


DIAGNOSING
DISRUPTION:

FROM THE
**CLINICAL TO
CONSUMER**



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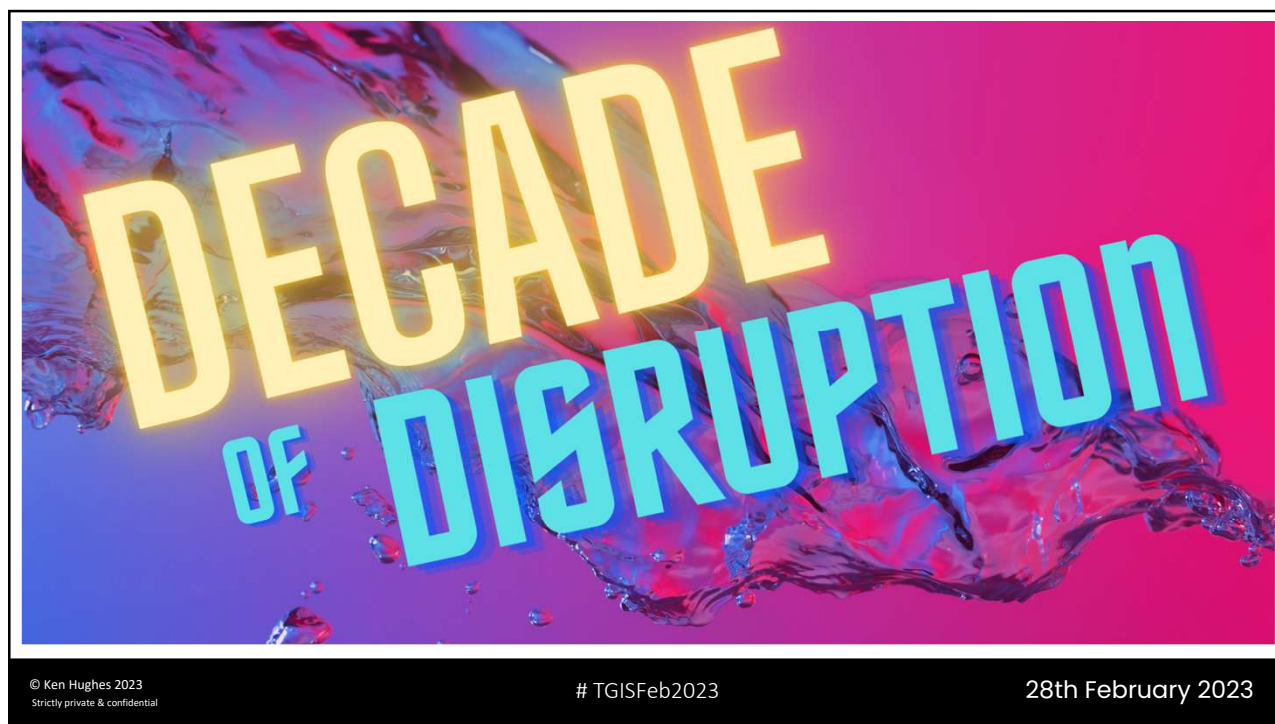
**DISRUPTIVE
CHANGE**

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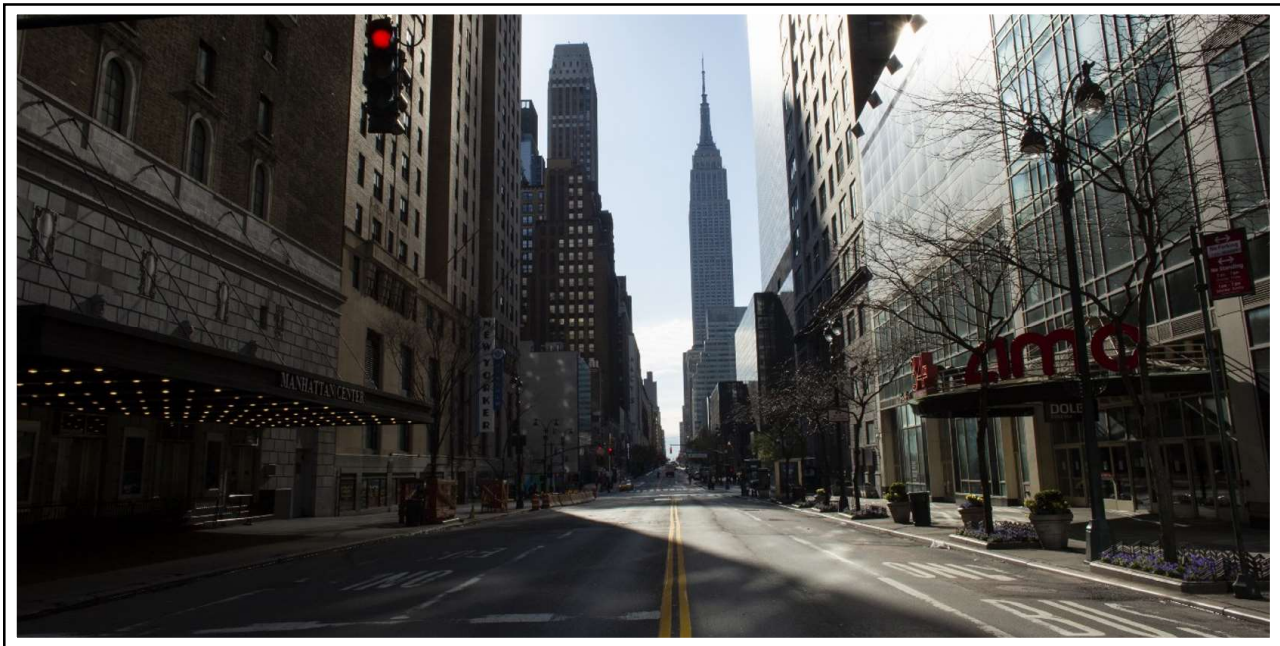


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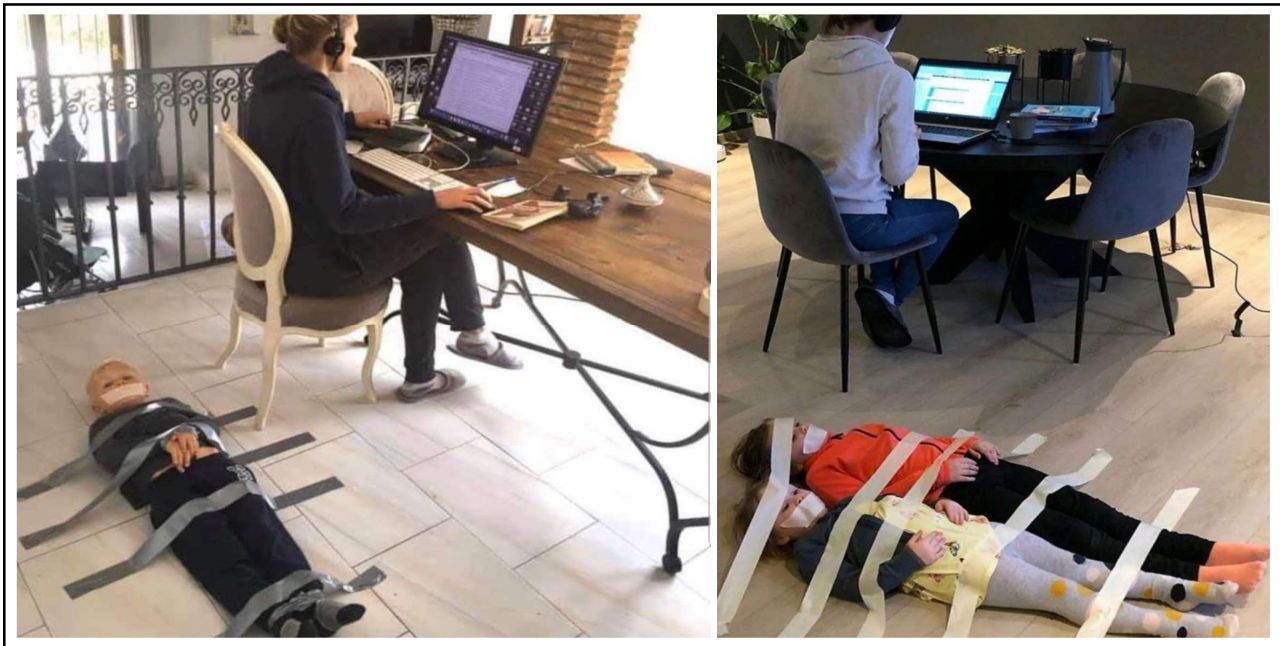


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23RD MARCH 2021

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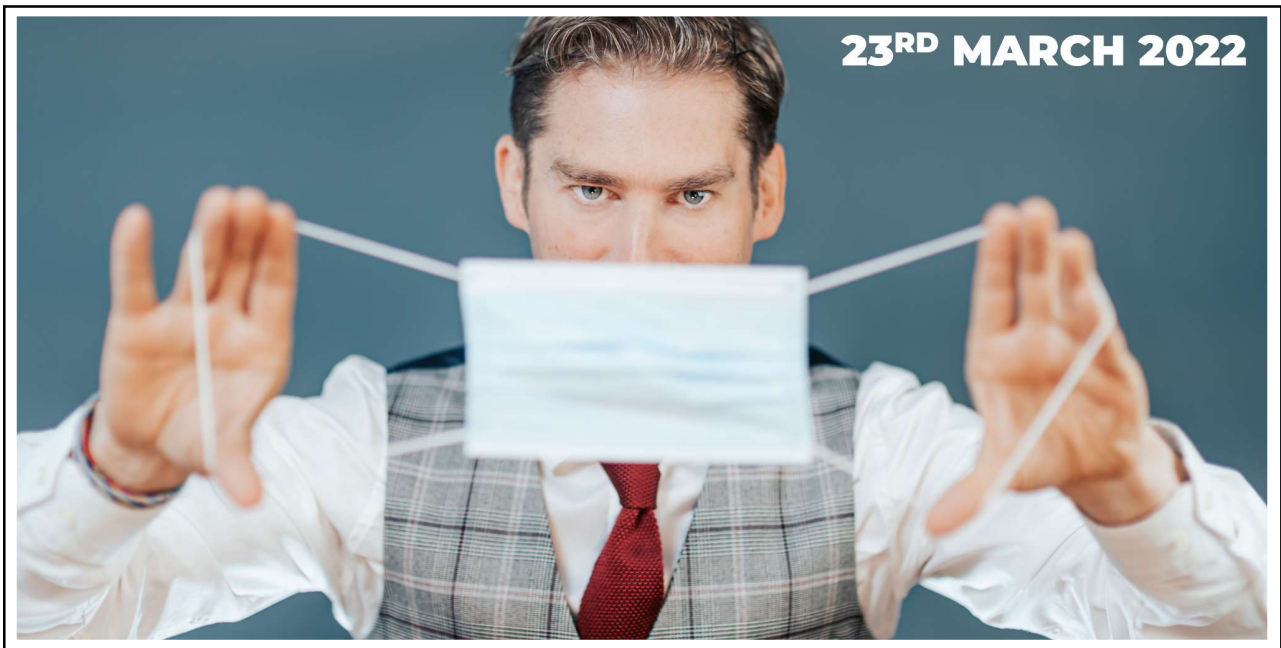


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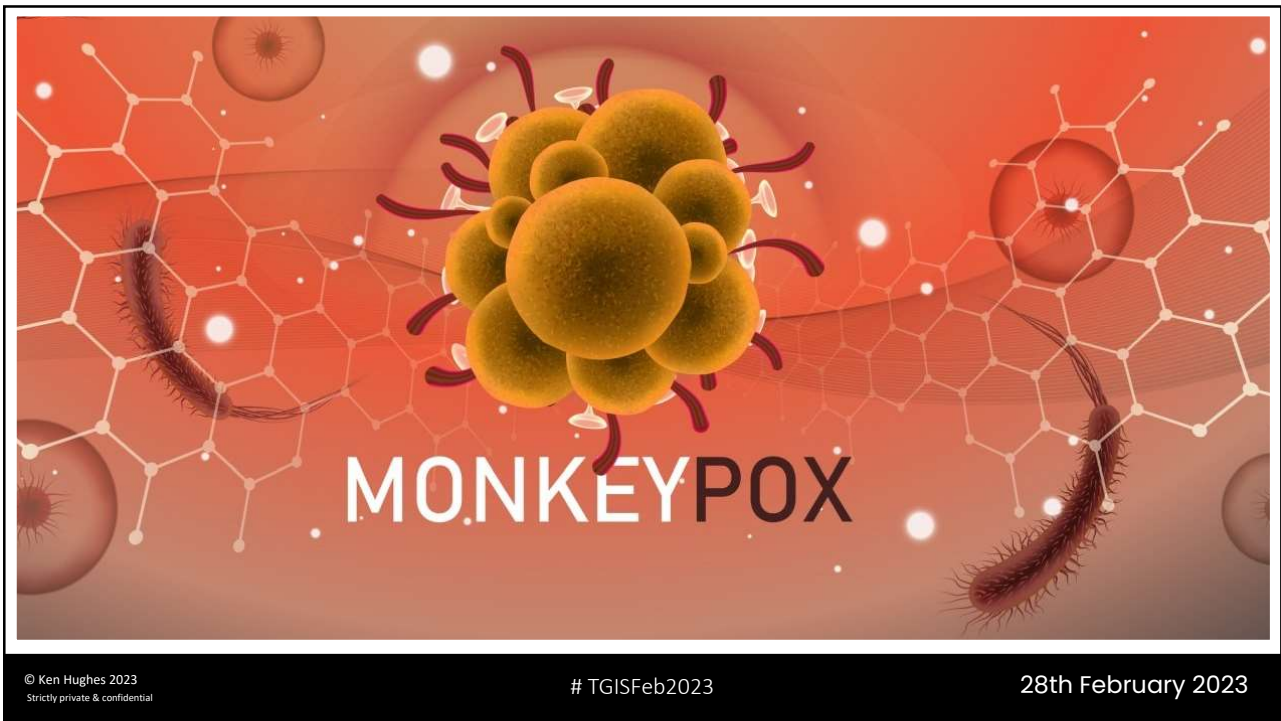
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QUEEN ELIZABETH II
21.04.1926 – 08.09.2022

