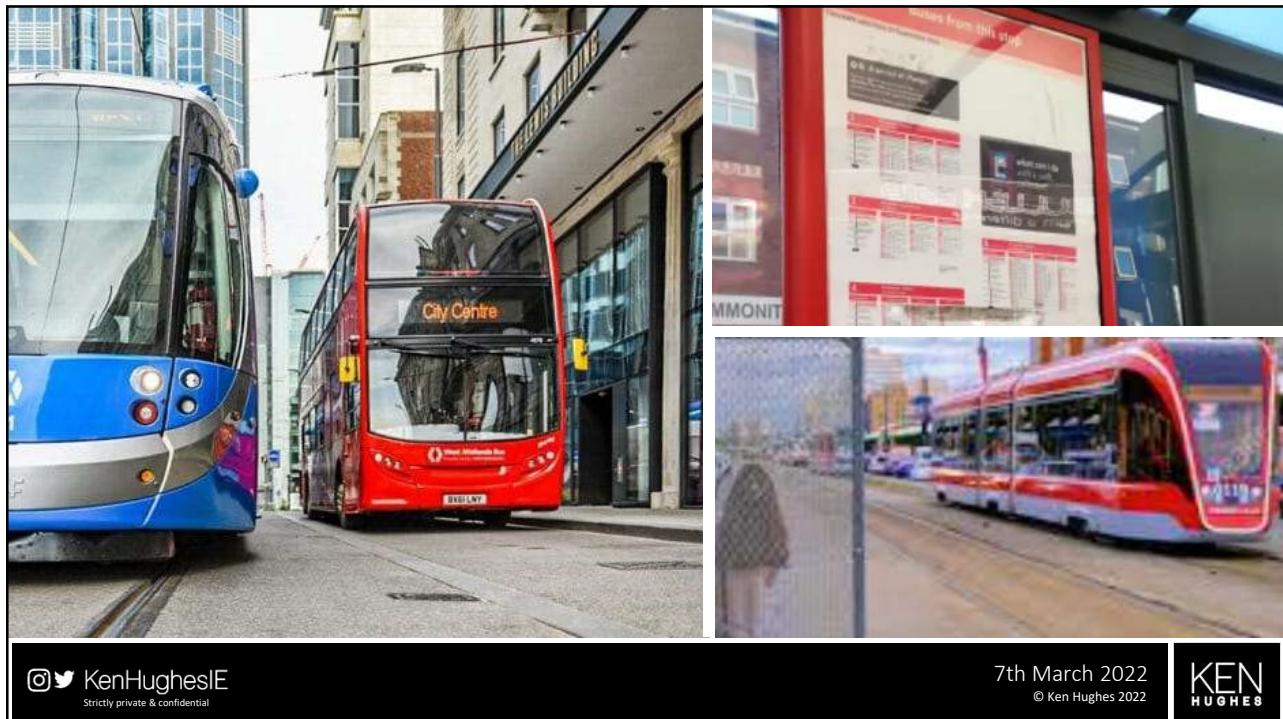
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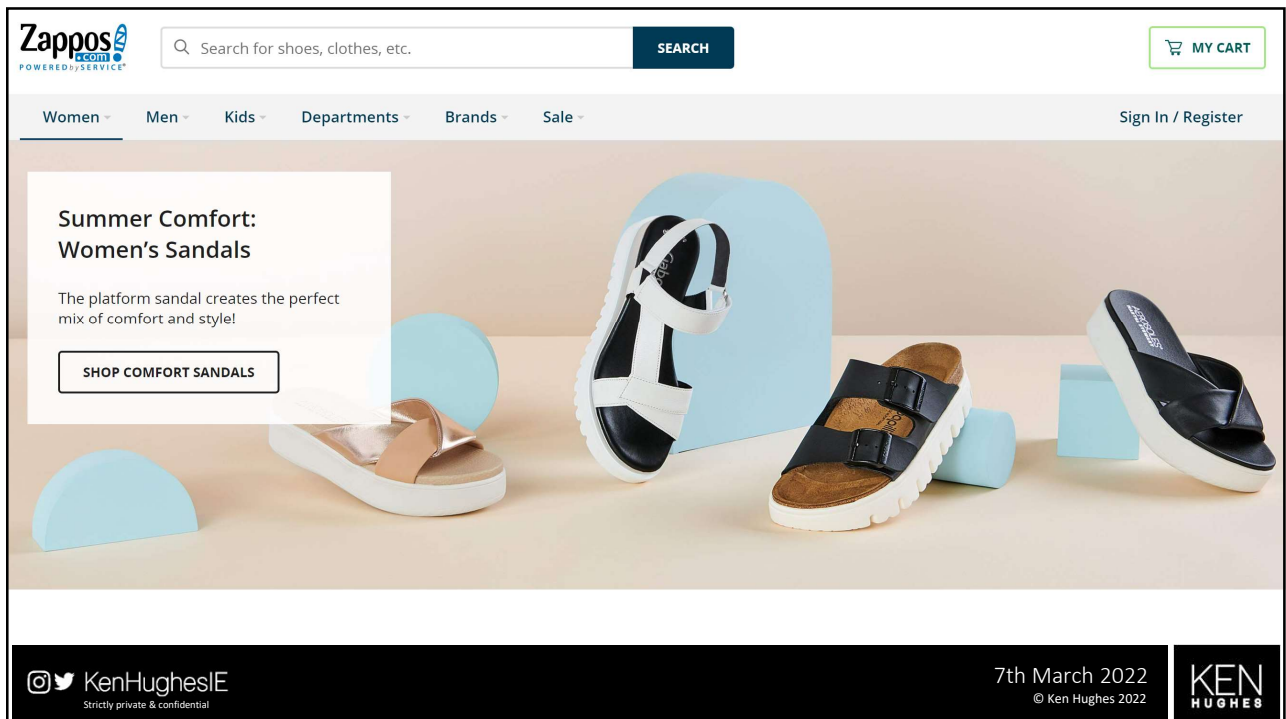


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WARBY PARKER EYEGLASSES SUNGLASSES HOME TRY-ON LOCATIONS

Q | SIGN IN

Good things await you

Try frames at home—for free

Take a quiz Browse frames

Shop online

Eye glasses Sunglasses

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NEW FORMULA > Up to 8 shades whiter

iWHITE
instant teeth whitening

Instant
Professional teeth whitening kit
for INSTANT results

100% SAFE

10 prefilled ready-to-use trays

- Instant whitening
- Active stain remover
- Strengthens the teeth

Clinically proven safe and effective

White crystals

Instant
20' a day

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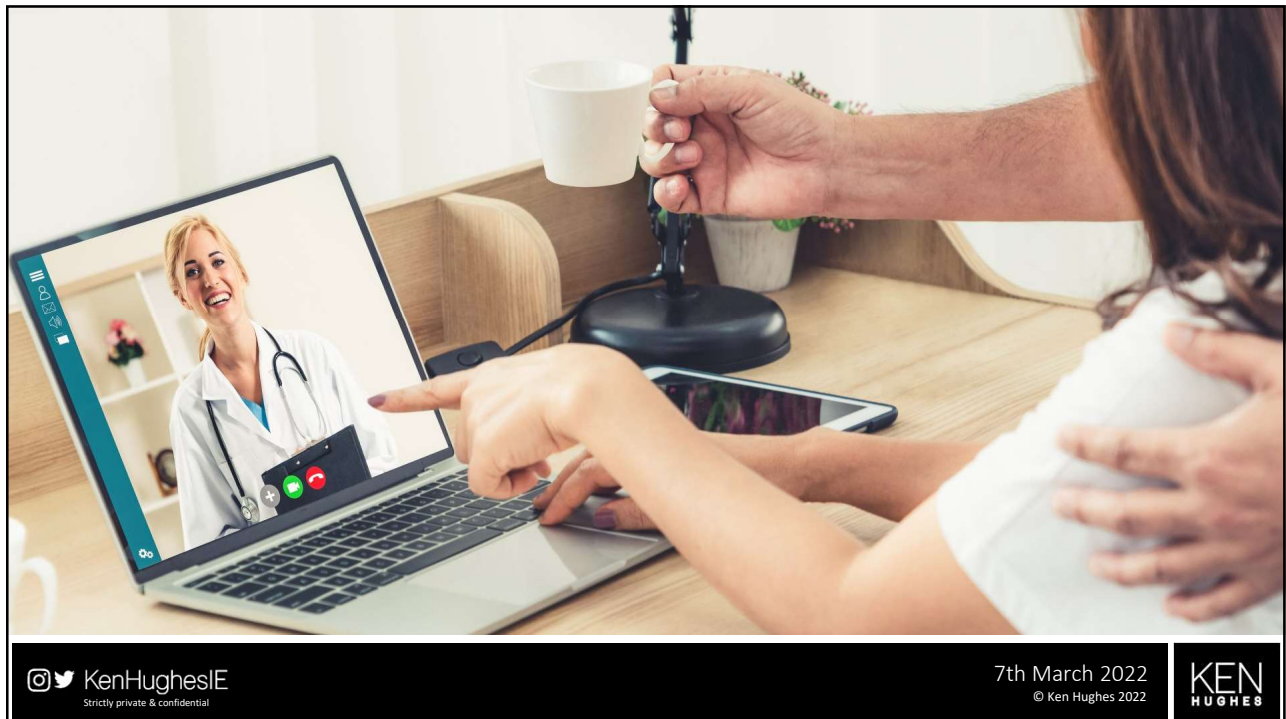


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WHAT DOES 'BLUE DOT HEALTHCARE' LOOK LIKE?

HOW DO WE BUILD IT AROUND THE PATIENT AND NOT THE PROCEDURE?

> FLEXIBILITY

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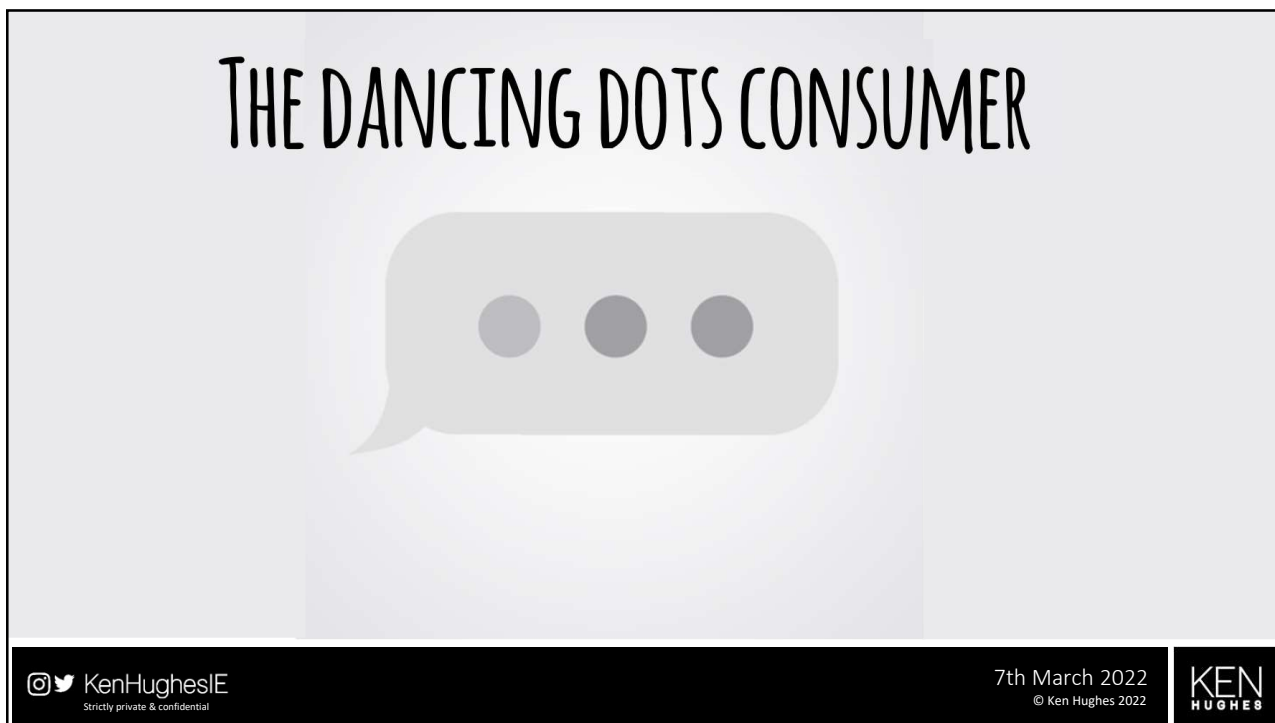
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We'll deliver your personalised spoon! Please allow up to 90 days for delivery

FREE PERSONALISED SPOON

YOUR FAVOURITE CEREAL & YOUR FAVOURITE SPOON

ONE TWO THREE FOUR

WHAT WILL YOURS SAY?

www.kelloggs.co.uk/spoons or www.kelloggs.ie/spoons

OUR NUTRITIONAL INFORMATION	
Per 100g serving	
ENERGY	1502 kJ 358 kcal
PROTEIN	23.9 g
TOTAL FAT	0.8 g
DIETARY FIBRE	0.2 g
DIETARY CARBOHYDRATE	71.8 g
SUGAR	21.9 g
SALT	1.1 g
IRON	4.9 mg
NIACIN	1.9 mg
BIOTIN	0.5 mg
SELENIUM	0.2 µg