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“ CHANGE IS THE ONLY CONSTANT ”

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WE NOW LIVE IN
THE **NEVER** NORMAL

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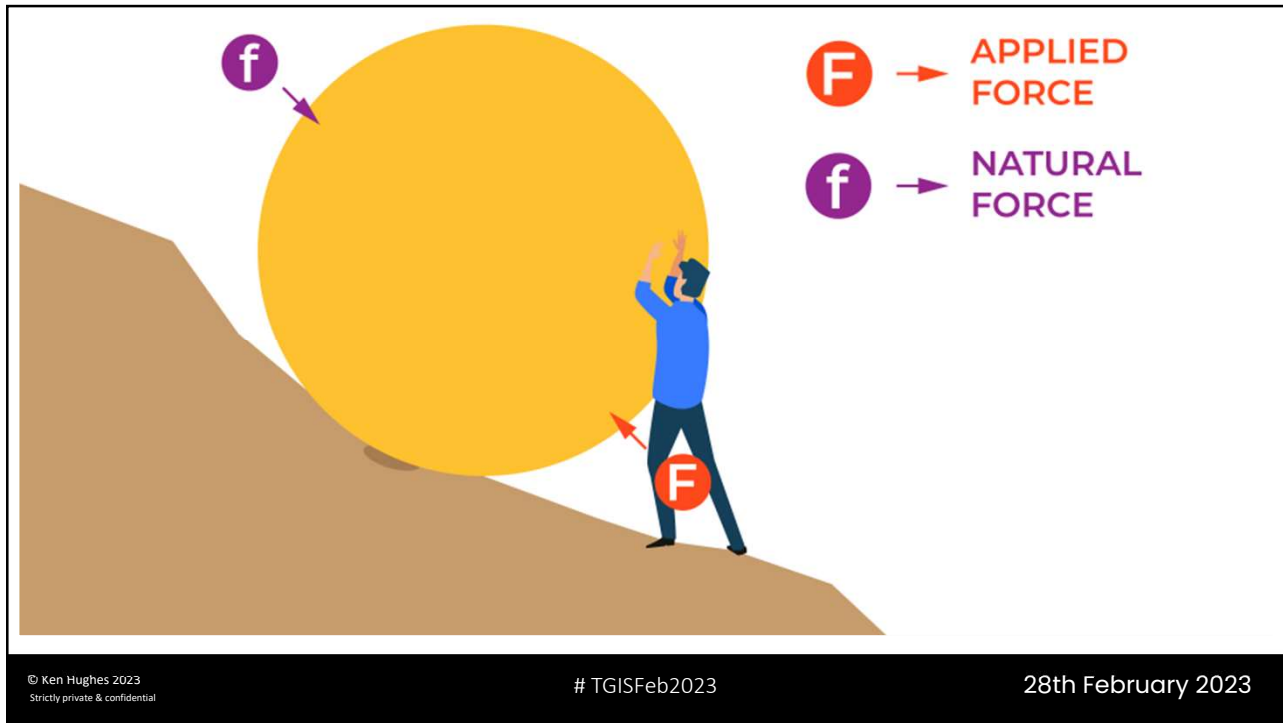


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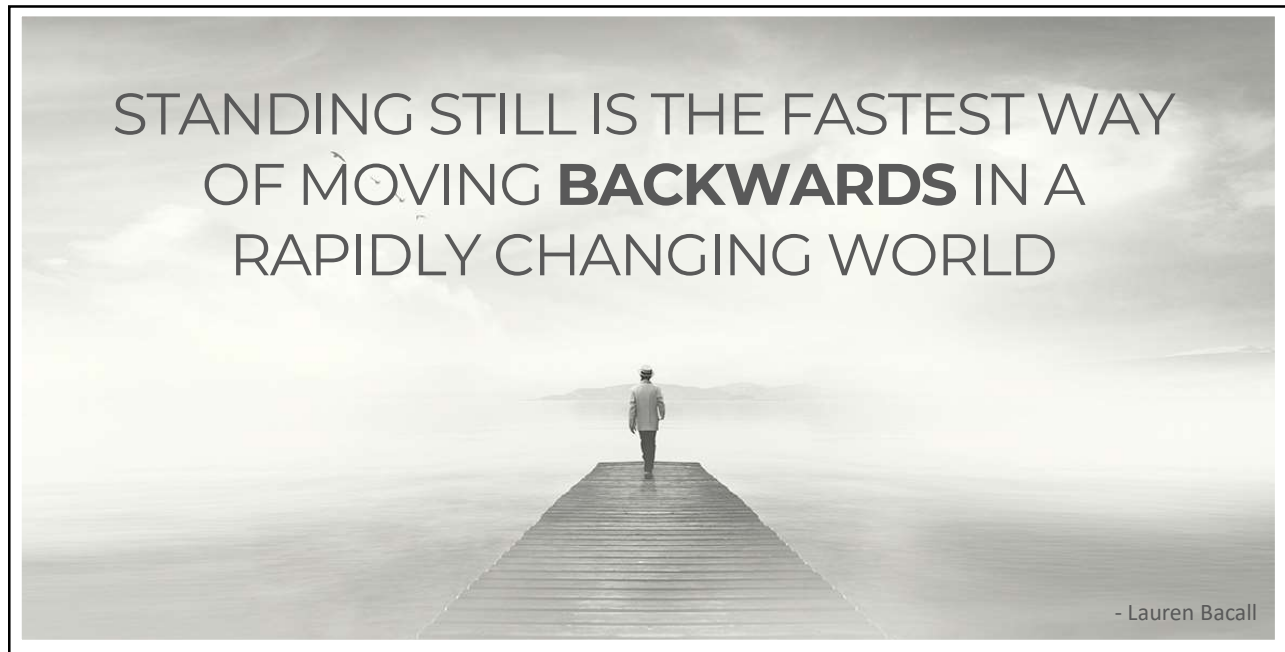
- Lauren Bacall

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

- Lauren Bacall

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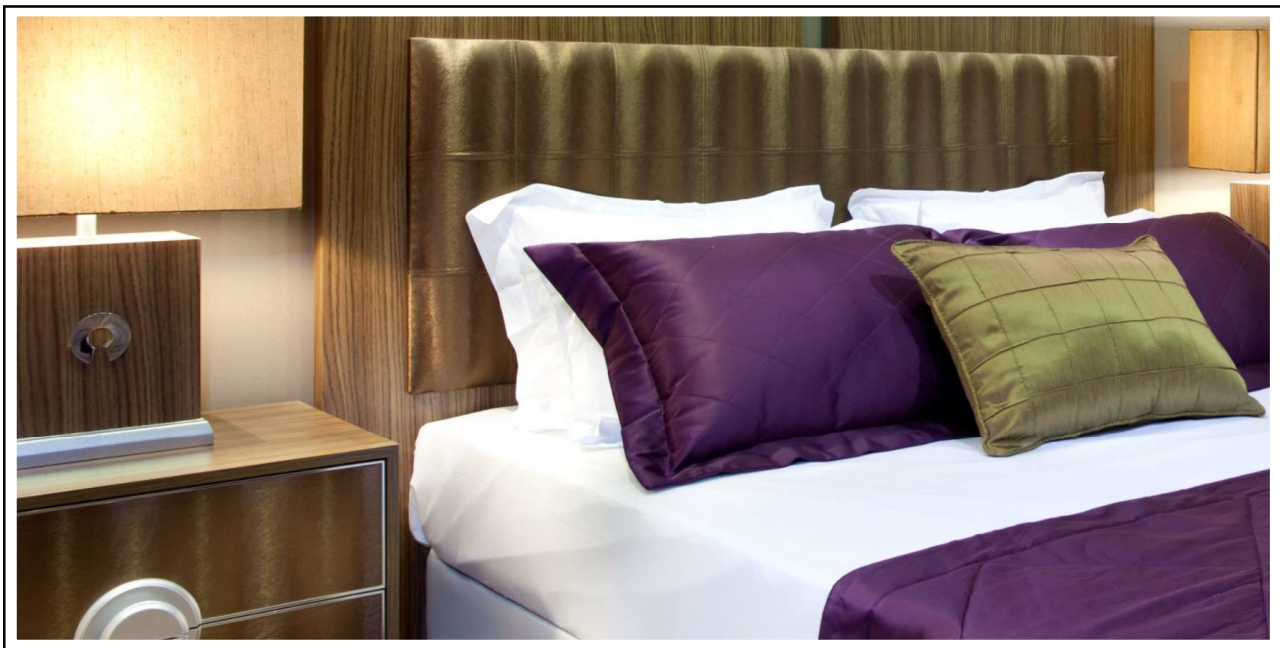


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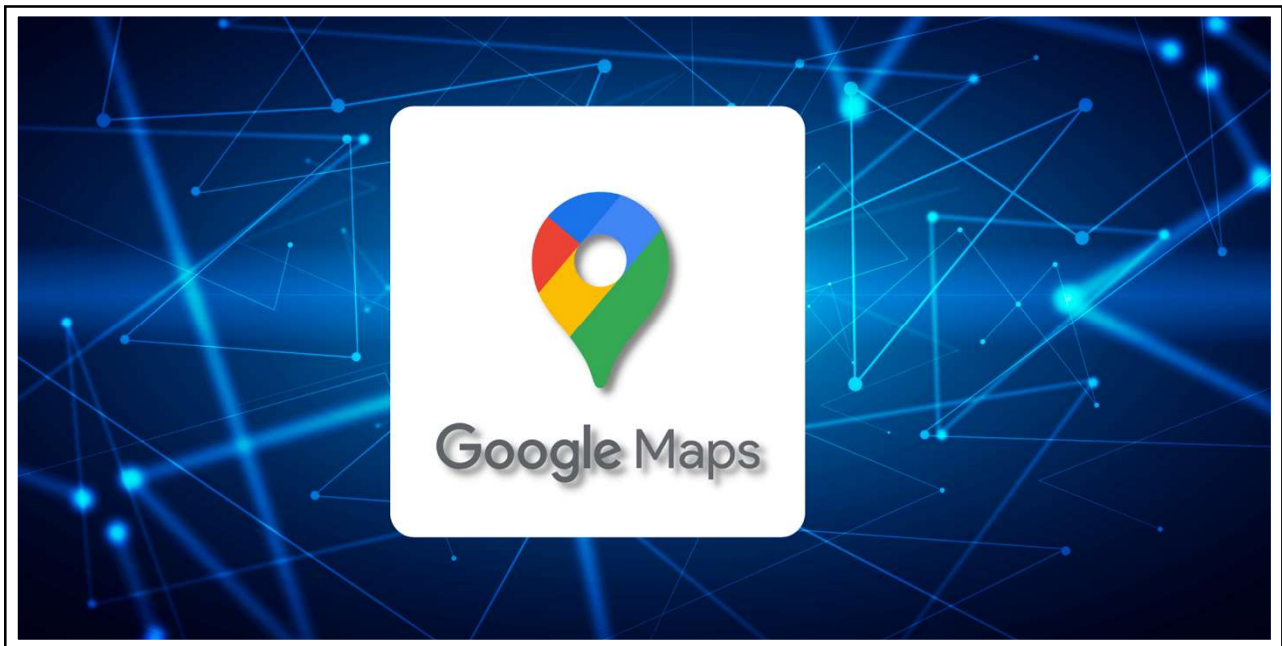


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A graphic comparing Hilton and Airbnb. On the left, the Hilton logo is shown above the text 'Hilton' and '104 Years old, \$40Bn'. Below that, the Airbnb logo is shown above the text 'airbnb' and '15 Years old, \$74Bn'. To the right, the Airbnb logo is overlaid on a collage of various vacation rental properties, including houses, hotels, and scenic views.