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Search here

restaurant Takeout Delivery Gas Grocery

Sheung Chui Court 尚翠苑
DonDonShop

Deliver by 1:05pm
The Cheesecake Factory
5 items · 1.3 mi total

\$12.35
Guaranteed

Accept

The world's most trusted flight tracker

flightradar24

UA2800 UAL2800
United Airlines

LAX → LHR

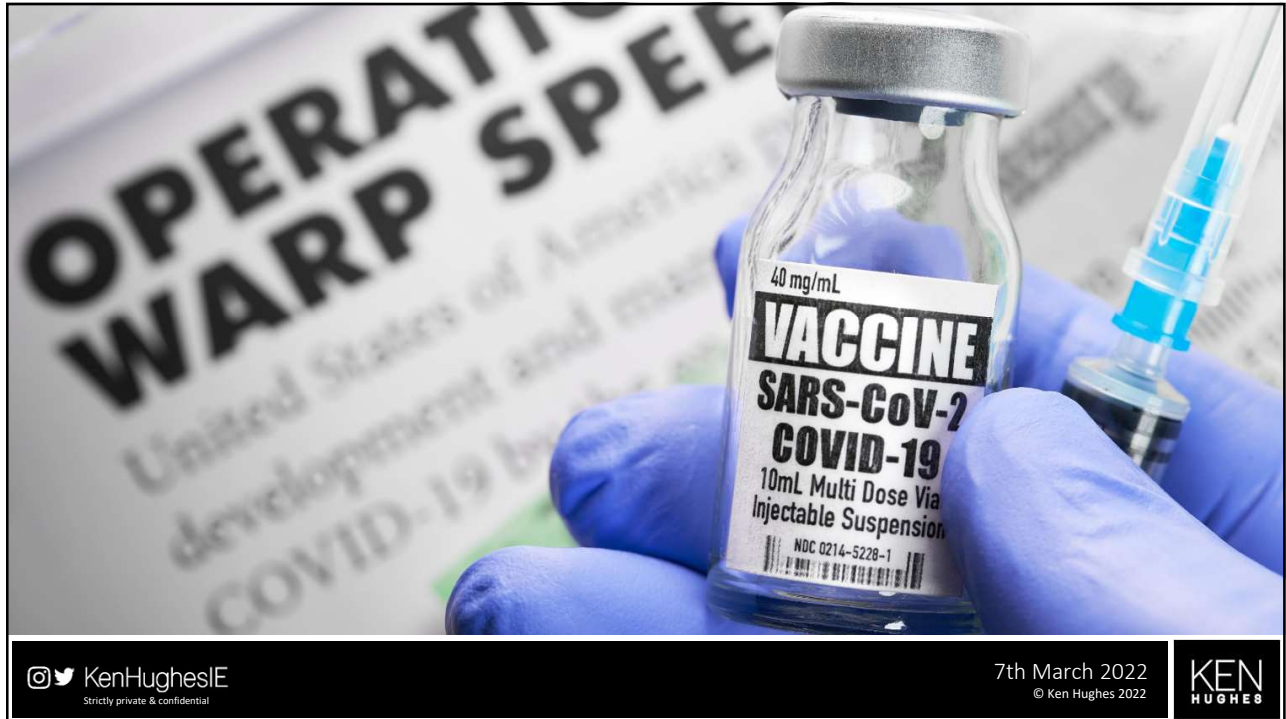
CALIBRATED ALT. 41,000 ft

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EVERYTHING IS NOW

**NO WAITING
NO QUEUES**

**TRANSPARENCY IS
KEY**

PREDICTIVE IS BEST

> INSTANT

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Uber and Lyft: Interchangeable?

4:16
Average wait for an Uber

4:10
Average wait for a Lyft

Private *1234
0% Tip

Order Ride Now

Later

€
in 3 min

e
eats

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"Expectation
is the root of all
heartache"

- Shakespeare

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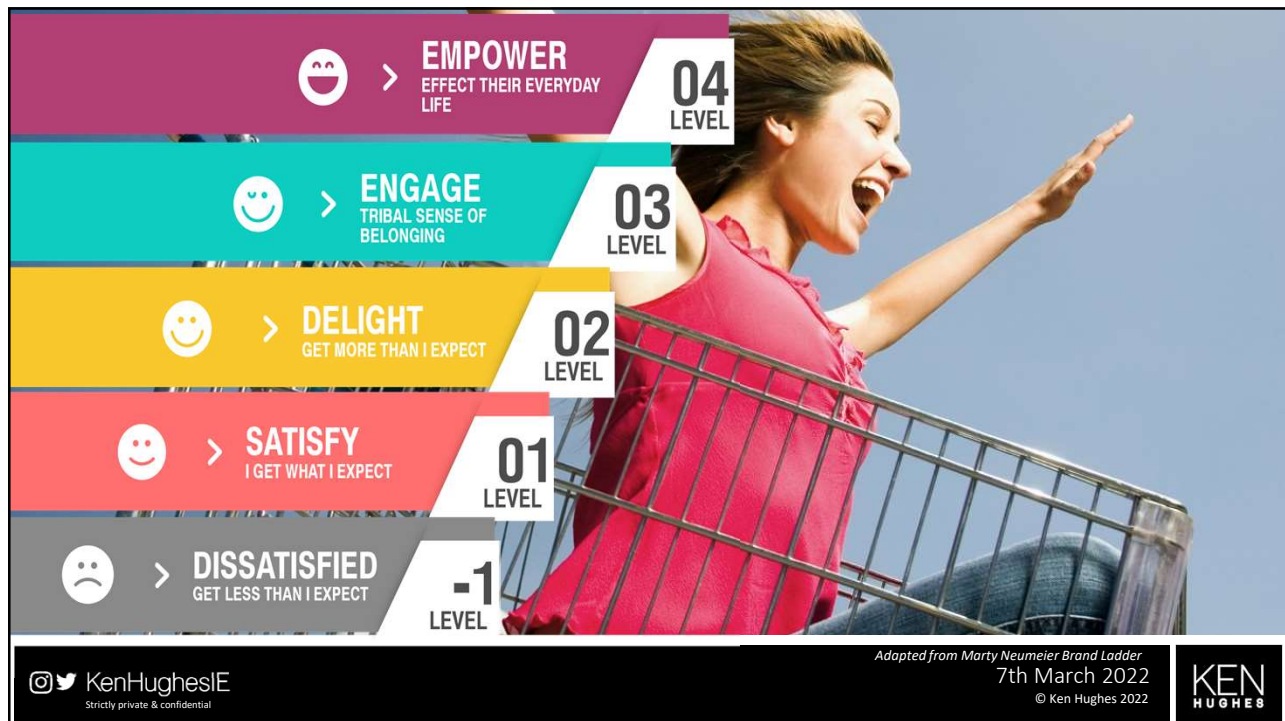
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wish
hurt my feelings!!

Here is what I bought from **wish** that are total fails.




They promised greatness but after taking my money, they sent me substandard crap that didnt look like the photos on the web and are too poor quality to wear at all.

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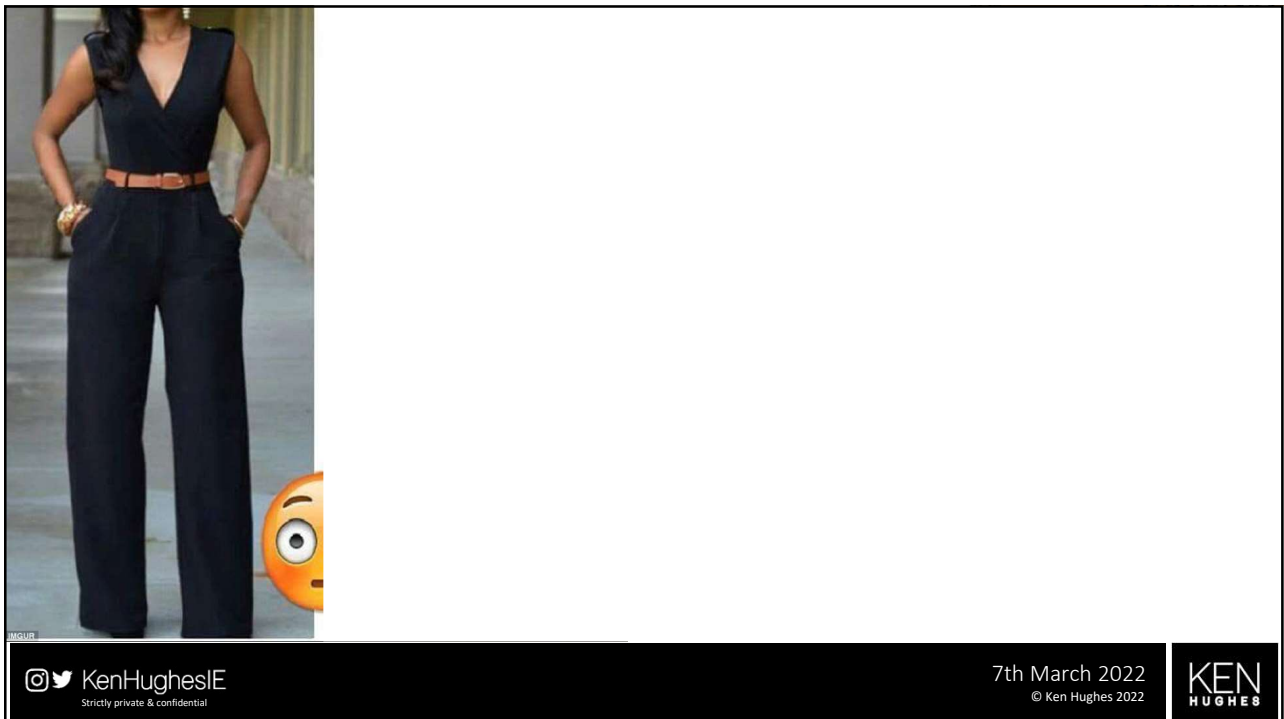
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DELIVER ABOVE EXPECTATIONS

SEAMLESS & FRICTIONLESS ARE HYGIENE FACTORS

APPOINT A 'DELIGHT DIRECTOR'

> EXPECTANT

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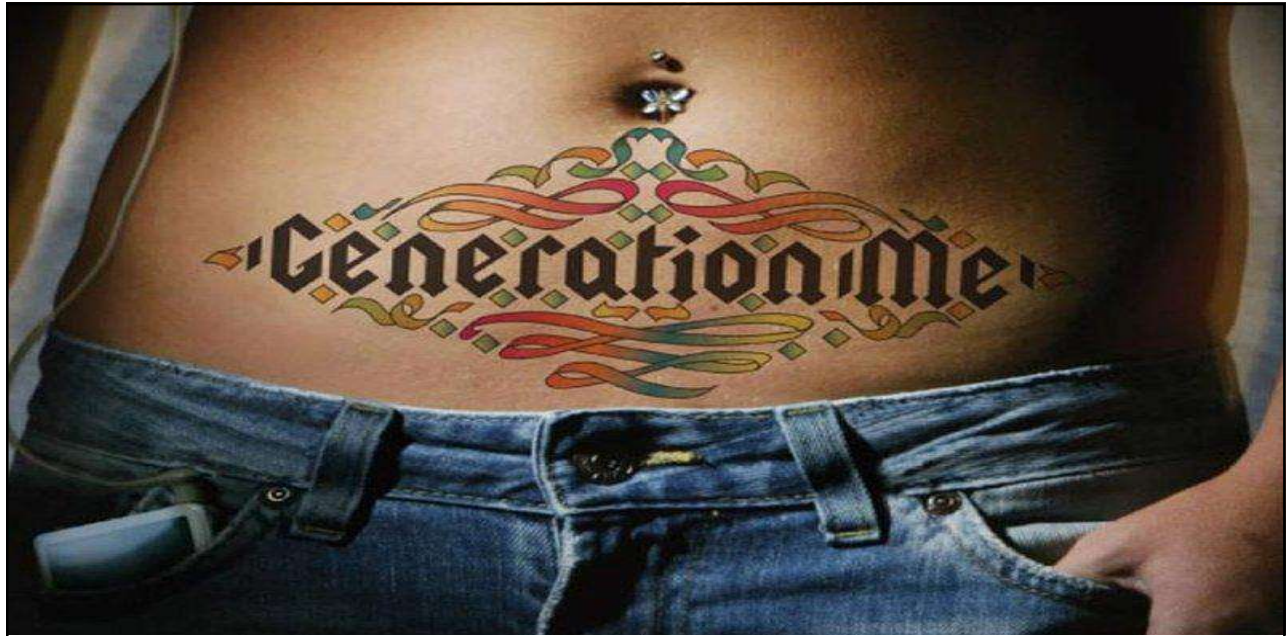
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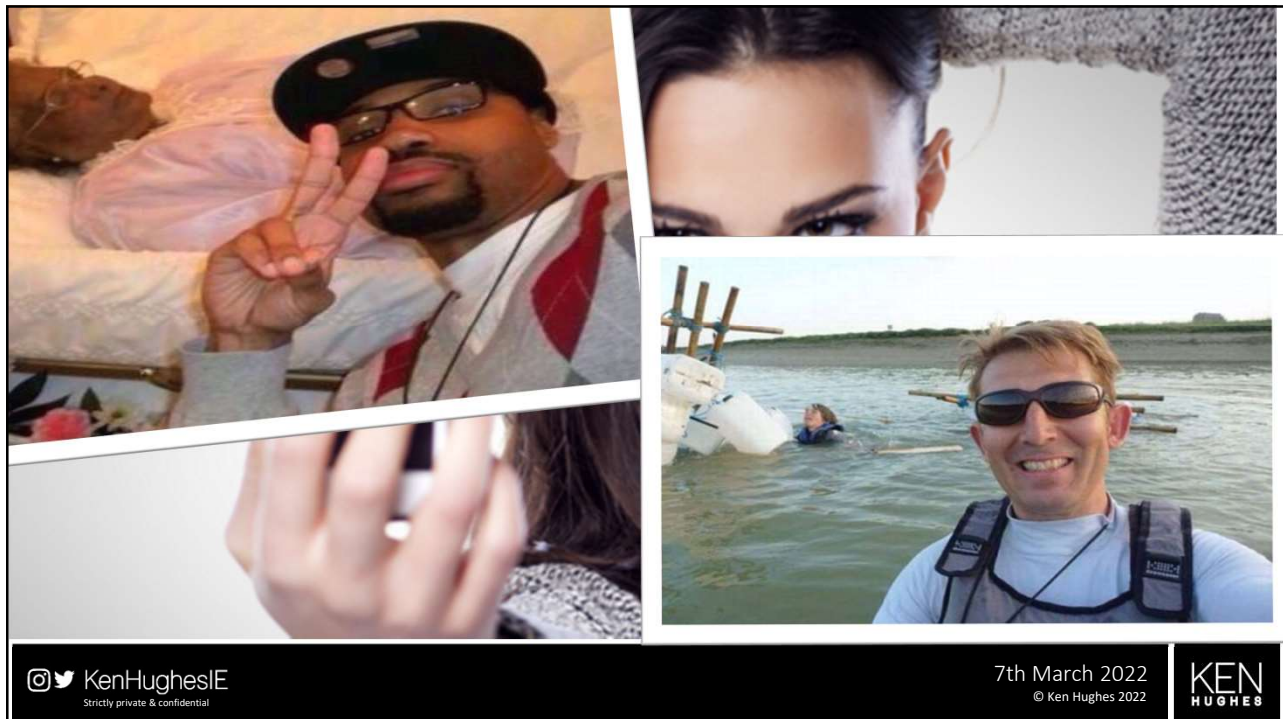
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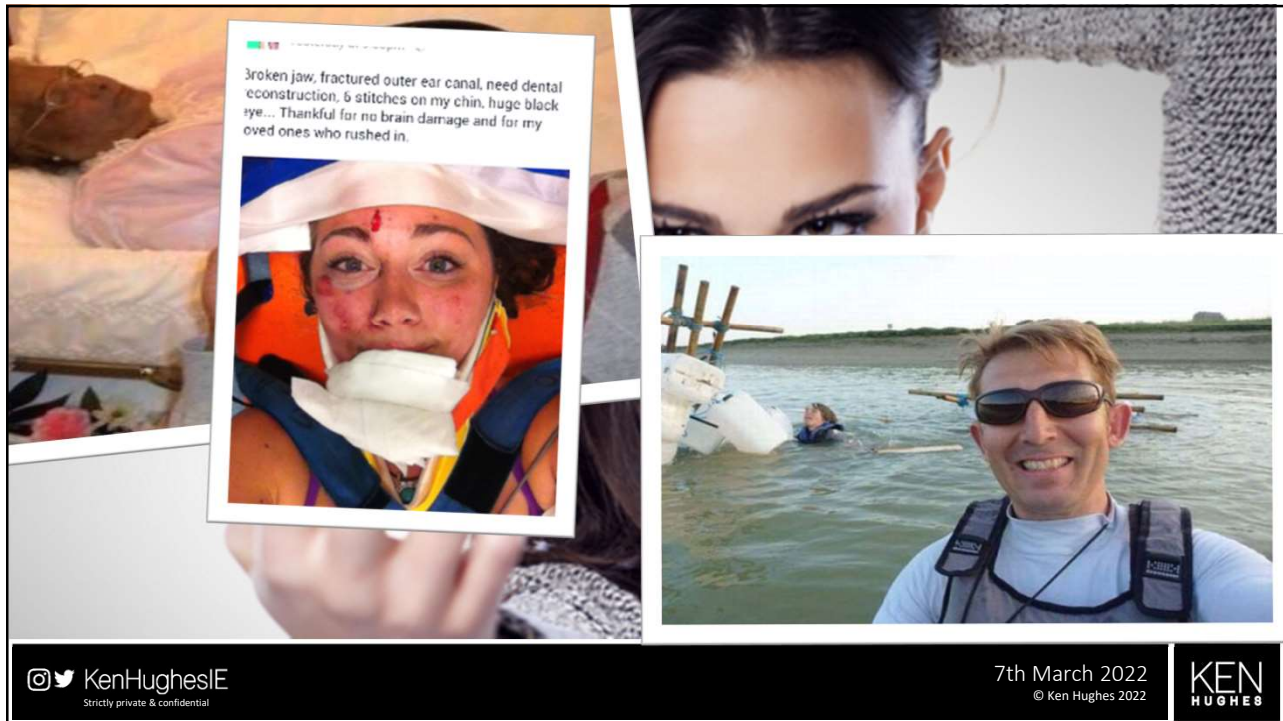
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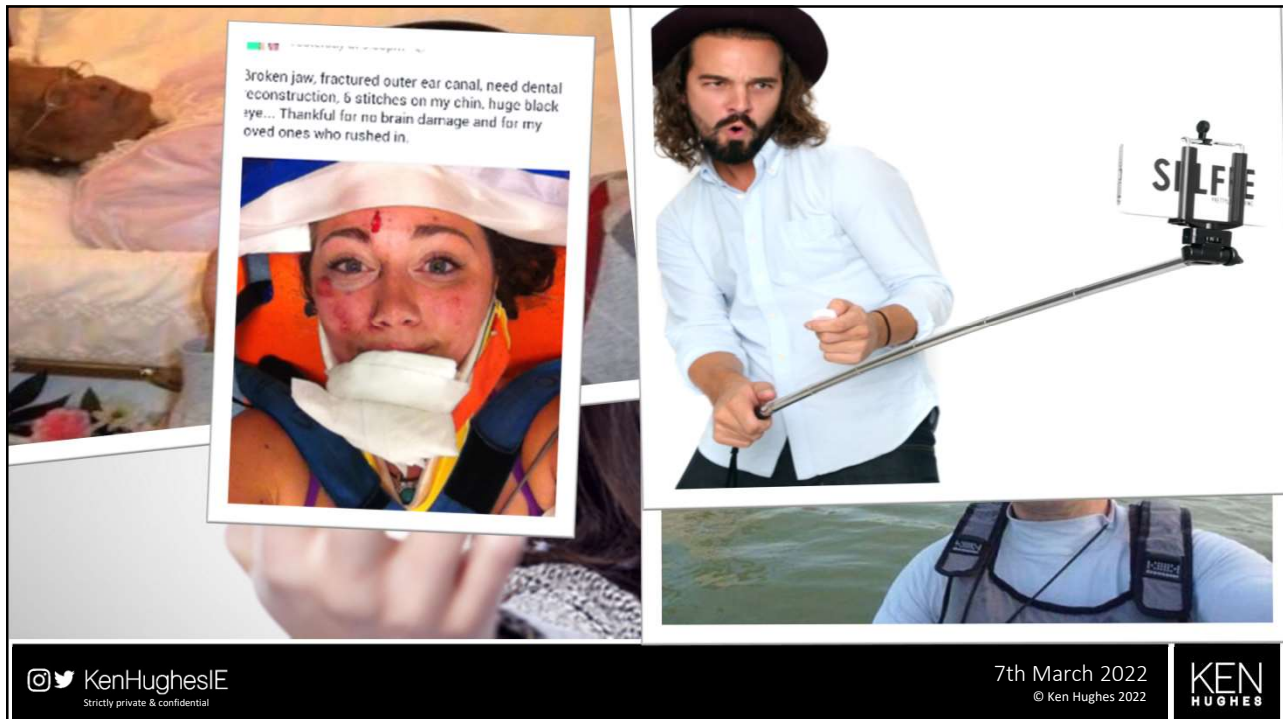
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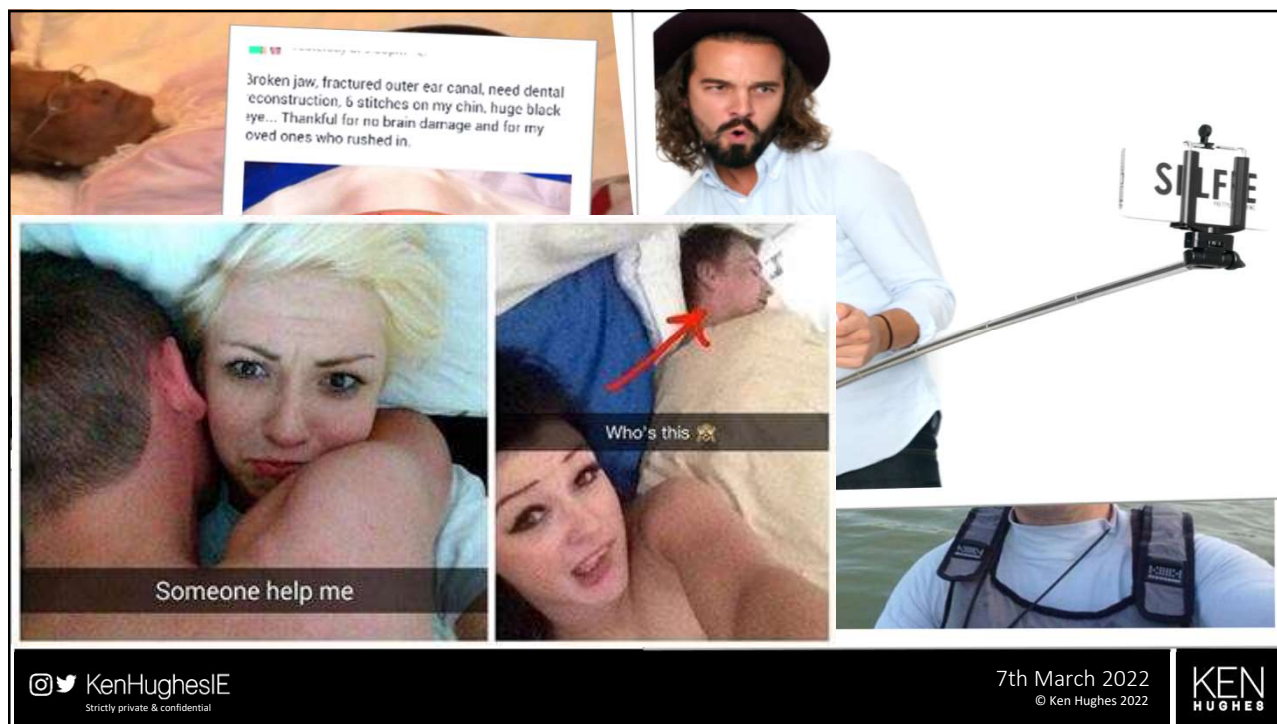
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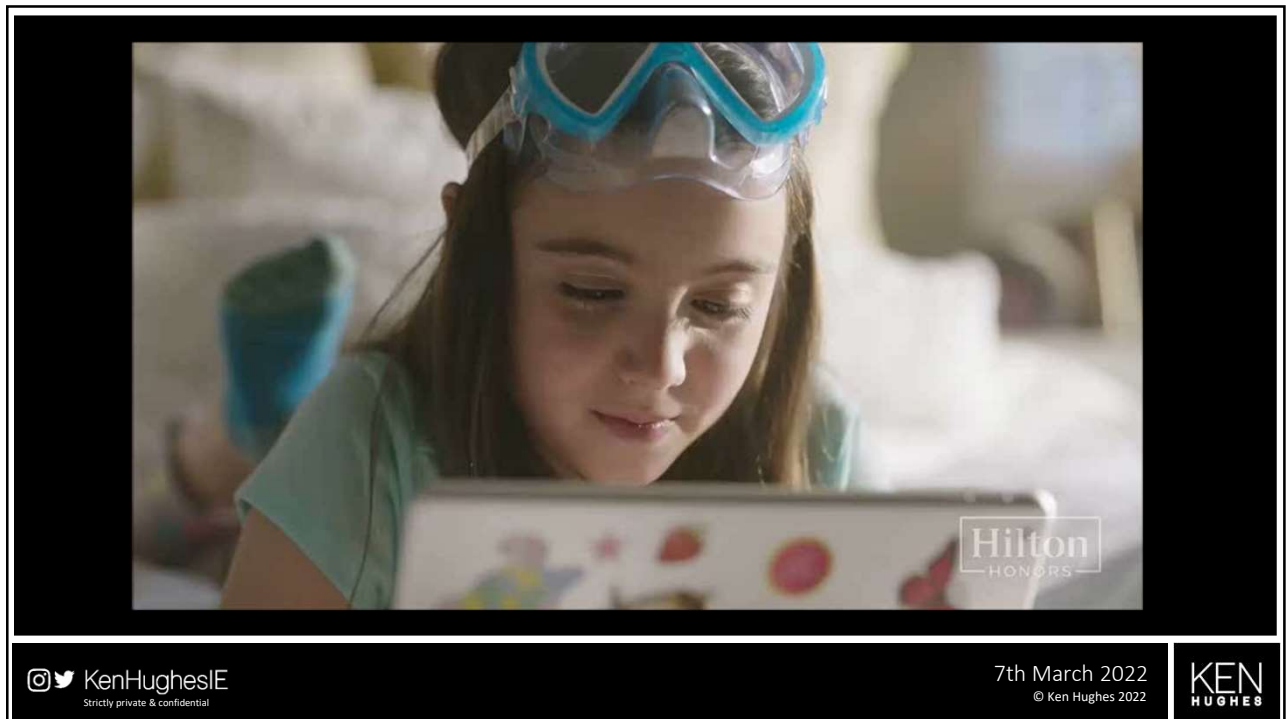
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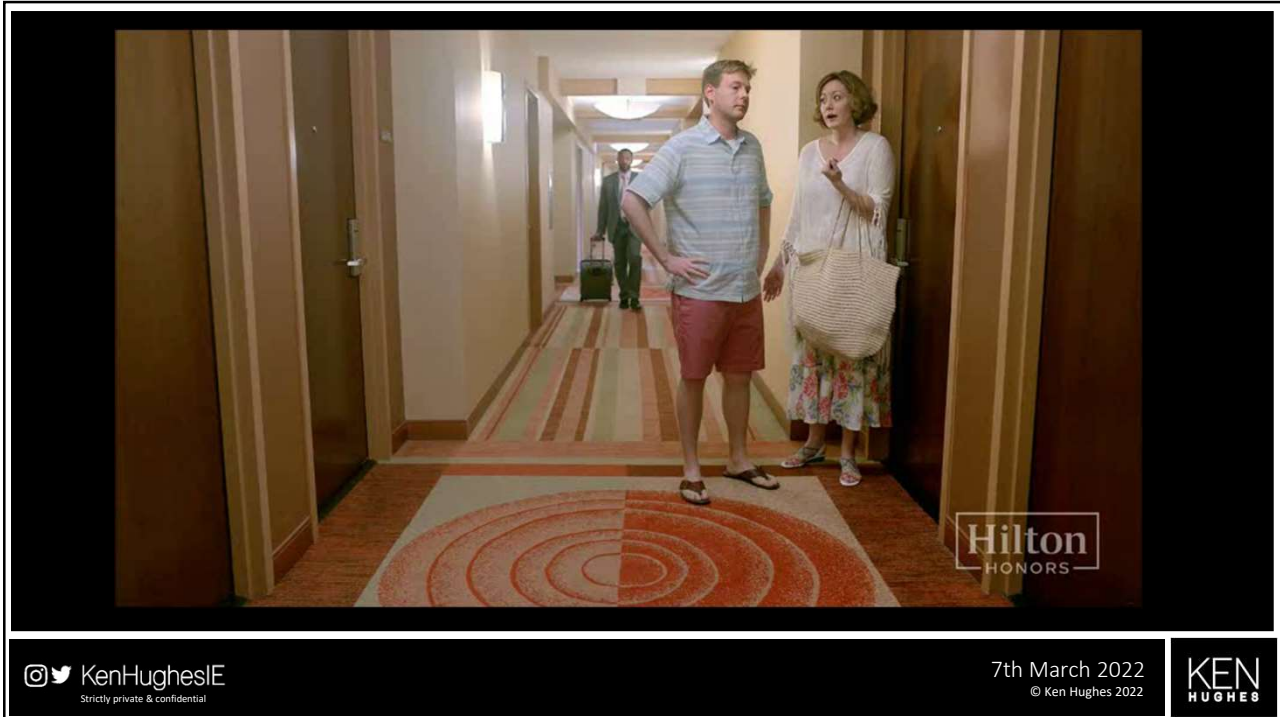
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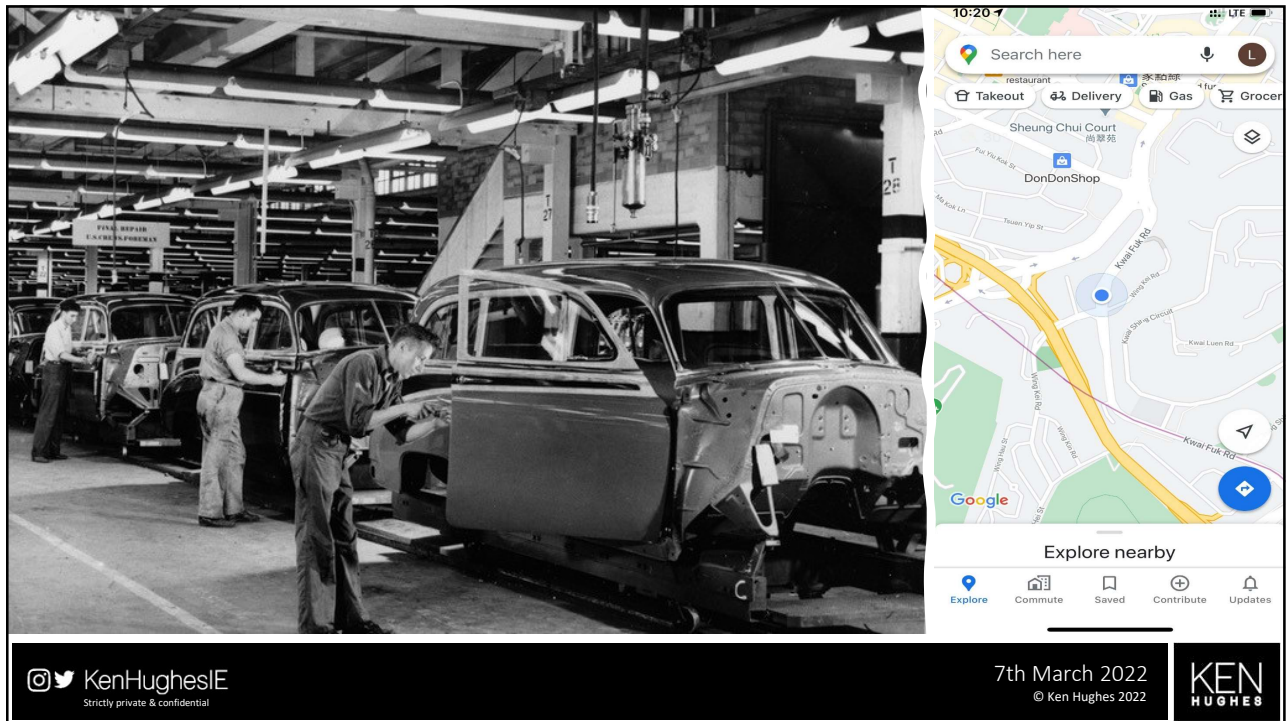
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KNOW YOUR CUSTOMER