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THE RACE FOR RELEVANCE

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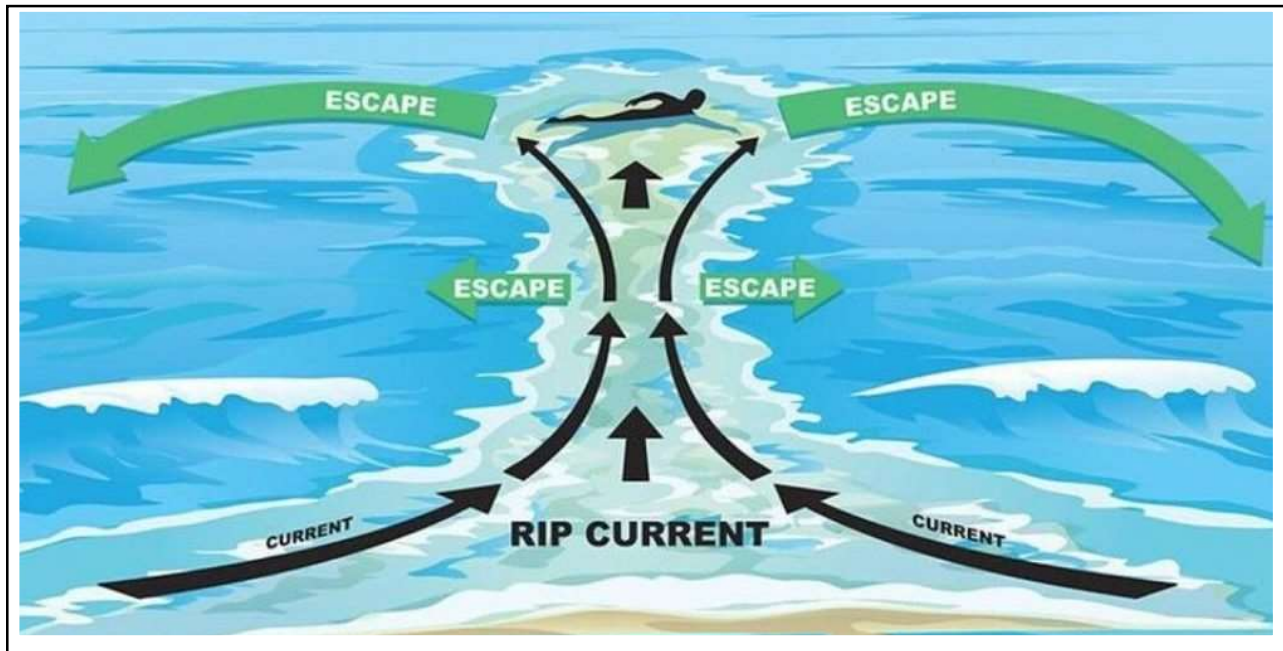


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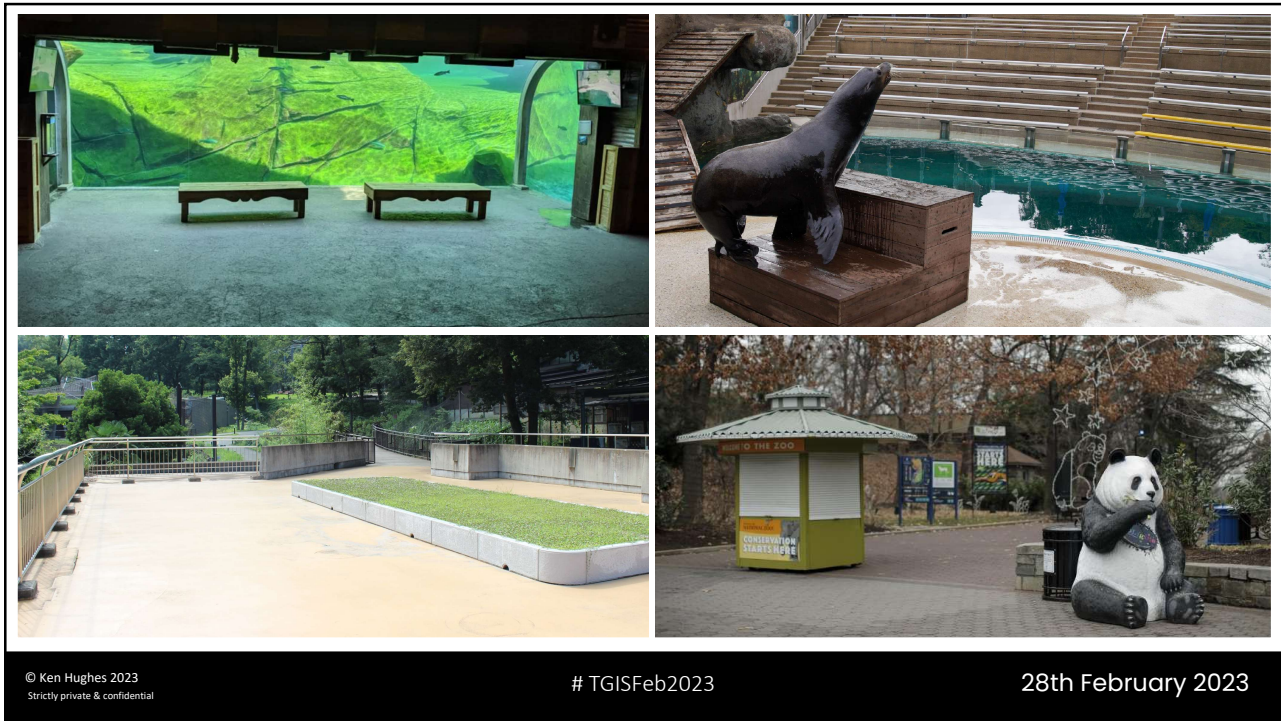


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Meet our Farm-Animal Ambassadors

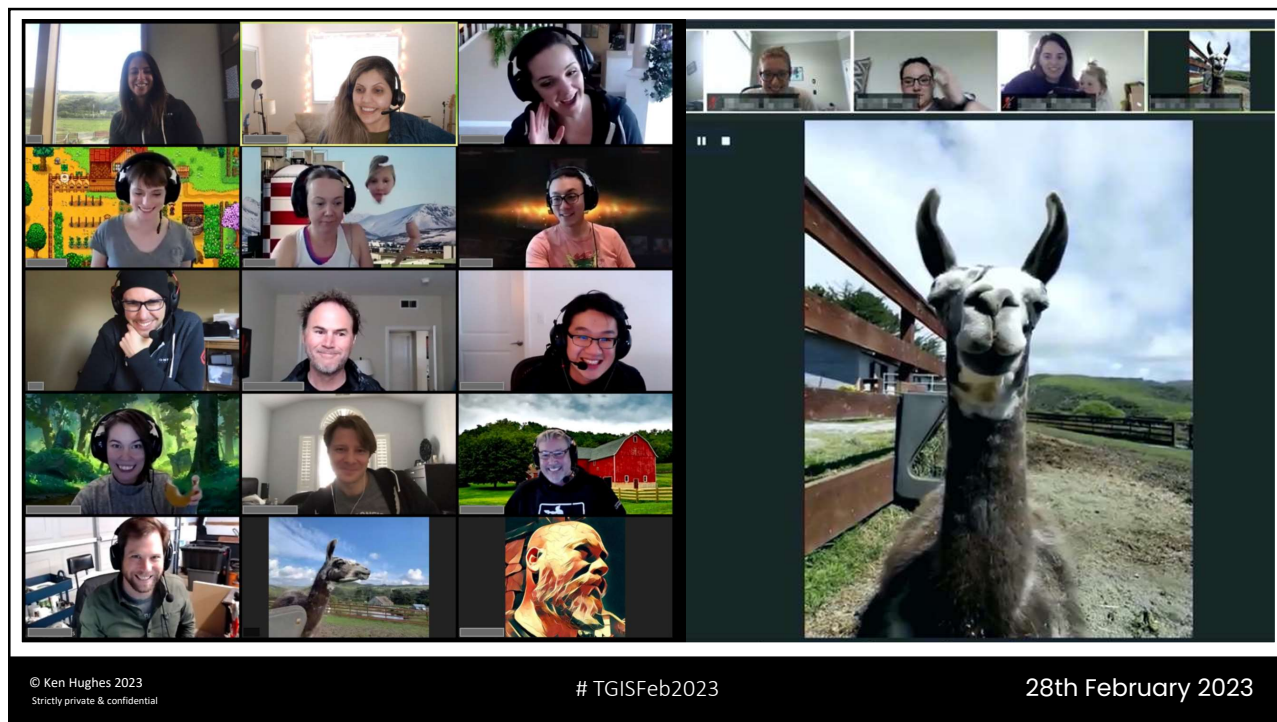
Sweet Farm is home to more than 125 rescued animals

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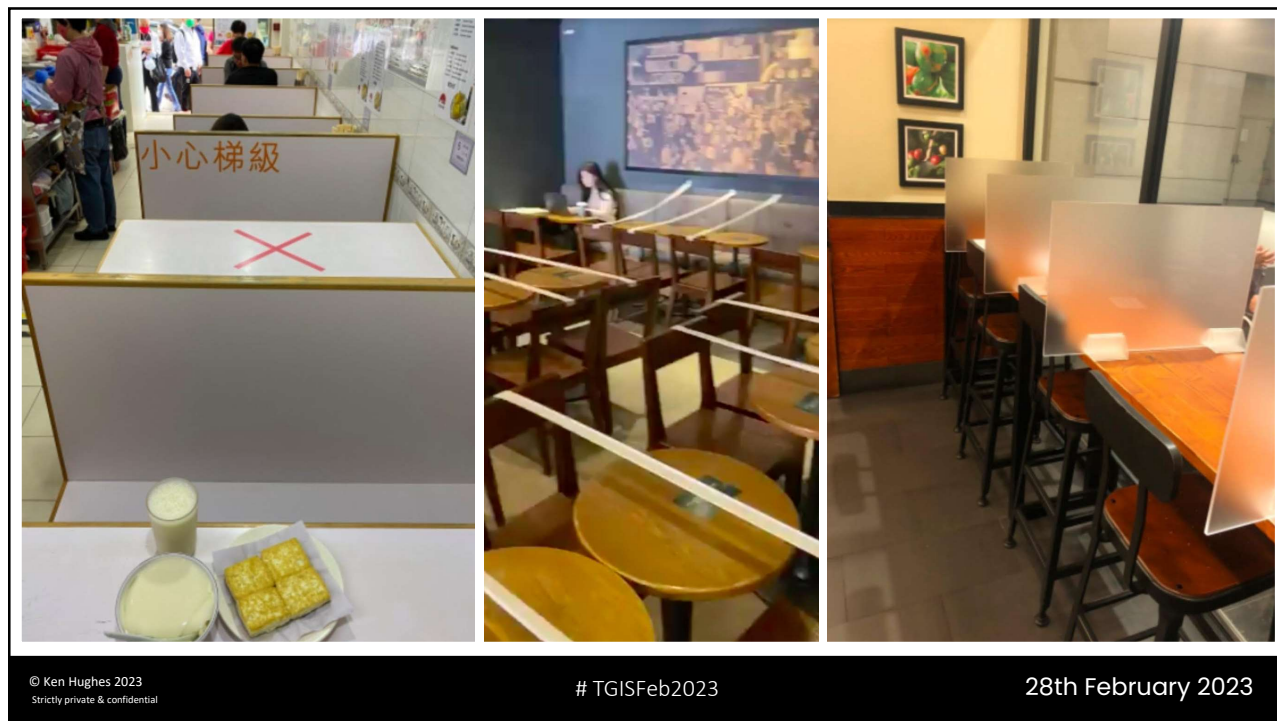
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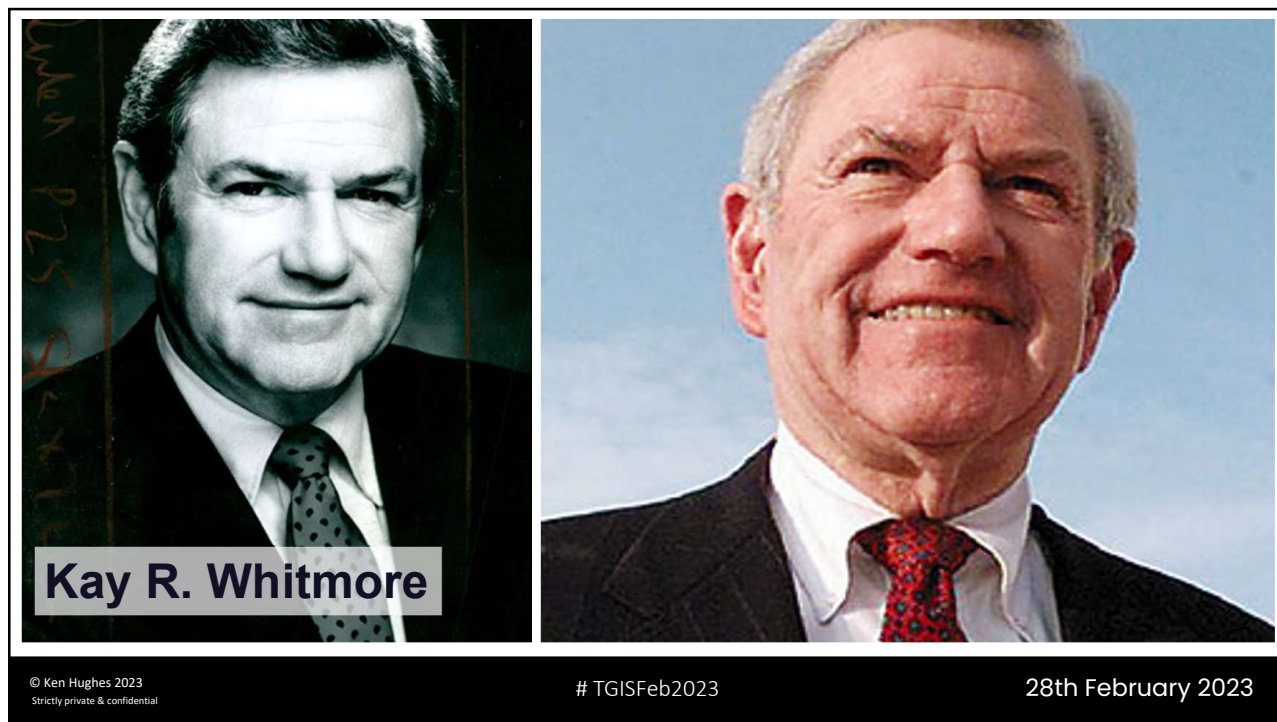
Olli-Pekka Kallasvuo