SEE THE CUSTOMER JOURNEY & PERSONALISE IT

DELIVER A UNIQUE SERVICE

> PERSONAL

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AUTHENTICITY

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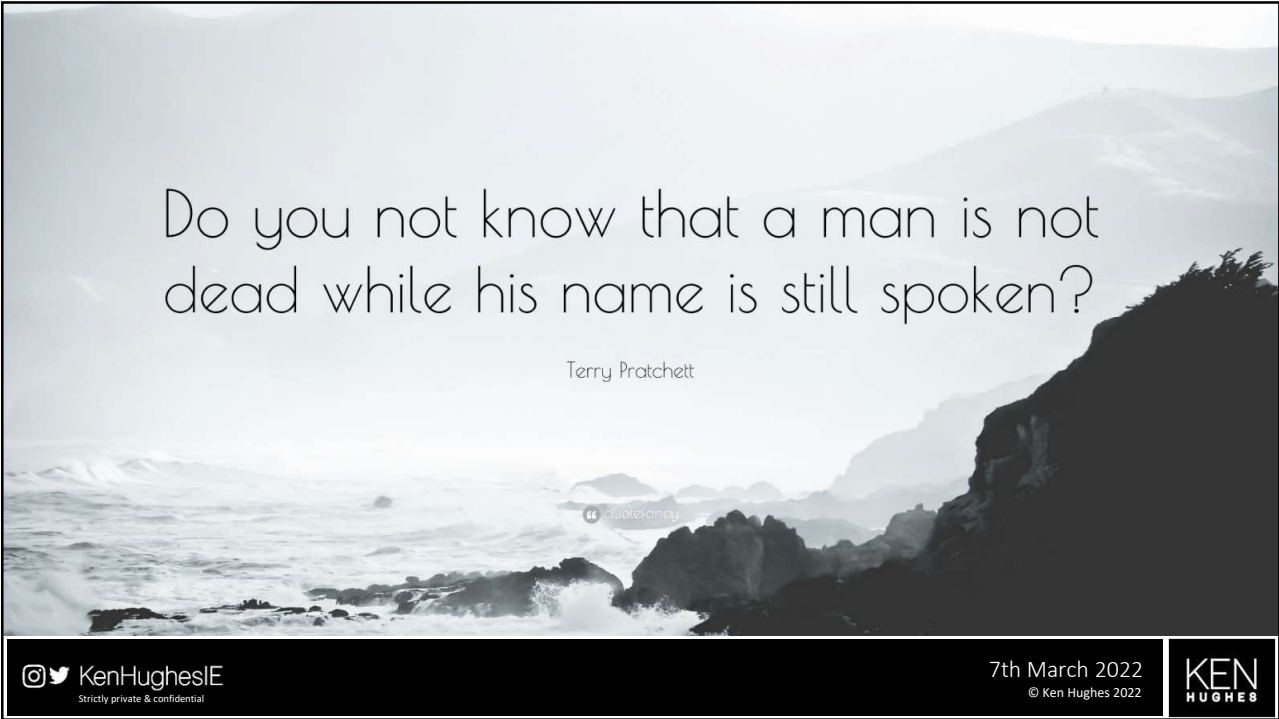
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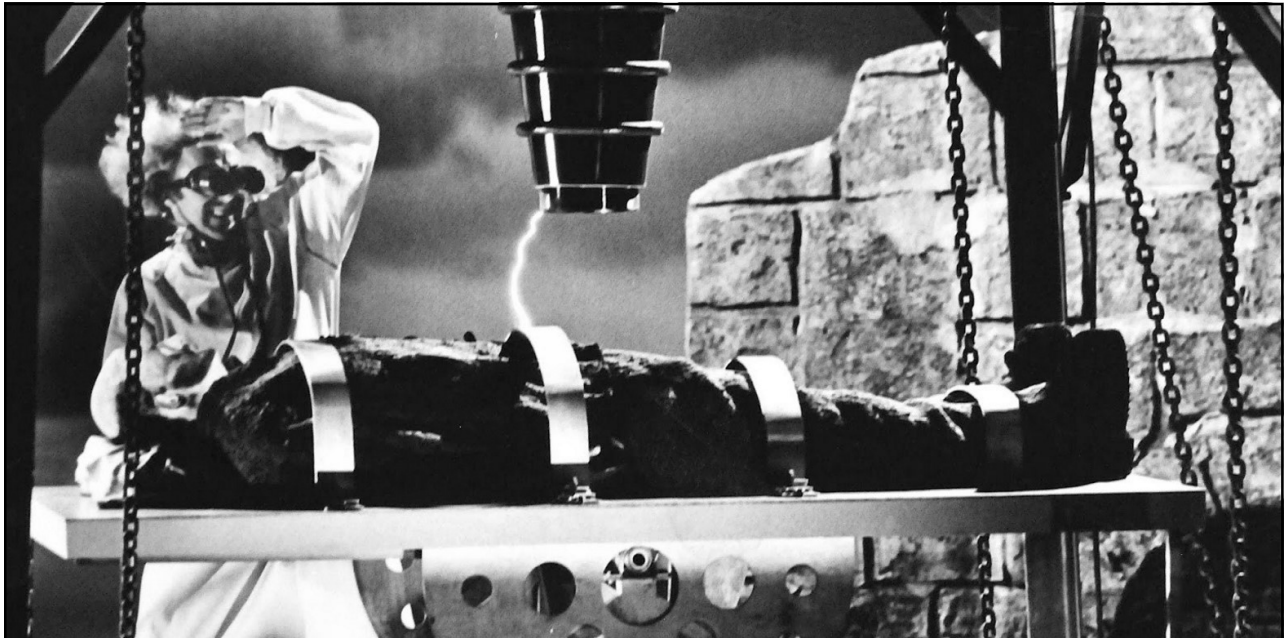
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**WHAT HAVE WE
DONE FOR A
HEALTHCARE
CONSUMER TO TELL
OUR STORY TODAY?**