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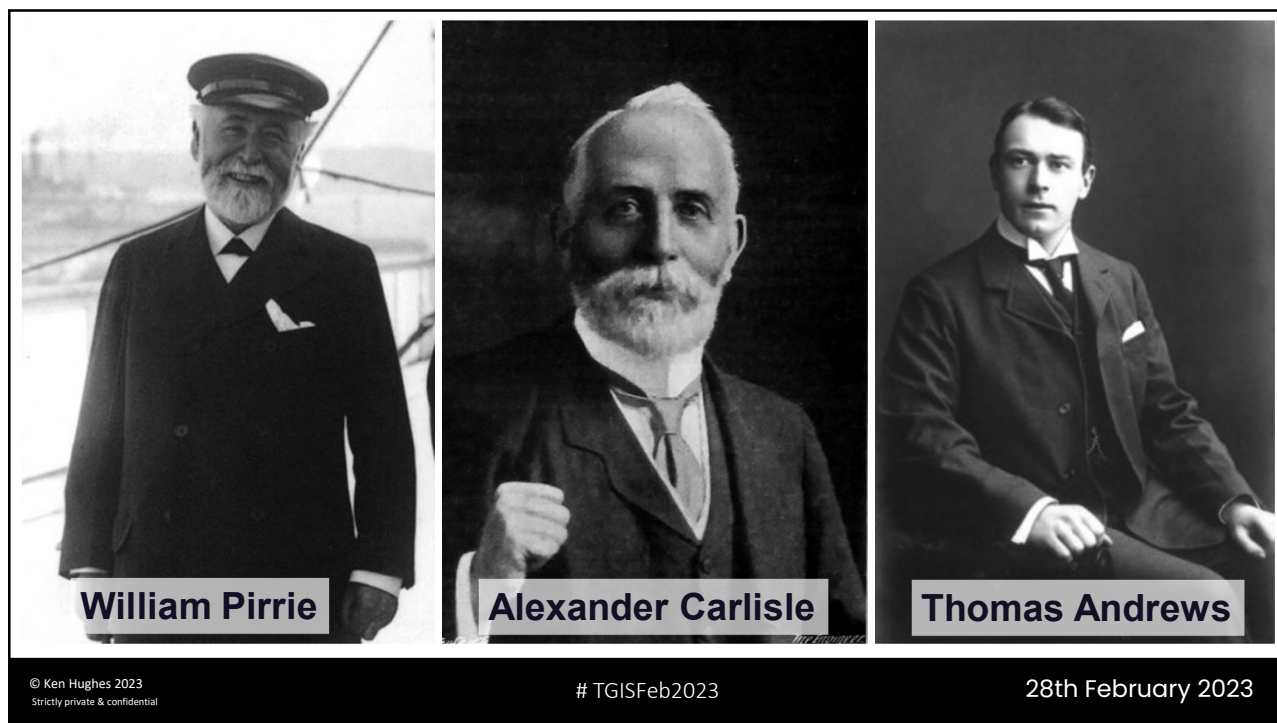
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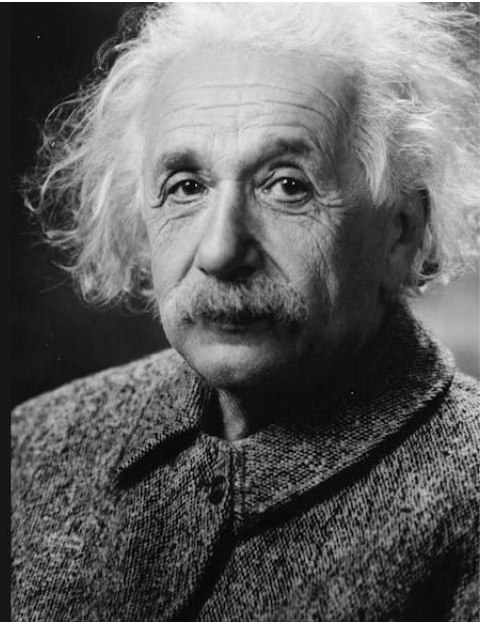
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The only thing more dangerous
than ignorance is arrogance

- Albert Einstein



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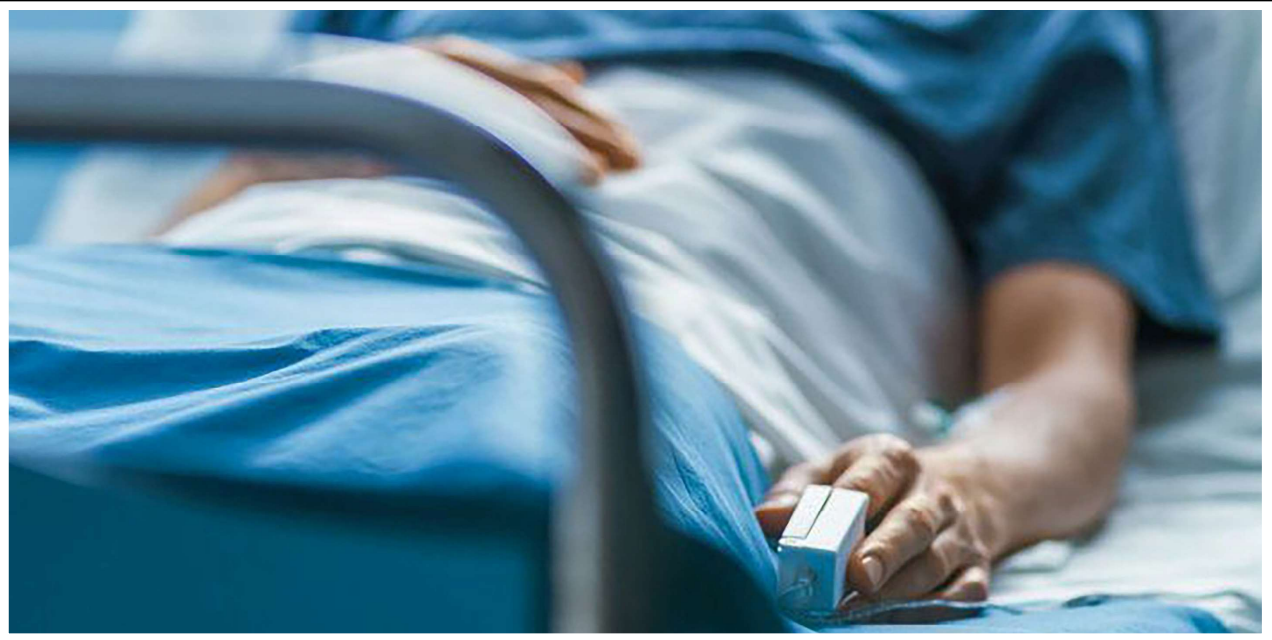


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TRADITIONALISTS BABY BOOMERS GEN X MILLENNIALS GEN Z GEN ALPHA

6 GENERATIONS OF CONSUMERS TOGETHER

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The slide features a horizontal row of six small, square images, each representing a different generation. From left to right: 1. A woman with white hair and sunglasses, holding a martini glass. 2. A man with glasses and a purple shirt, looking surprised with his hands to his face. 3. A woman with a pink mustache sticker on her face. 4. A man in a blue suit holding a smartphone, with a dog sitting next to him. 5. A person wearing a white VR headset and holding a smartphone. 6. A young boy with spiky hair, pointing his finger. Below each image is a label: TRADITIONALISTS, BABY BOOMERS, GEN X, MILLENNIALS, GEN Z, and GEN ALPHA. At the bottom of the slide, a large black box contains the text '6 GENERATIONS OF CONSUMERS TOGETHER' in white, bold, uppercase letters. The footer contains the same copyright and date information as slide 65.

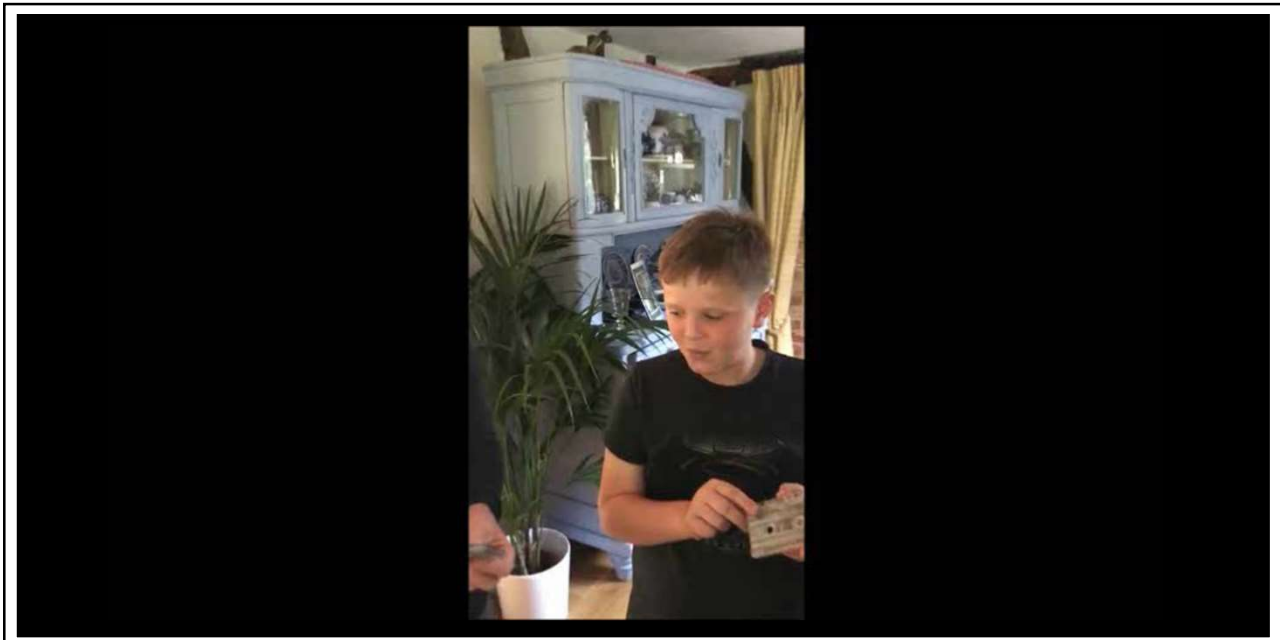
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<p>Baby Boomers 1945-1964</p> 	<p>Generation X 1965-1979</p> 
<p>KEY RETAIL / CONSUMER FOCUS</p>	
<p>1980 - 1994 Millennials</p> 	<p>1995 - 2009 Generation Z</p> 
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<p>BABYBOOMERS 1945-1964</p> 	<p>GENERATION X 1965-1979</p> 
<p>MILLENNIAL 1980-1994</p> 	<p>GENERATION Z 1995-2009</p> 
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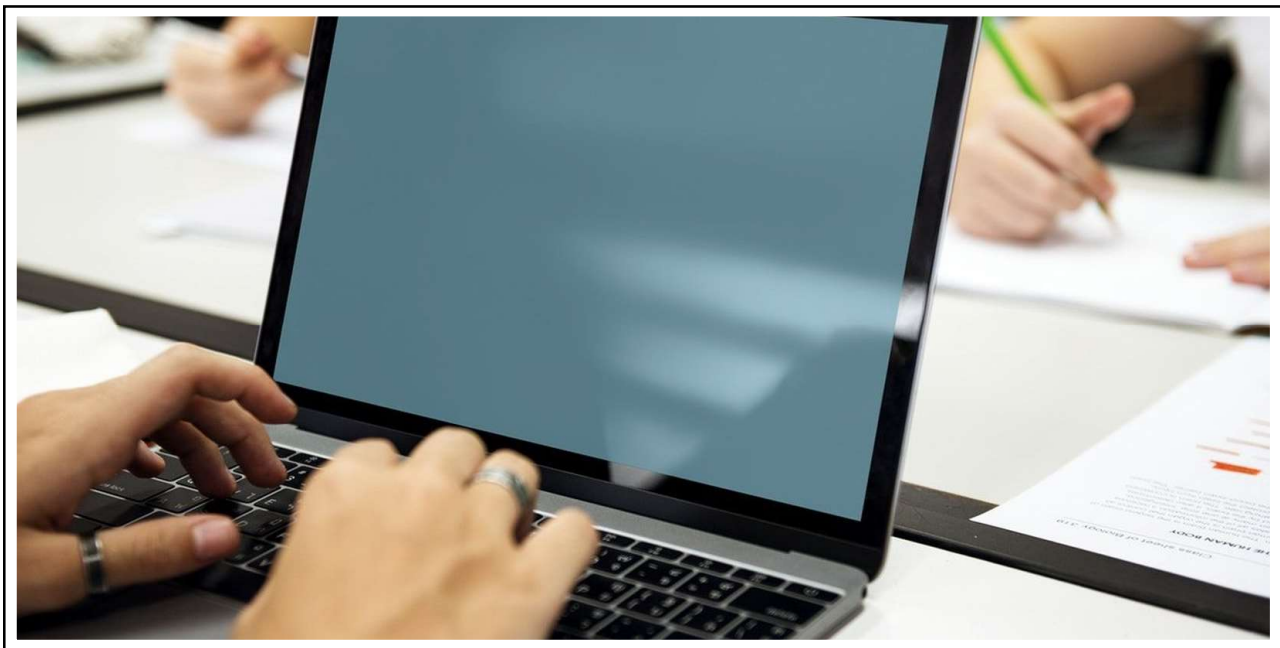


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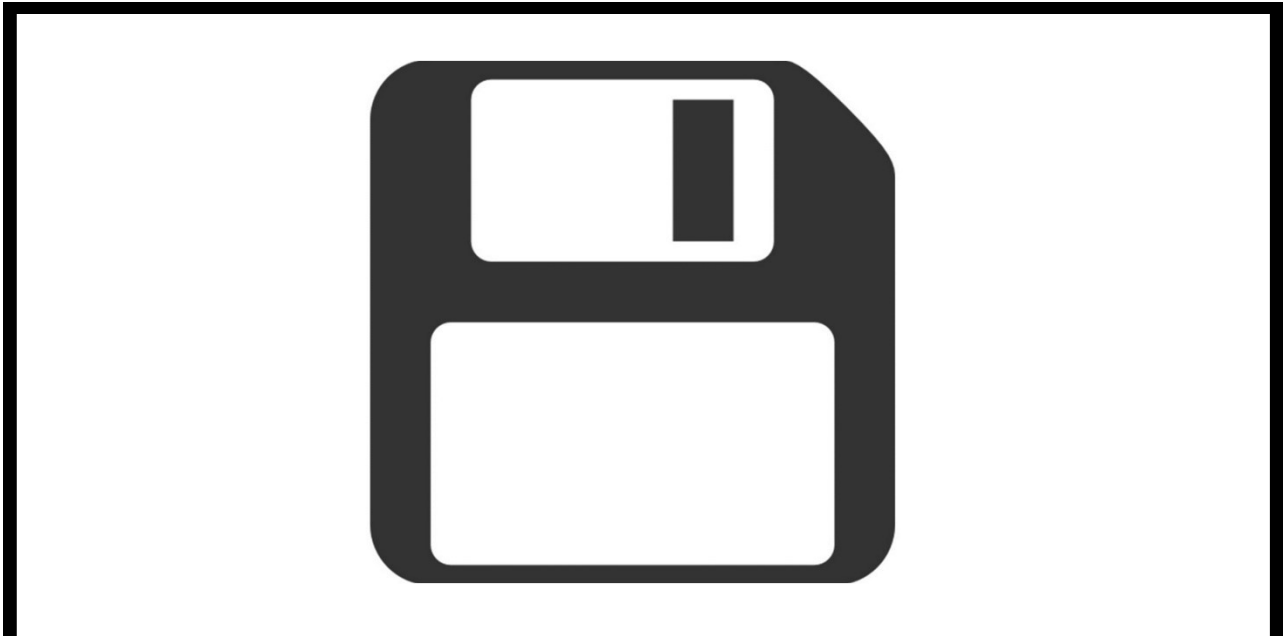


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THE VALUES OF YOUR CUSTOMER

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FLEXIBILITY

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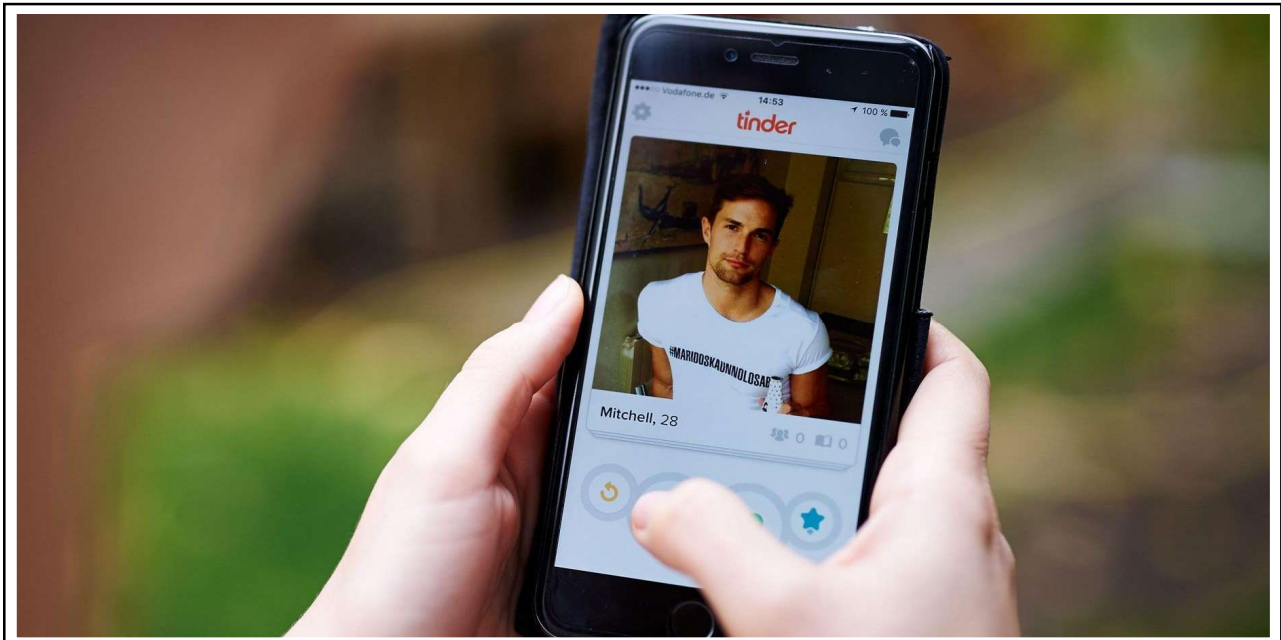


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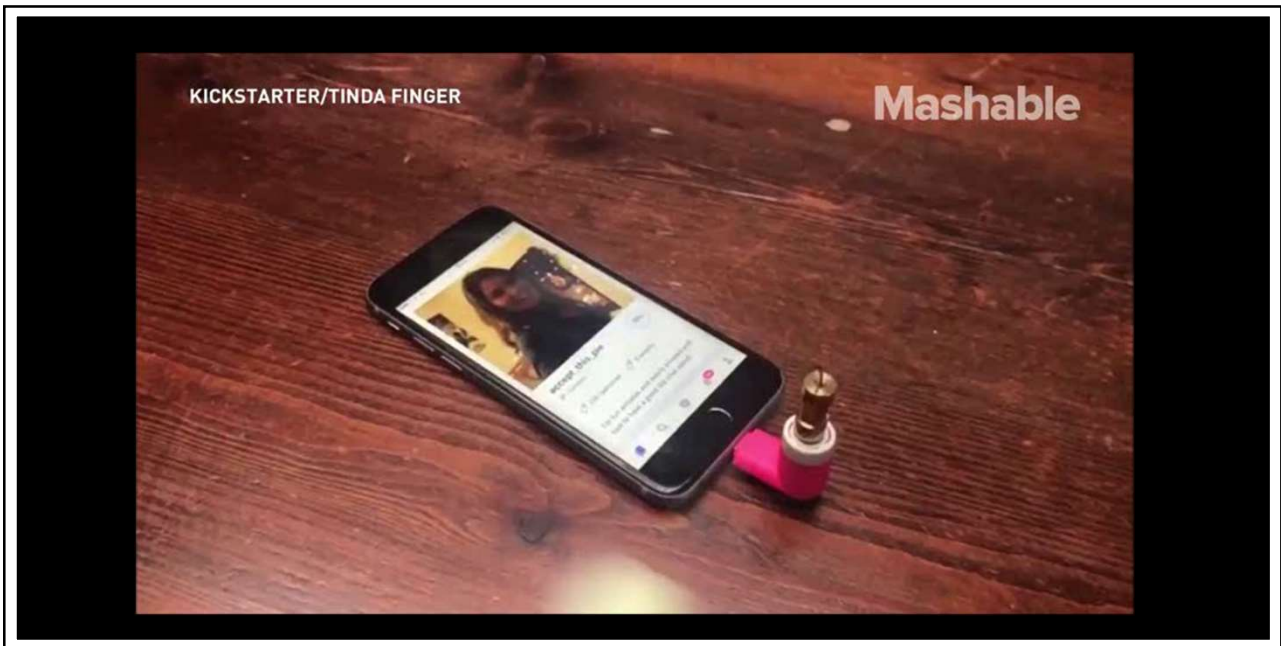


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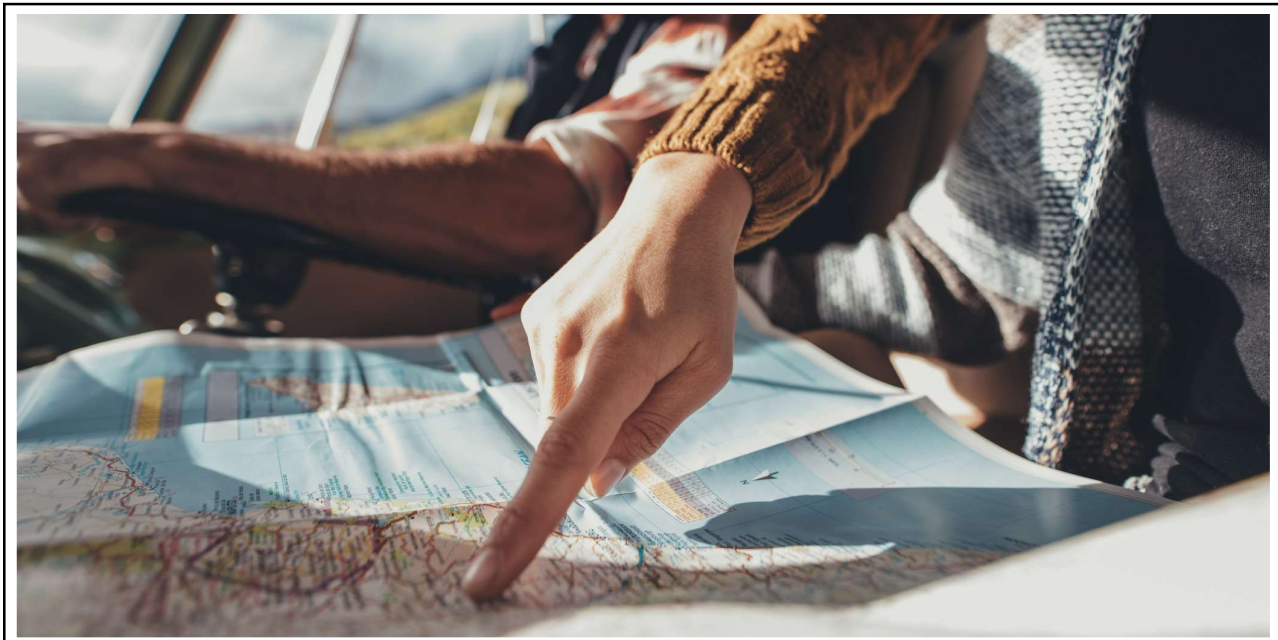


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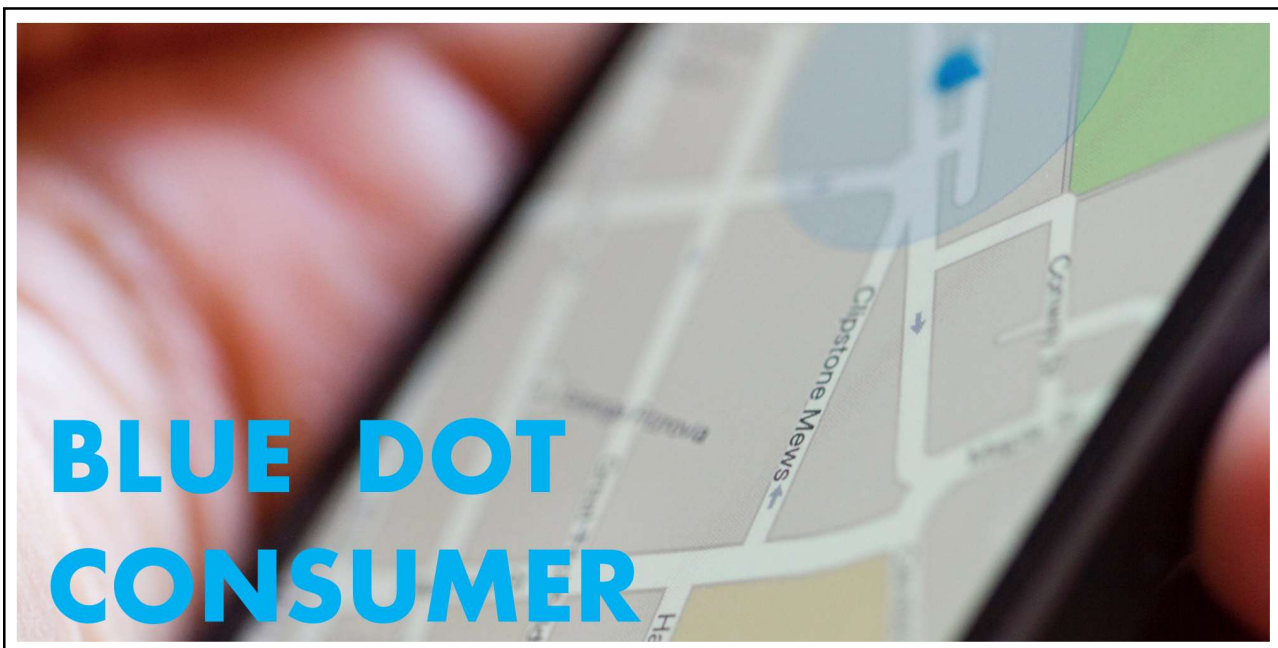