**HOW CAN YOU BE
REAL, GENUINE?**

> AUTHENTICITY

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COLLABORAT

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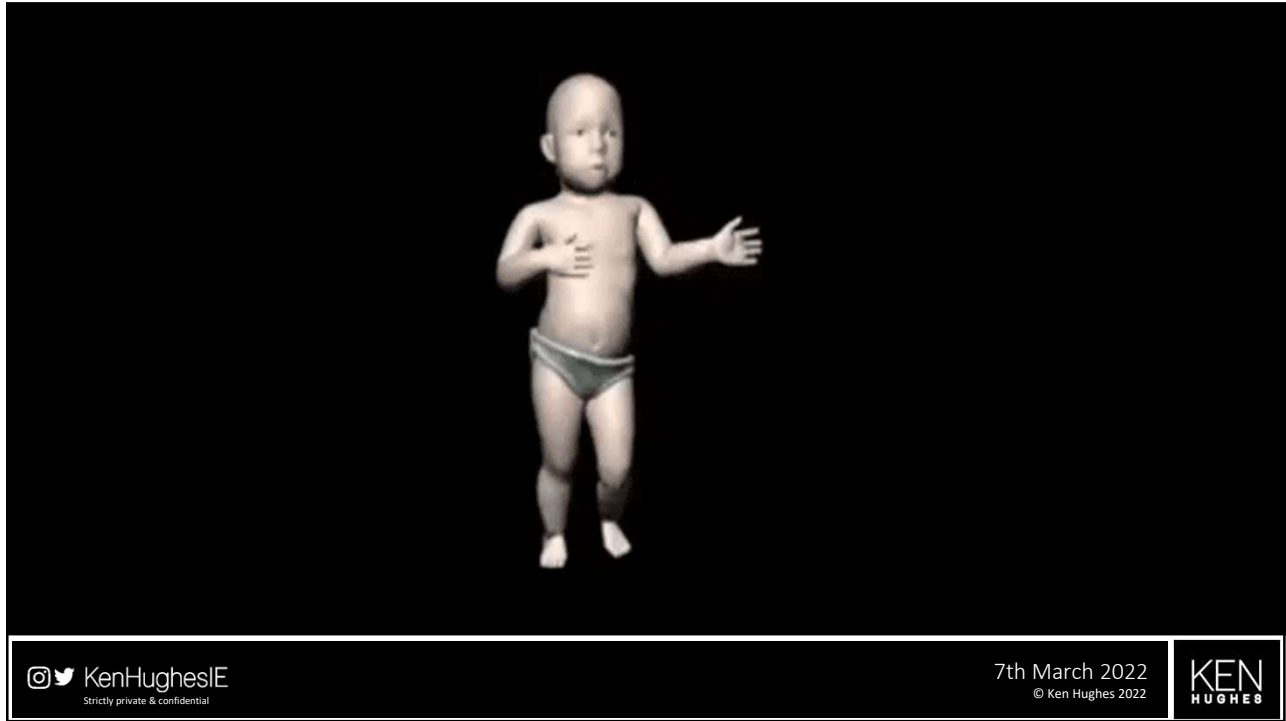


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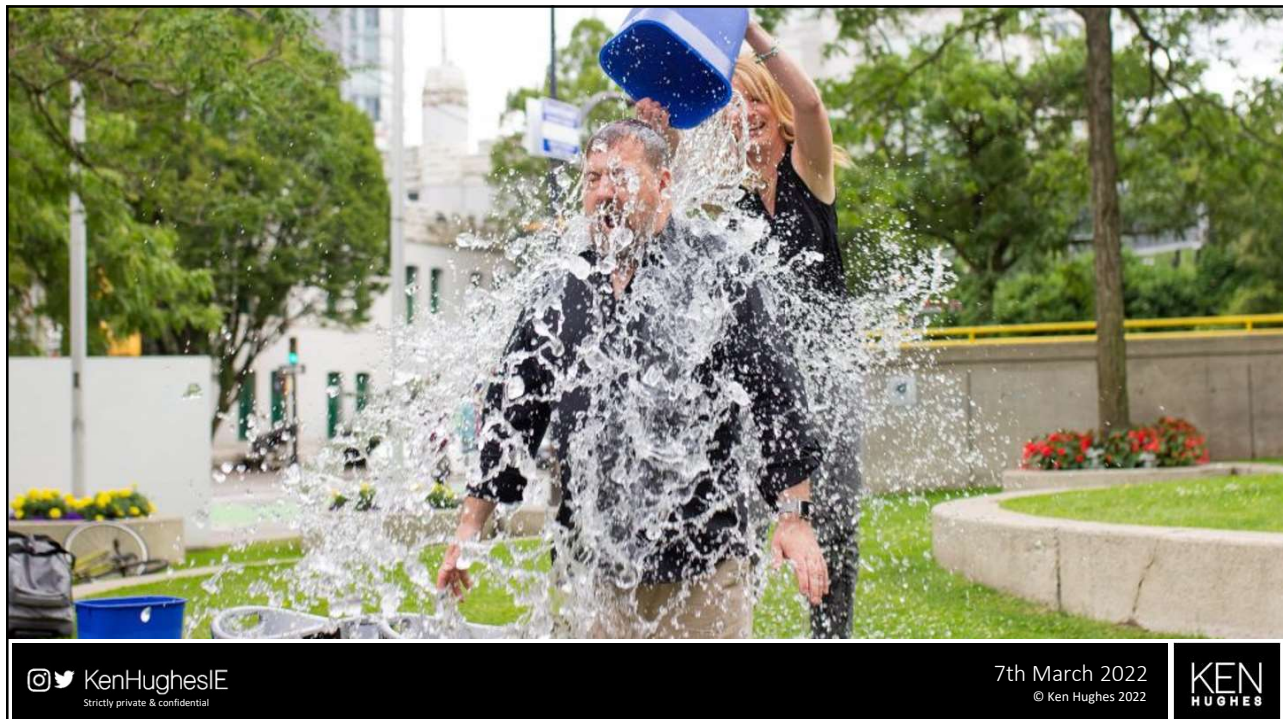


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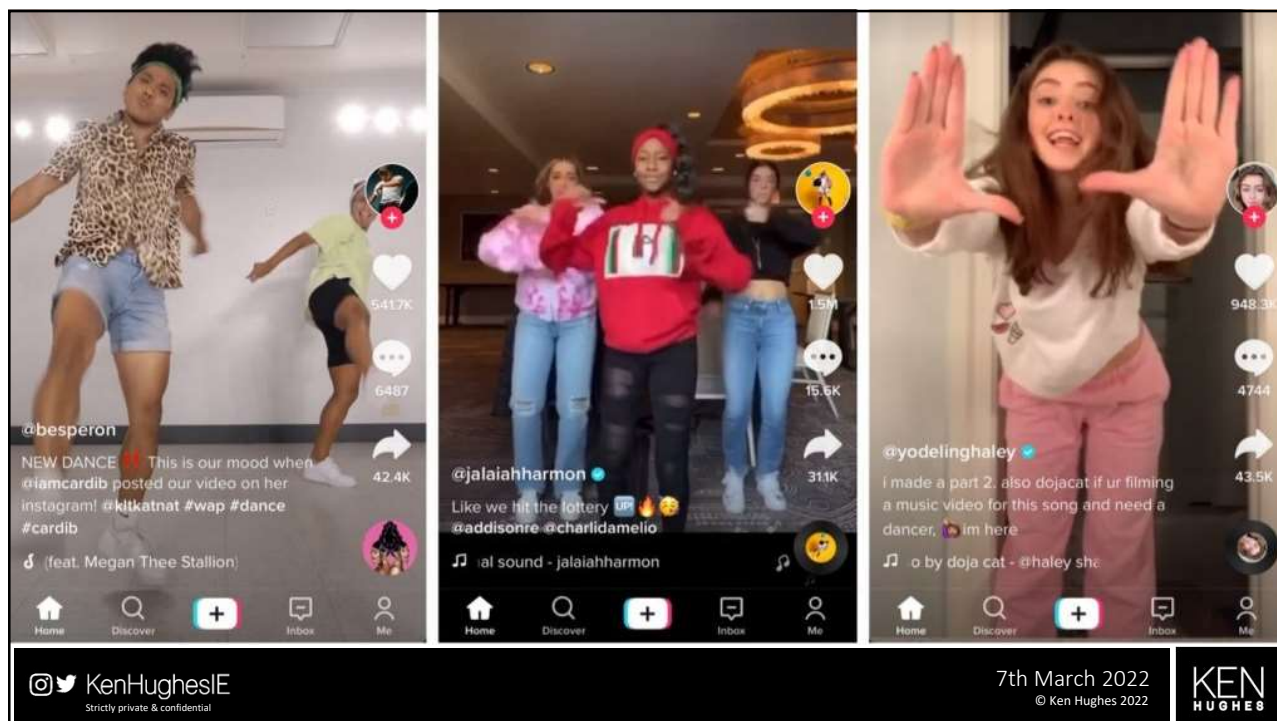