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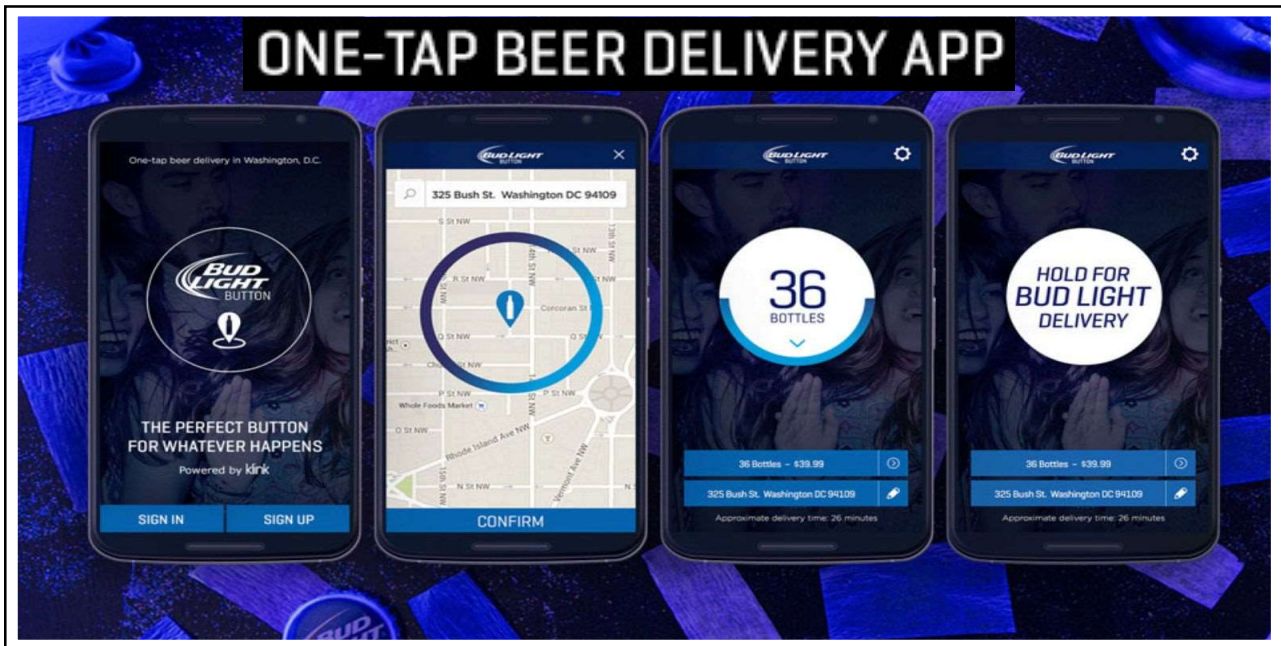


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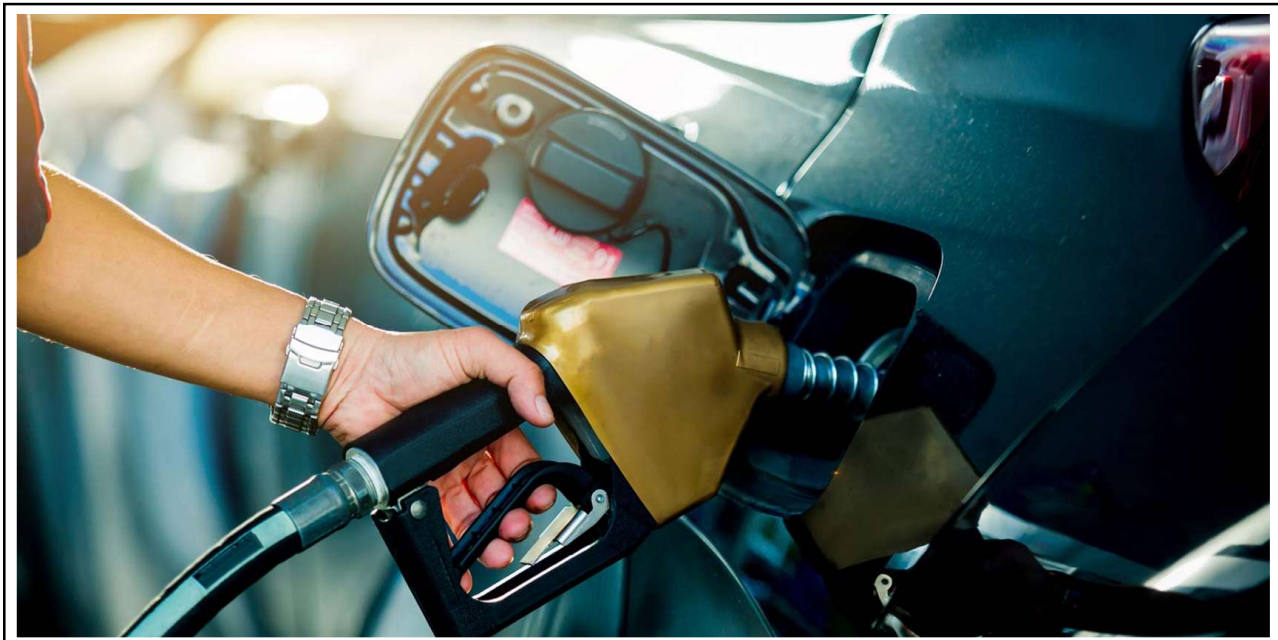


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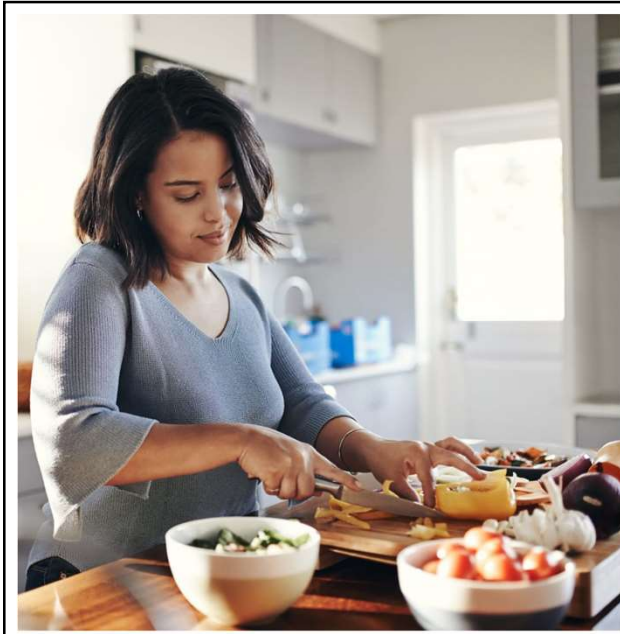
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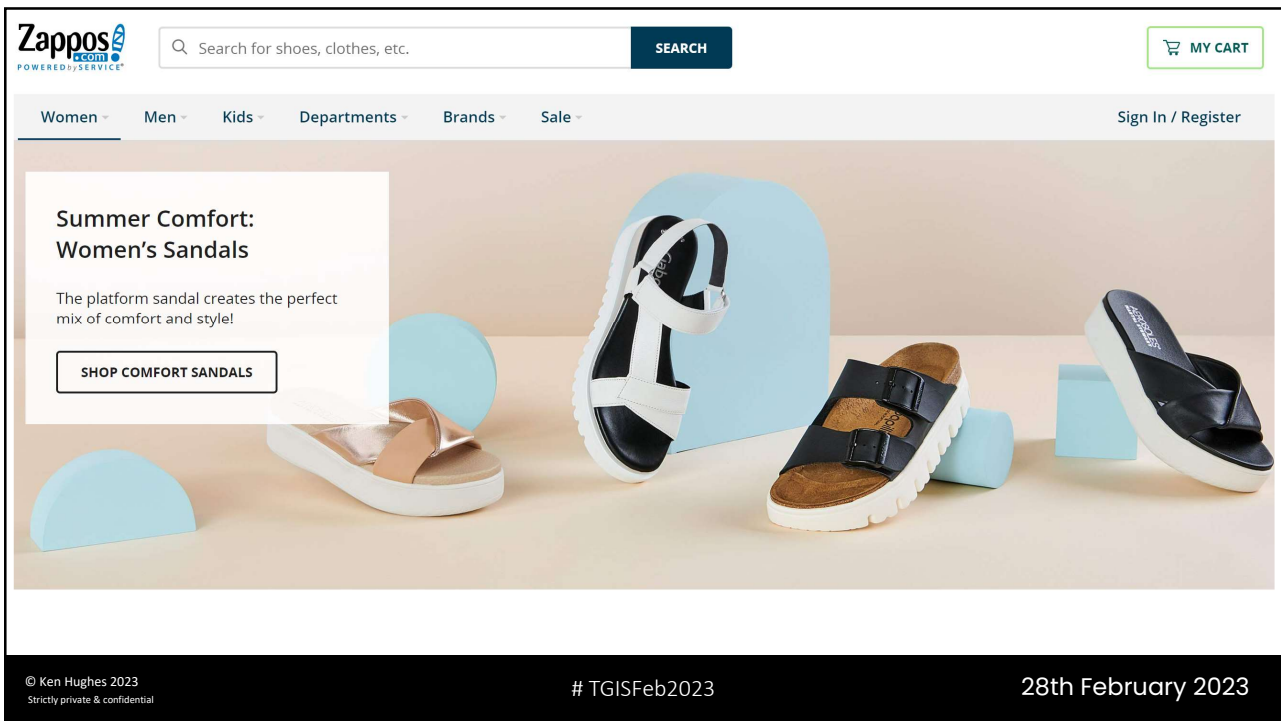
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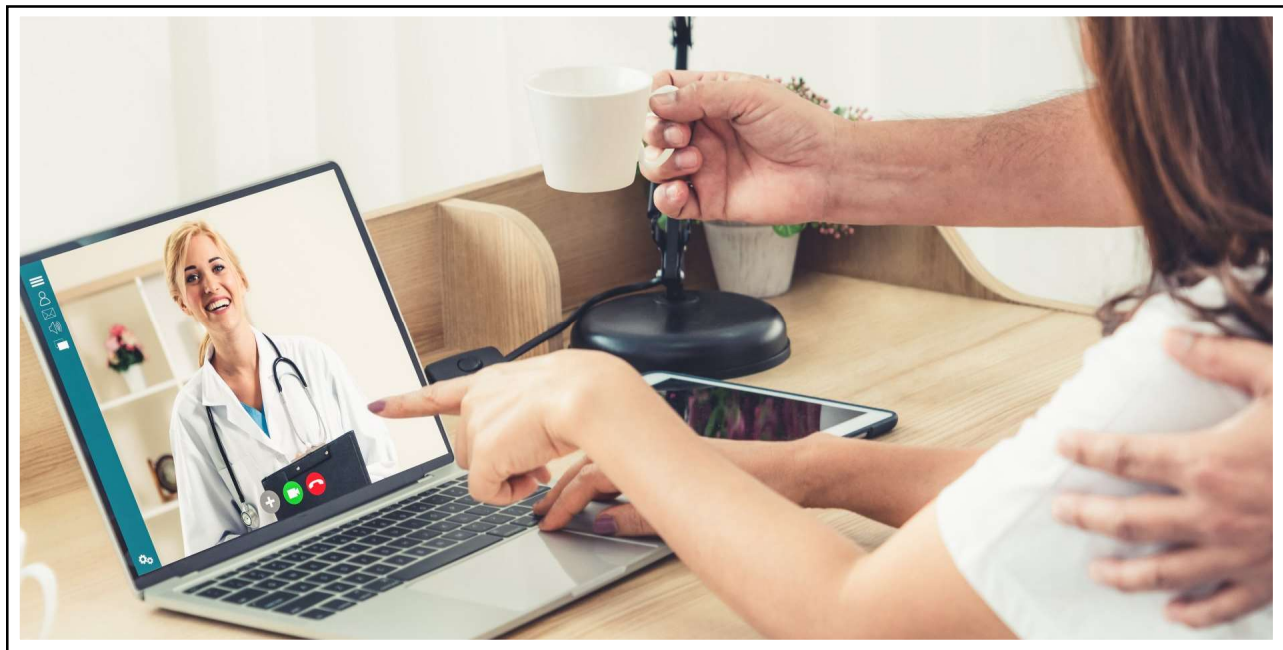


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WHAT DOES 'BLUE DOT HEALTHCARE' LOOK LIKE?

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

> FLEXIBILITY

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INSTANT

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A photograph of two kittens sitting at a reflective table. The kitten on the left is dark-colored and looking down at a silver service bell on the table. The kitten on the right is white with black patches and is reaching up with its right paw to touch the top of another silver service bell. The background consists of light-colored, vertically pleated curtains.

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THE DANCING DOTS CONSUMER



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The slide features a light gray background. At the top, the text 'THE DANCING DOTS CONSUMER' is written in a bold, black, sans-serif font. Below the text is a large, light gray speech bubble icon containing three solid gray circles arranged horizontally, representing the 'dancing dots' mentioned in the title.

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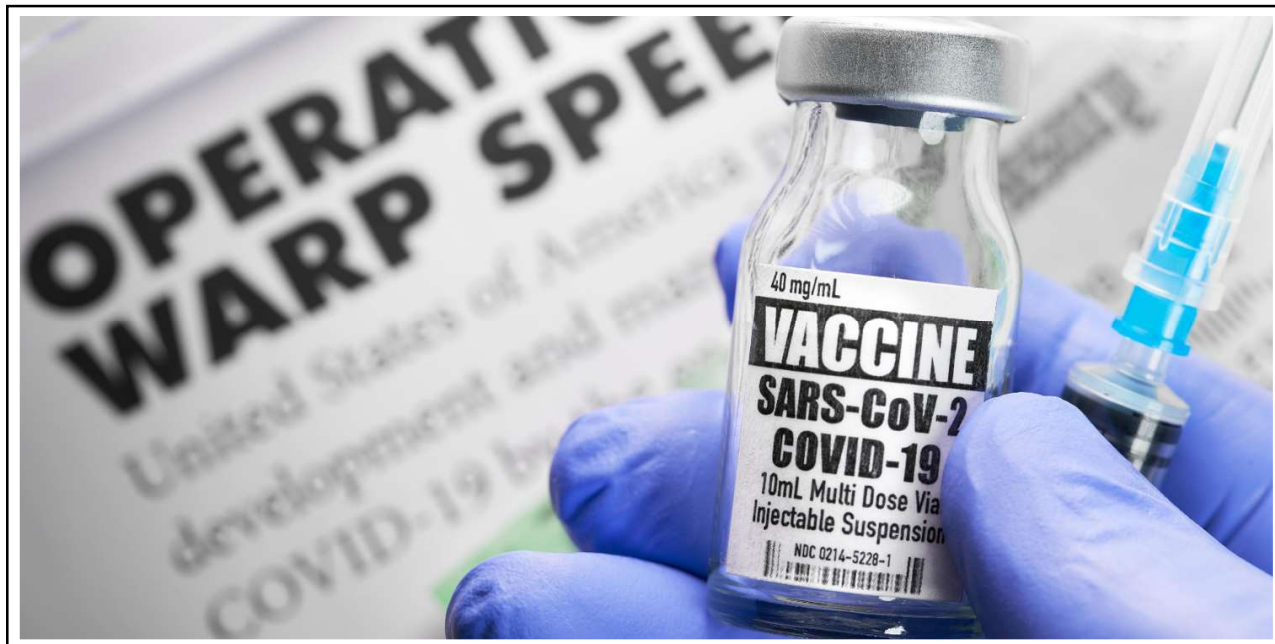
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EVERYTHING IS NOW

**NO WAITING
NO QUEUES**

**TRANSPARENCY IS
KEY**

PREDICTIVE IS BEST

> INSTANT

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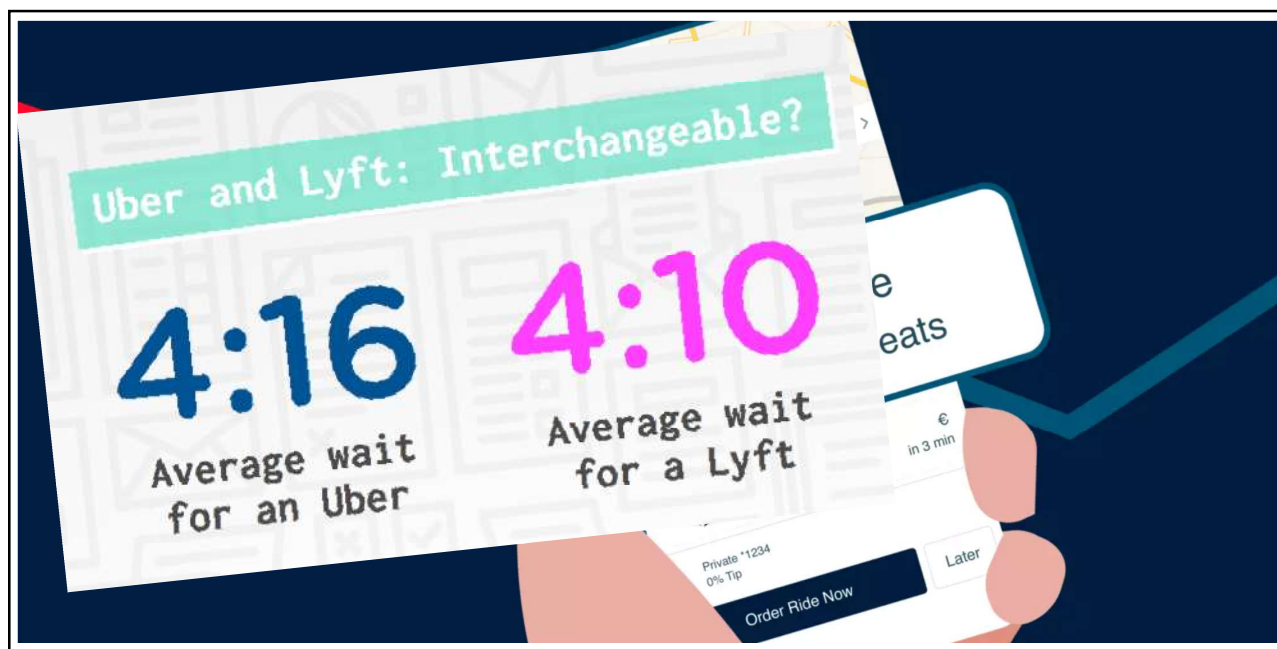


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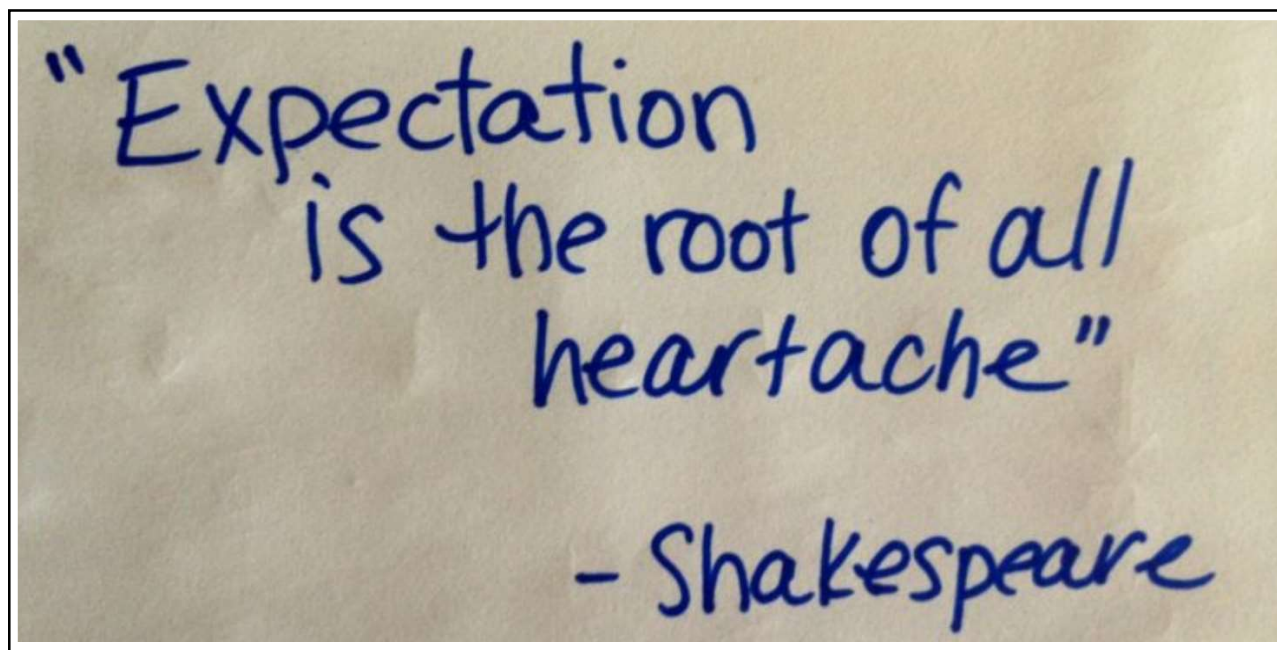


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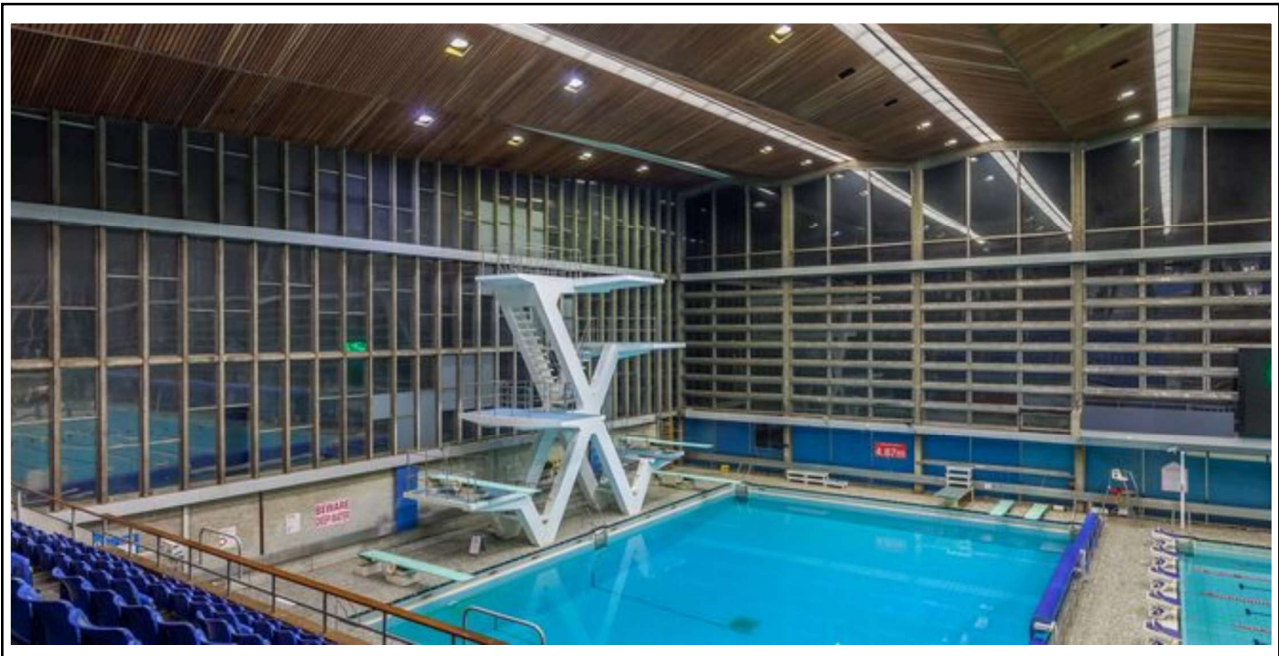


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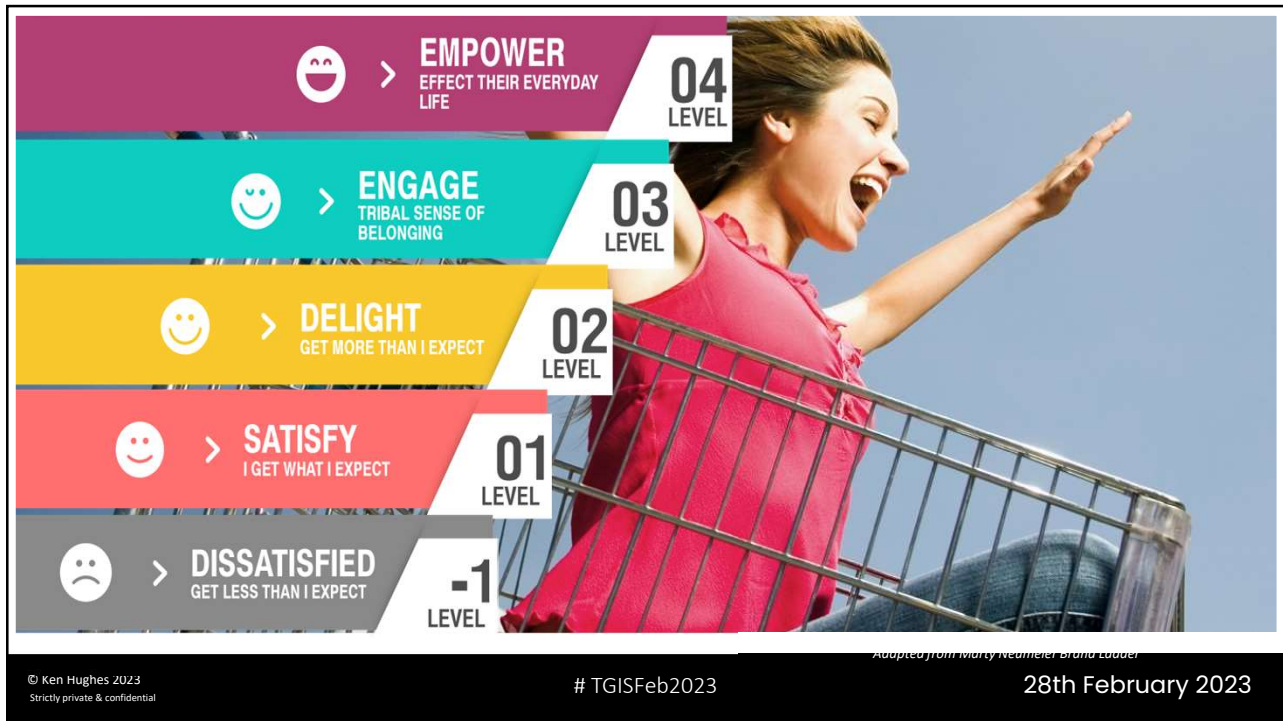


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wish
hurt my feelings!!