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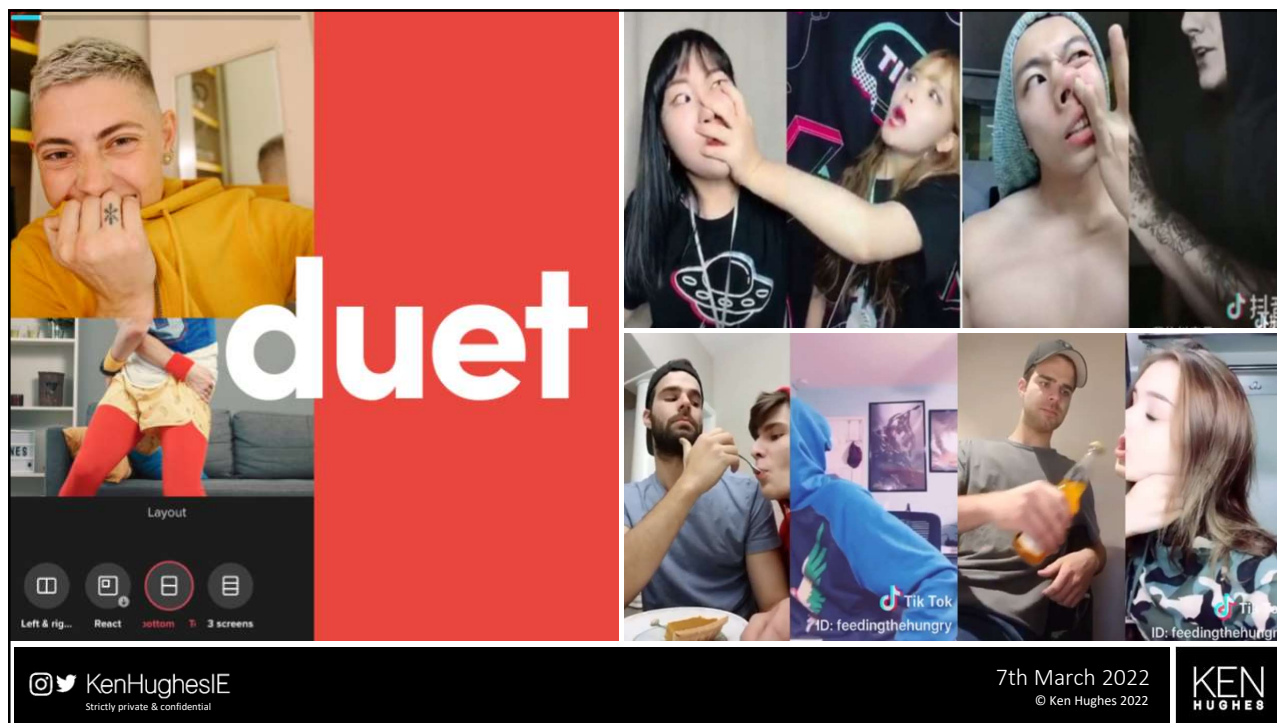
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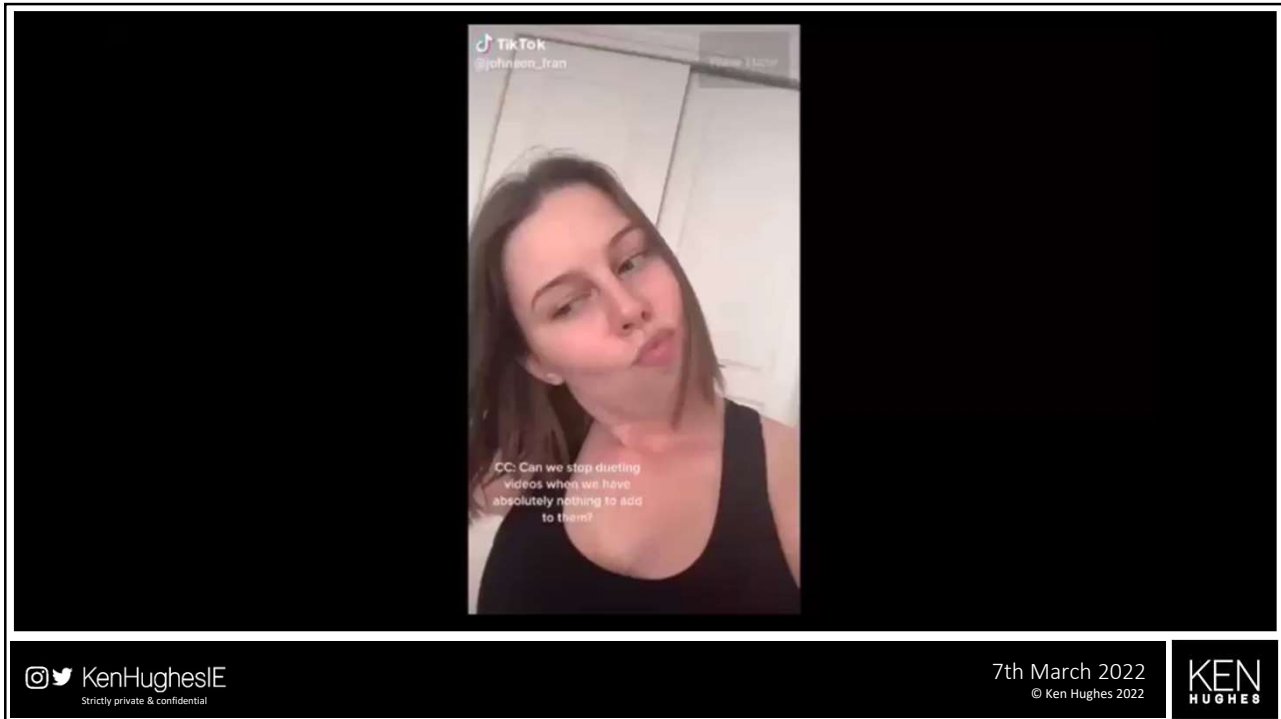
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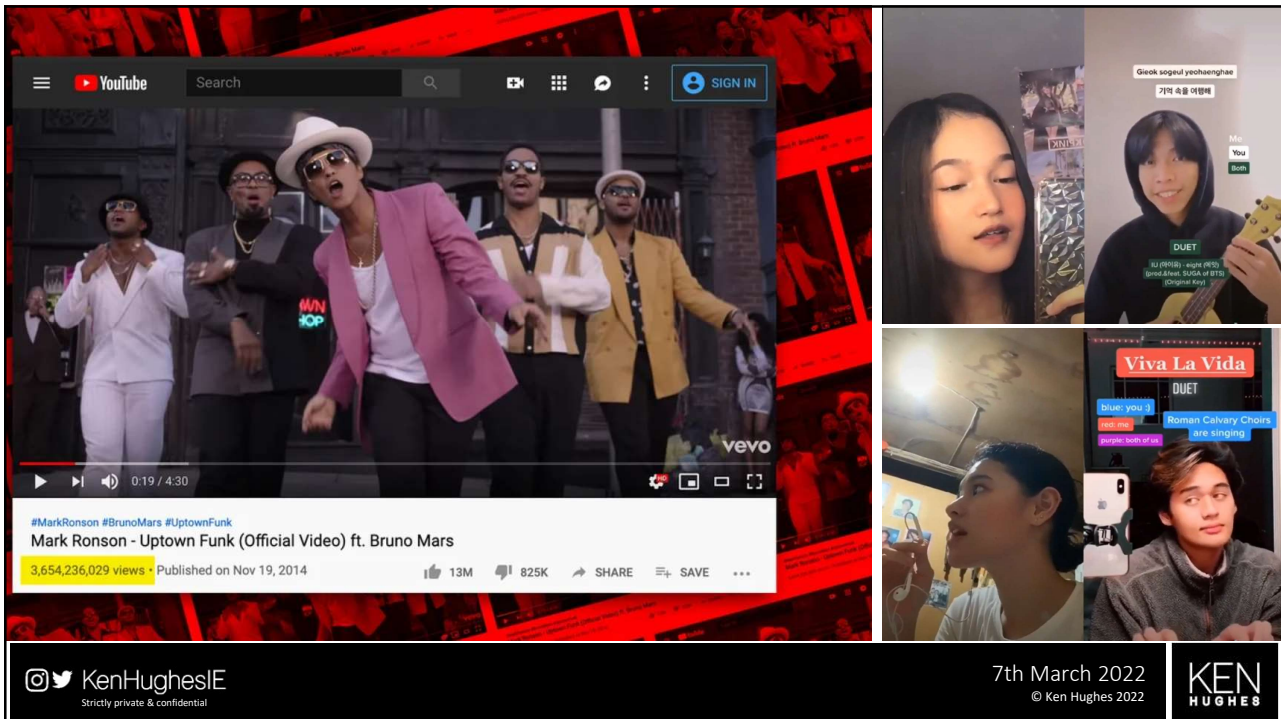
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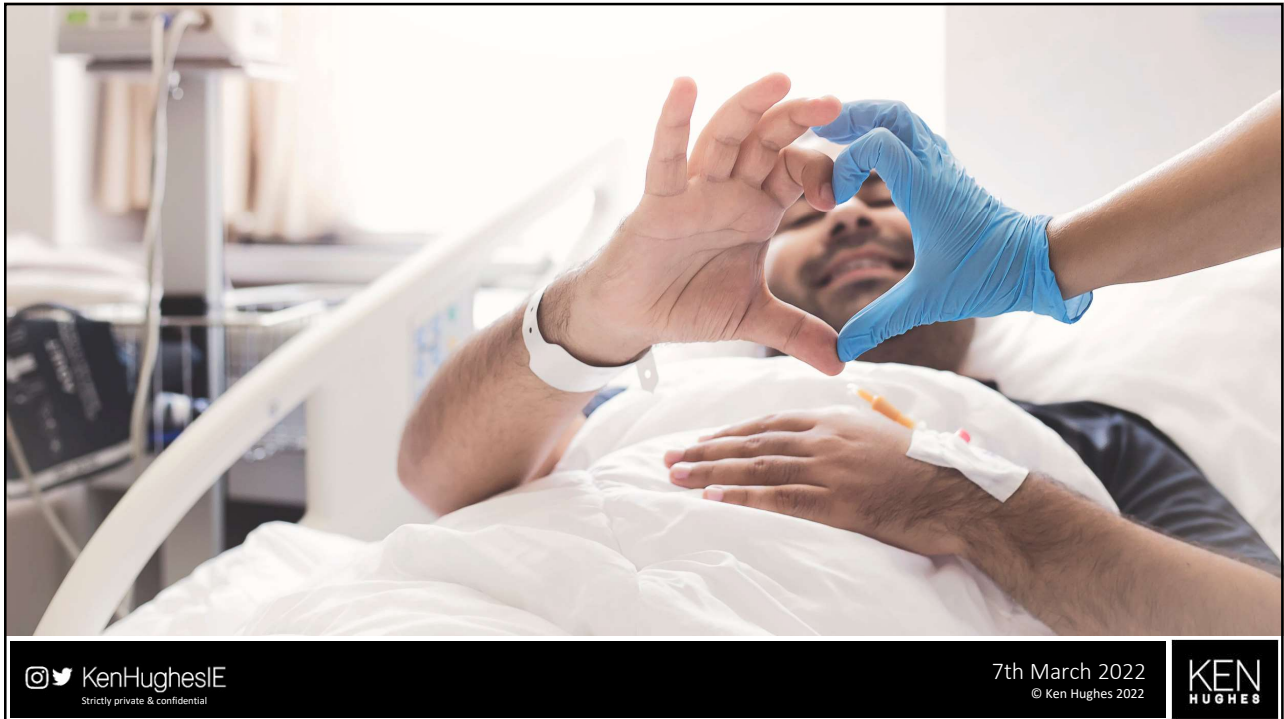
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Patient comes from the Latin “*patiens*,” from “*patior*,” to suffer or bear.

The patient, in this language, is truly **passive** — bearing whatever suffering is necessary and tolerating patiently the interventions of the outside expert.

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Sea Island, Georgia
March 6–8, 2022**

**DECONSTRUCT THE
'US' & 'THEM'**

**IT IS THEIR 'HEALTH'
AND YOUR 'CARE' -
HEALTHCARE IS
COLLABORATIVE**

> COLLABORATION

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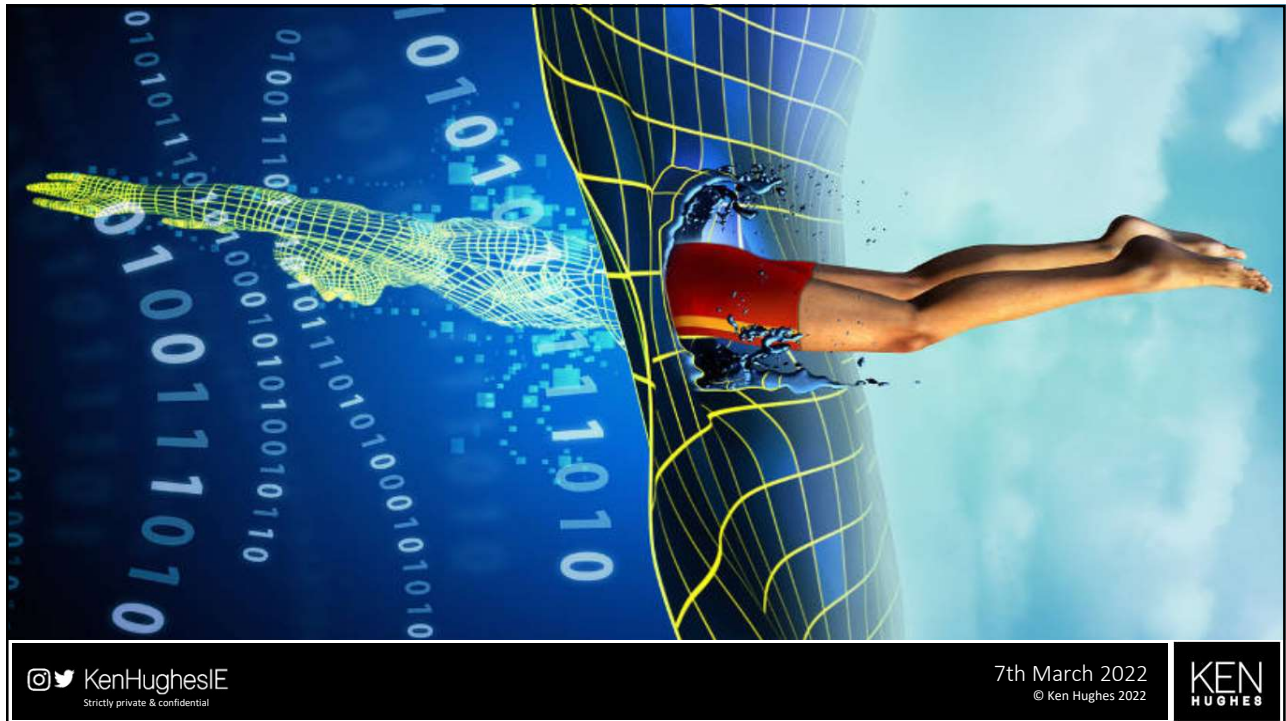
PHYGITAL

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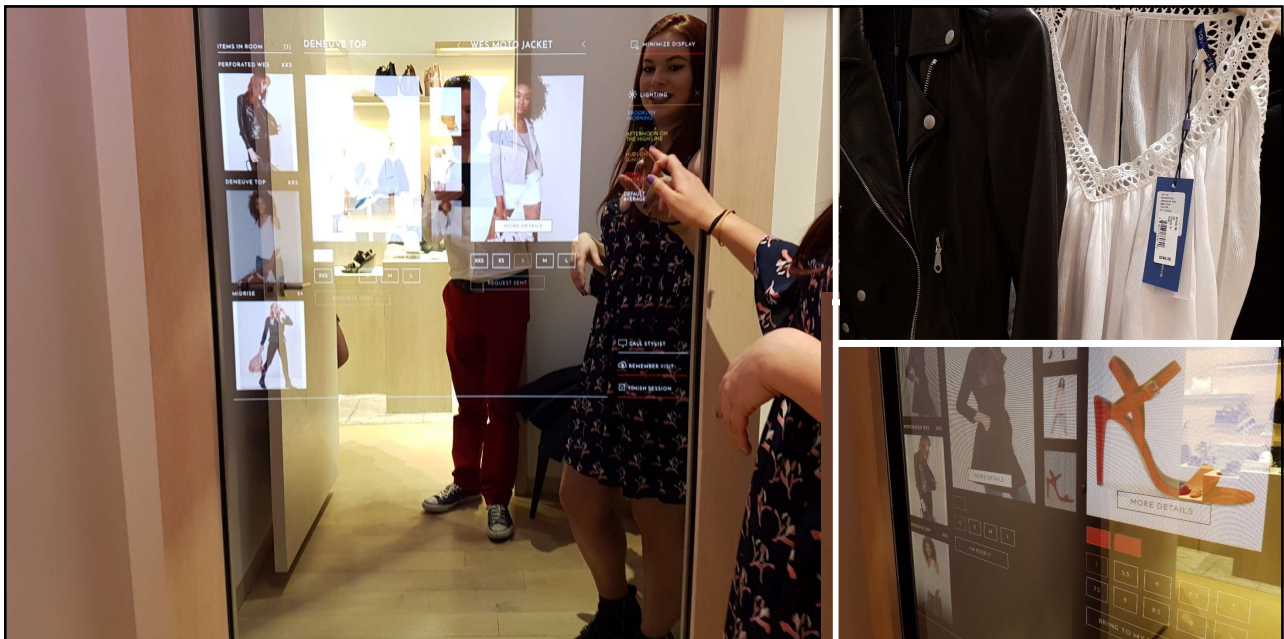


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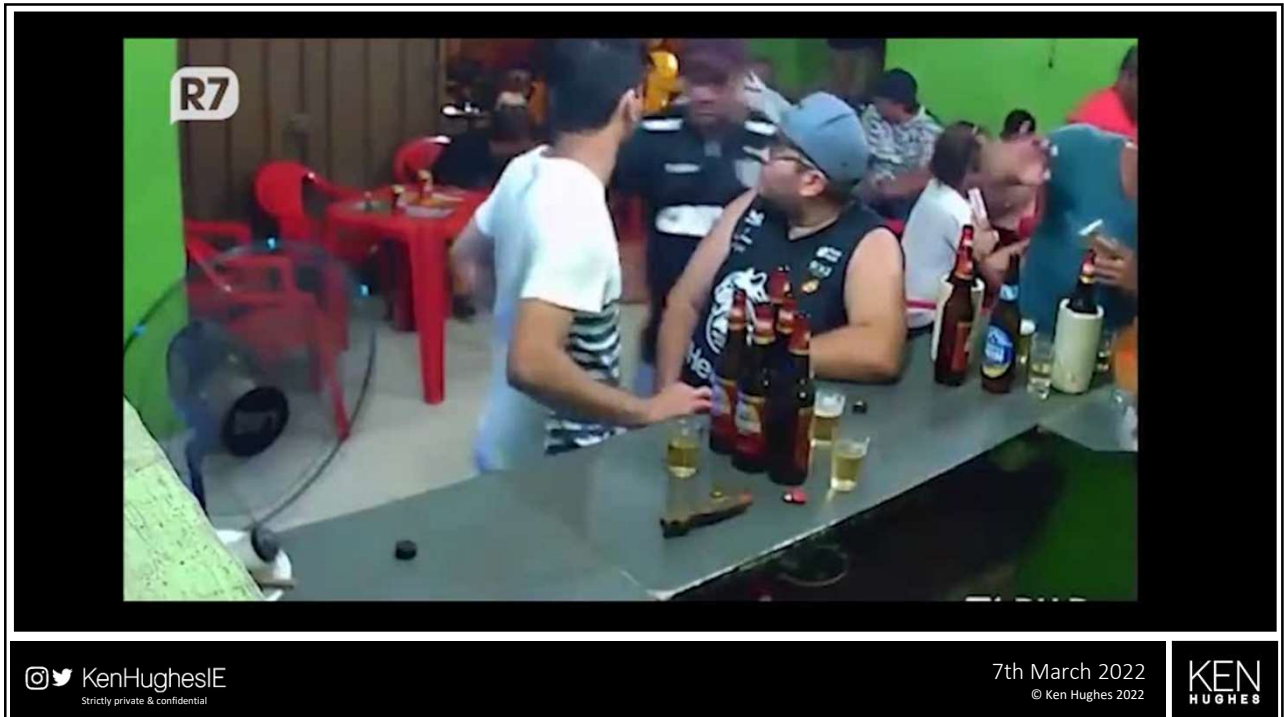
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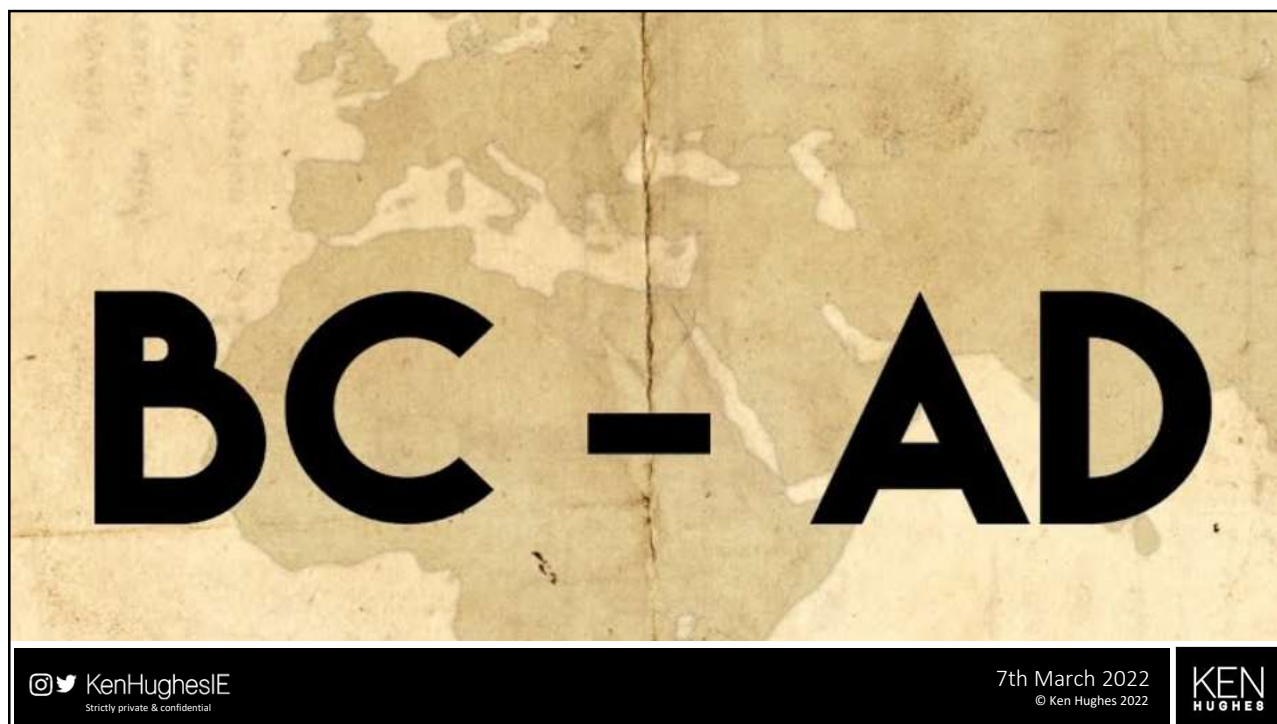


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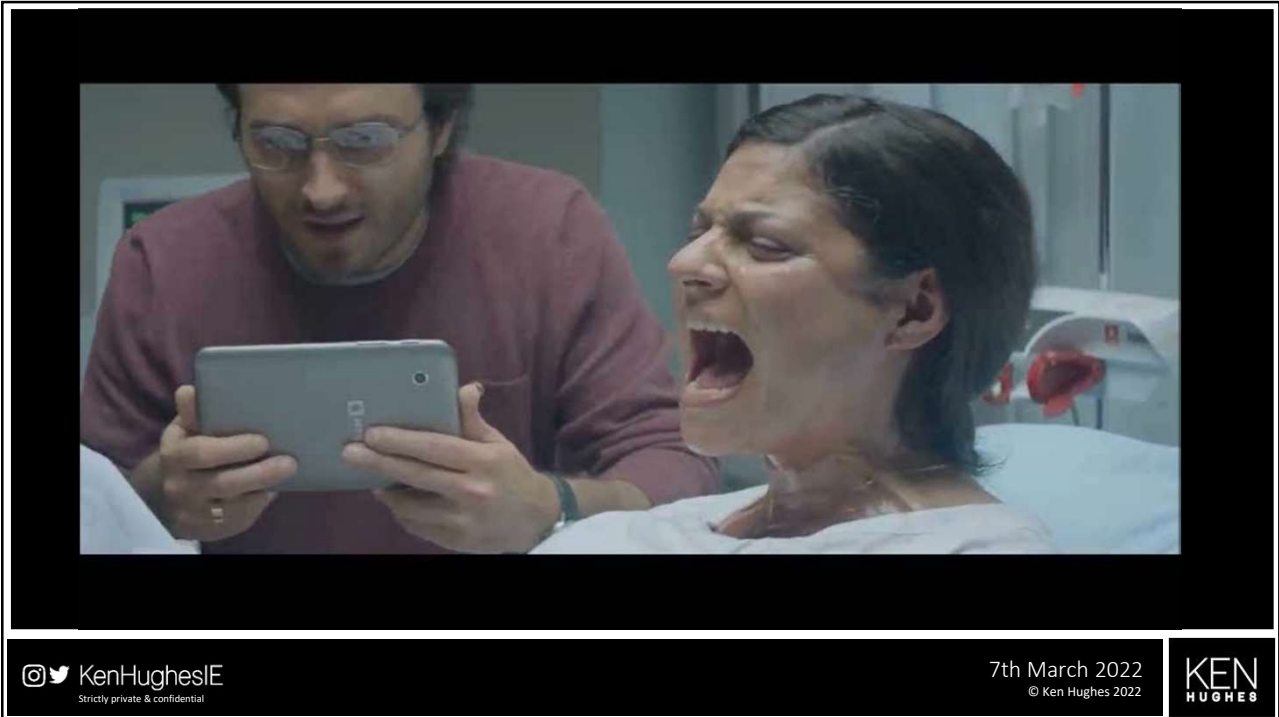
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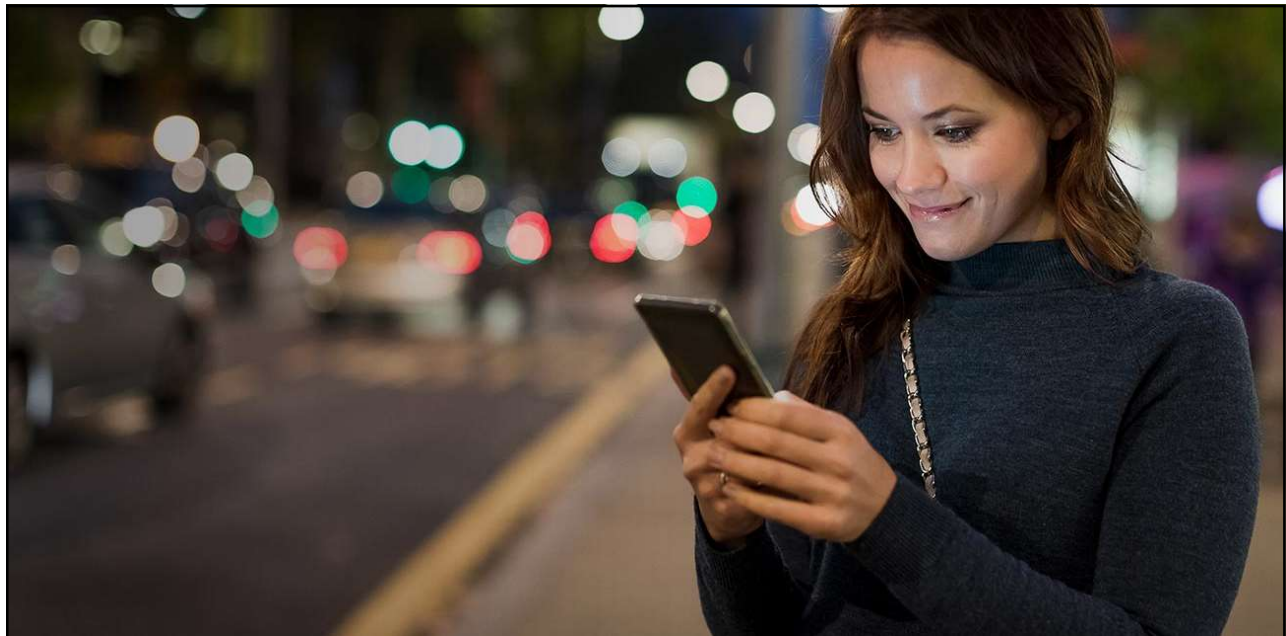
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THE PHYSICAL ASSETS ARE ONLY A PART OF THE MODERN CONSUMER EQUATION

DIGITISE THE PHYSICAL

> PHYGITAL

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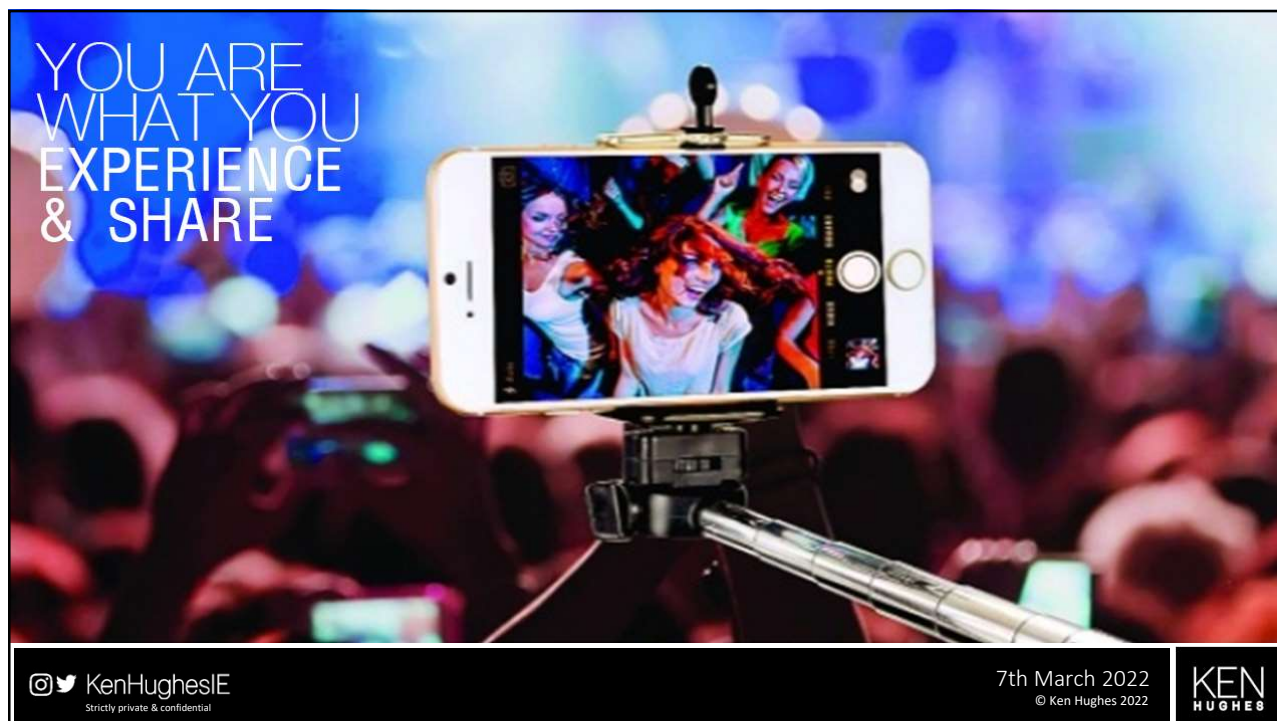
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Create a memorable and sharable experience with your brands

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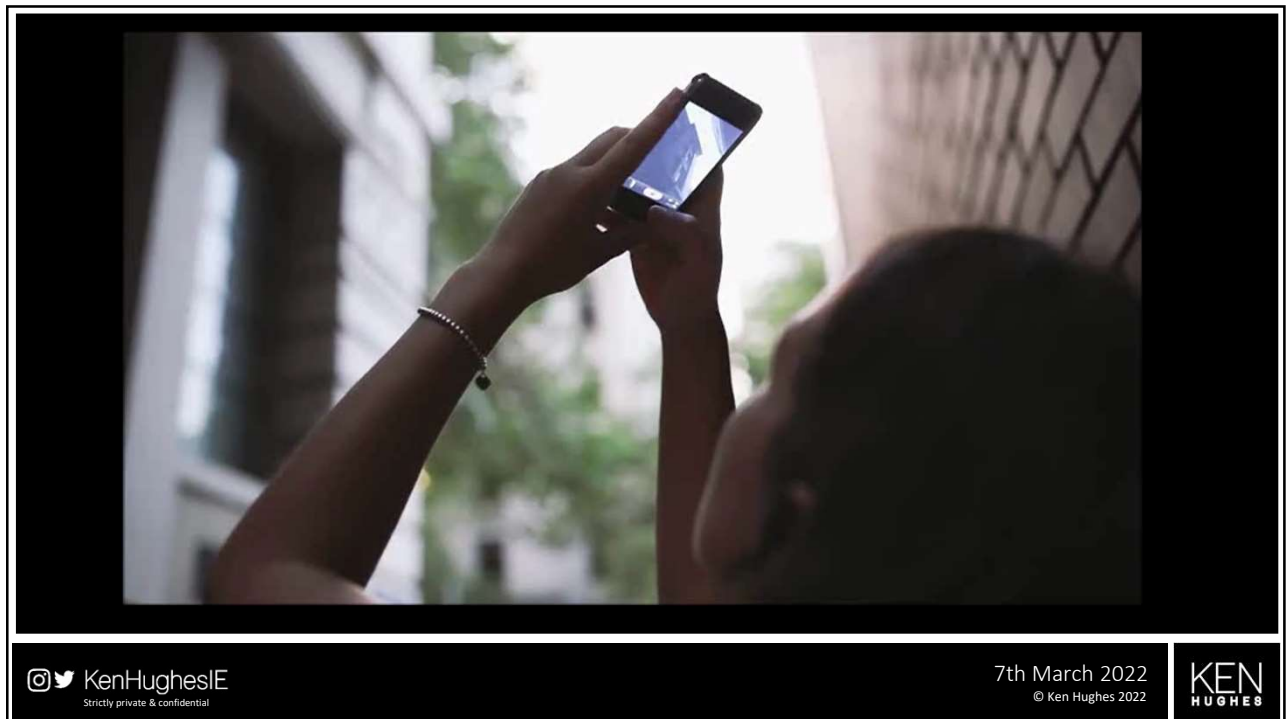


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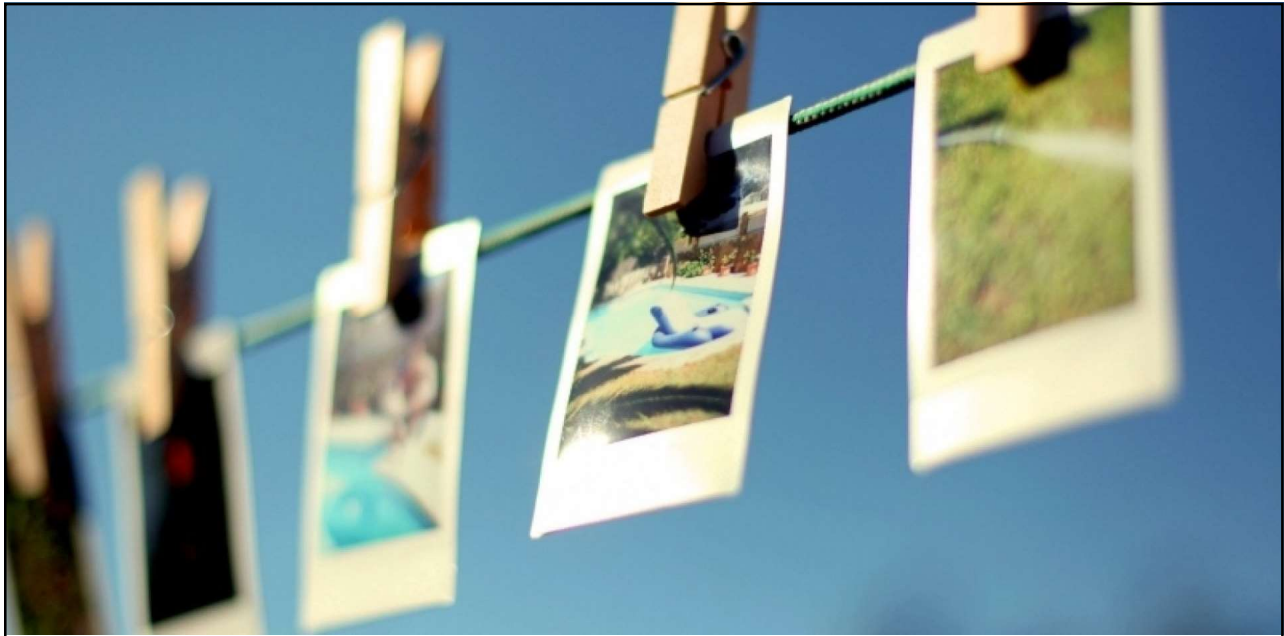
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Patient Experience

The Customer Journey In Healthcare

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**MAKE THE PRODUCT
EXPERIENTIAL**

**LEVERAGE PEER-TO-
PEER AND USER
GENERATED
CONTENT**

EXPERIENTIAL

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EMOTIONAL ENGAGEMENT

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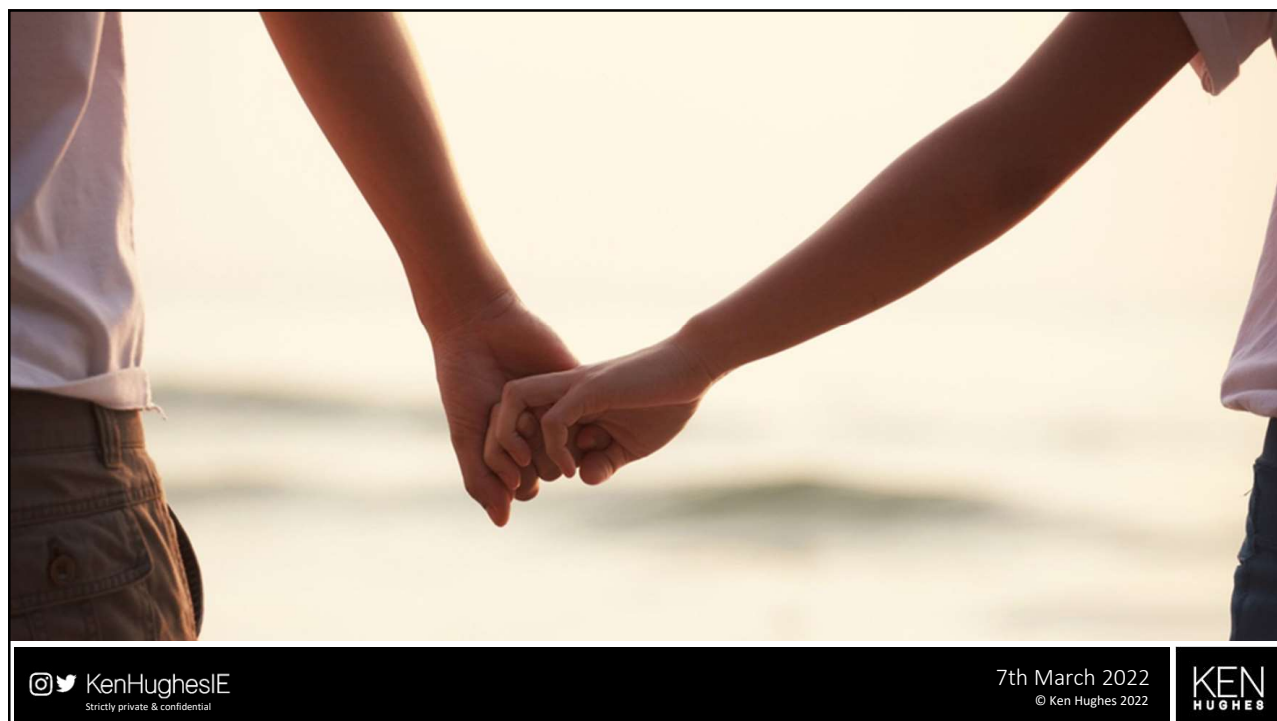
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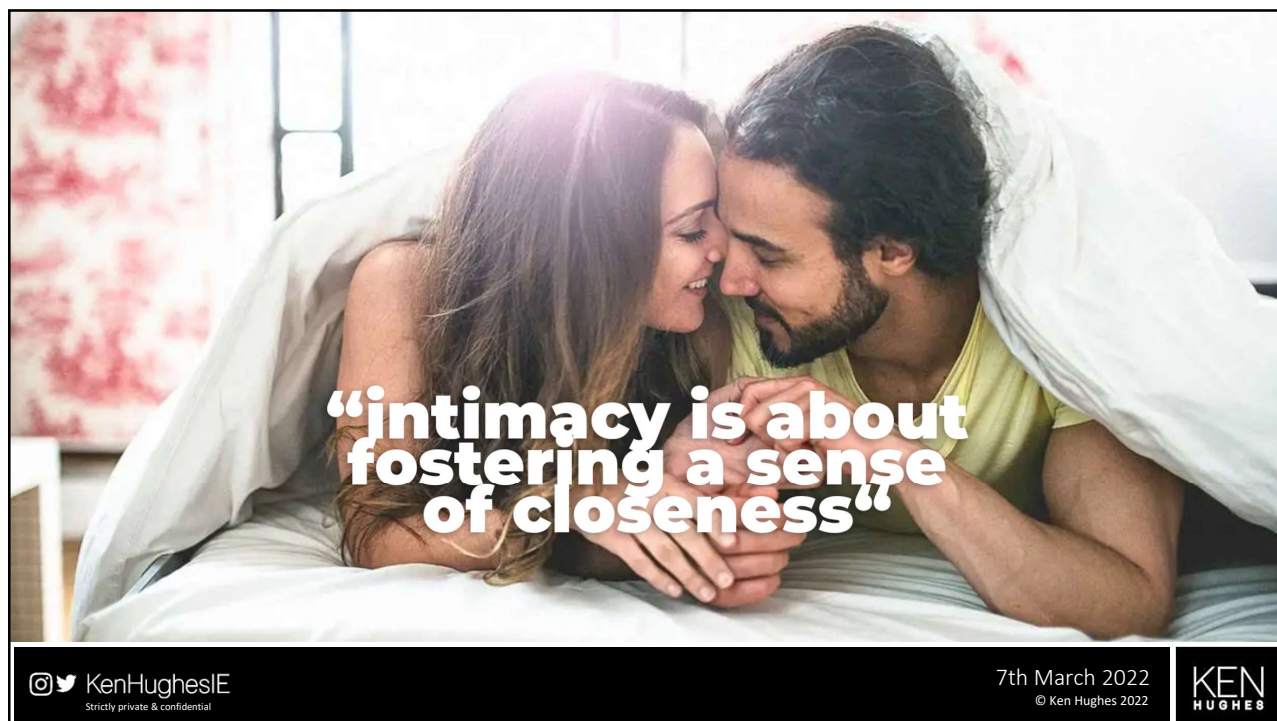
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All for Muharrem to have one day,
with no barriers.

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**SEEK TO CONNECT
EMOTIONALLY**

**SEEK TO BUILD
RELATIONSHIPS NOT
TRANSACTIONS**

EMOTIONAL

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FLEXIBILITY
INSTANT
EXPECTANT
PERSONAL
AUTHENTIC
COLLABORATIVE
PHYGITAL
EXPERIENTIAL
EMOTIVE

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