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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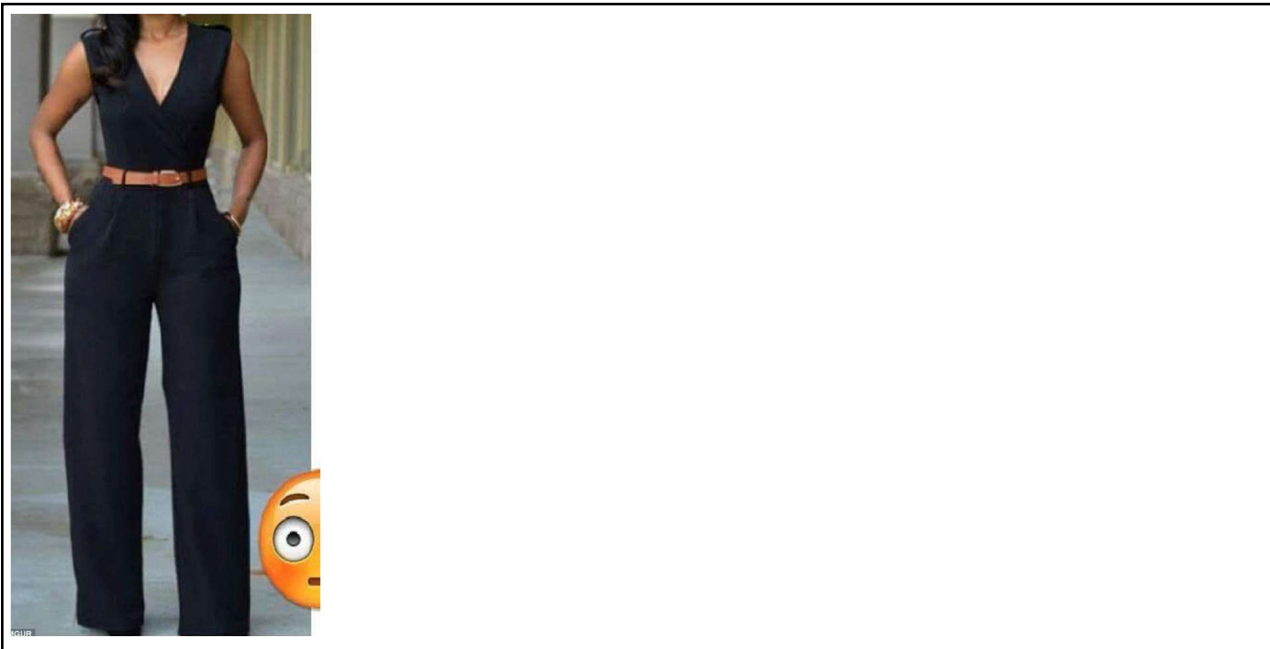
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Adapted from Marty Neumeier Brand Ladder

04 LEVEL	EMPOWER	EFFECT THEIR EVERYDAY LIFE
03 LEVEL	ENGAGE	TRIBAL SENSE OF BELONGING
02 LEVEL	DELIGHT	GET MORE THAN I EXPECT
01 LEVEL	SATISFY	I GET WHAT I EXPECT
-1 LEVEL	DISSATISFIED	GET LESS THAN I EXPECT

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DELIVER ABOVE EXPECTATIONS

SEAMLESS & FRICTIONLESS ARE HYGIENE FACTORS

APPOINT A 'DELIGHT DIRECTOR'

> EXPECTANT

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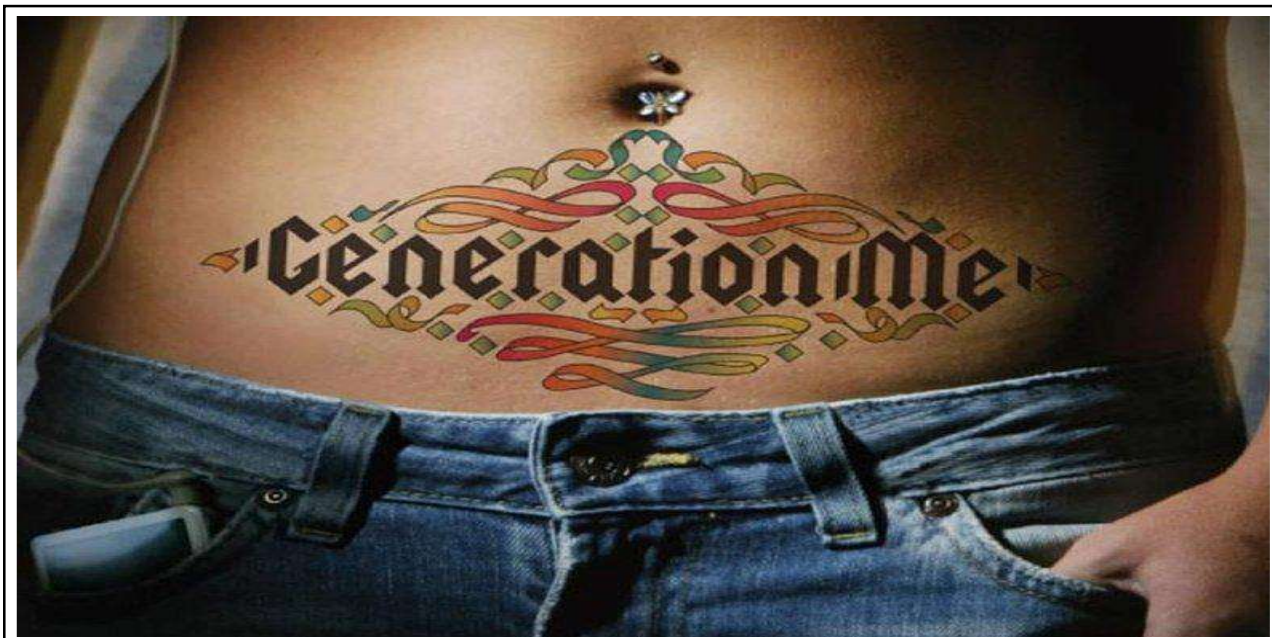
PERSONAL

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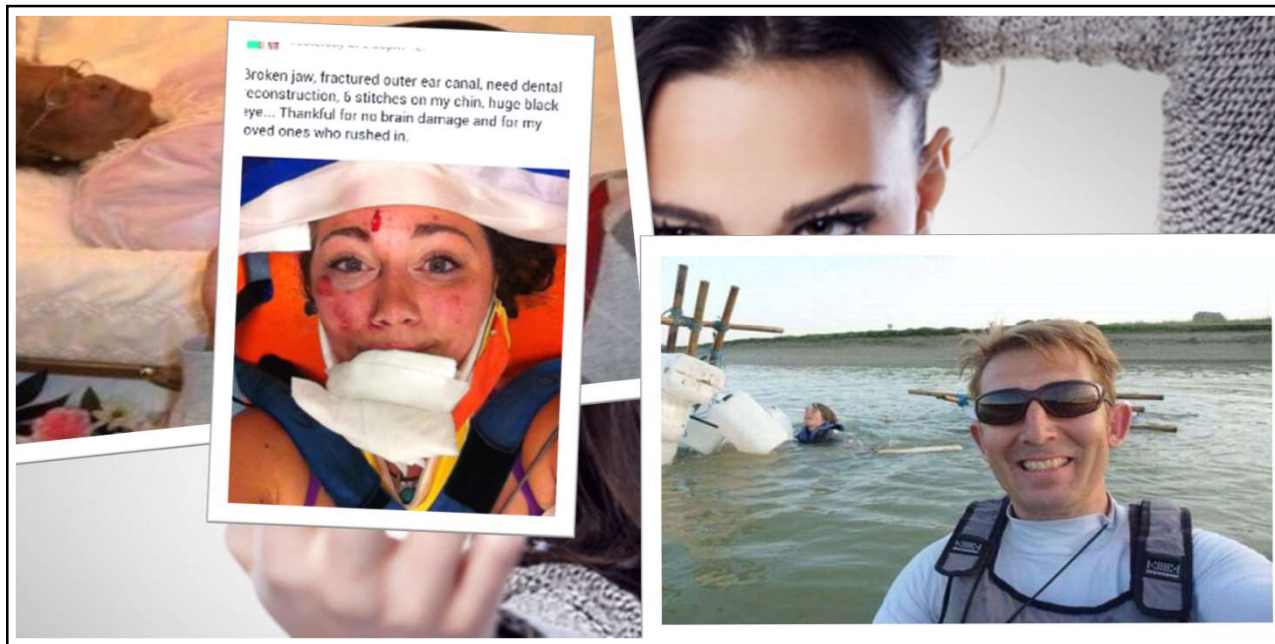


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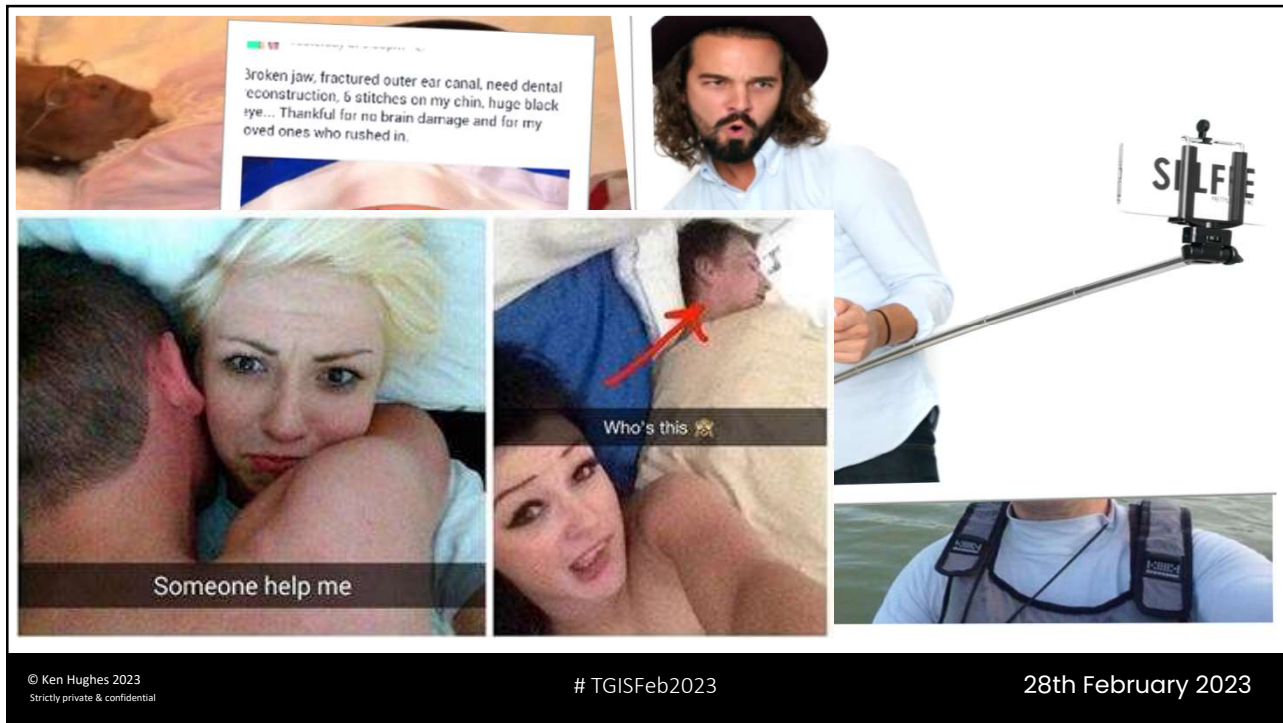


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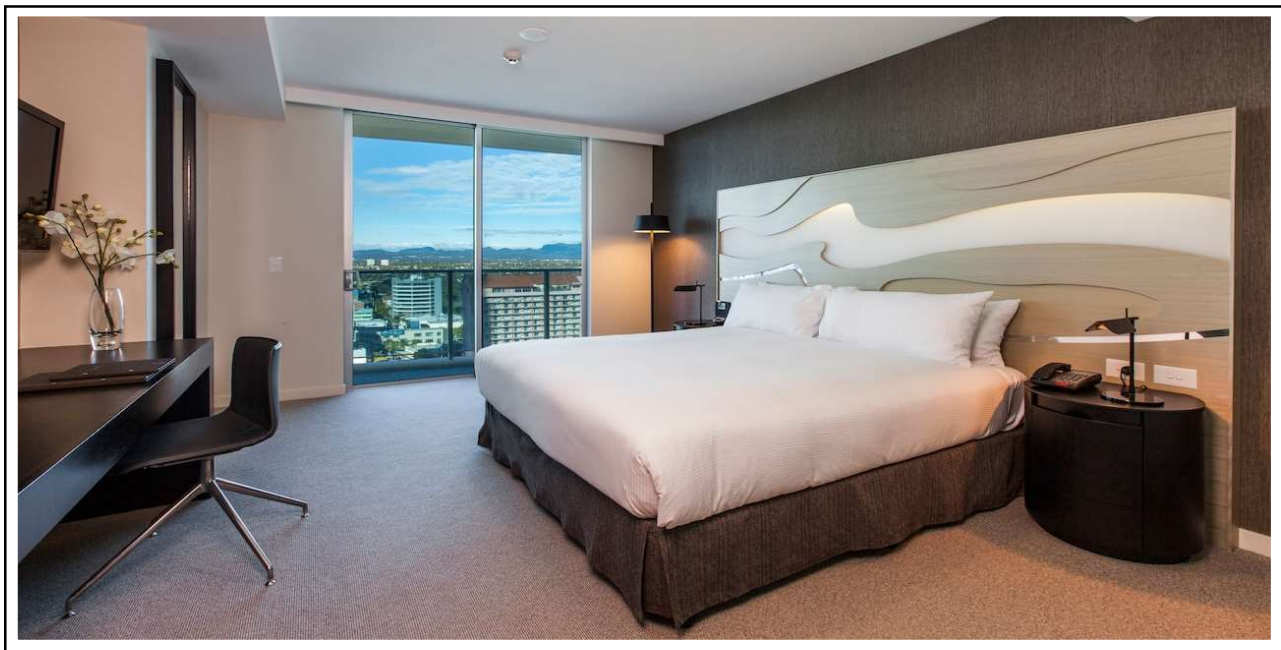


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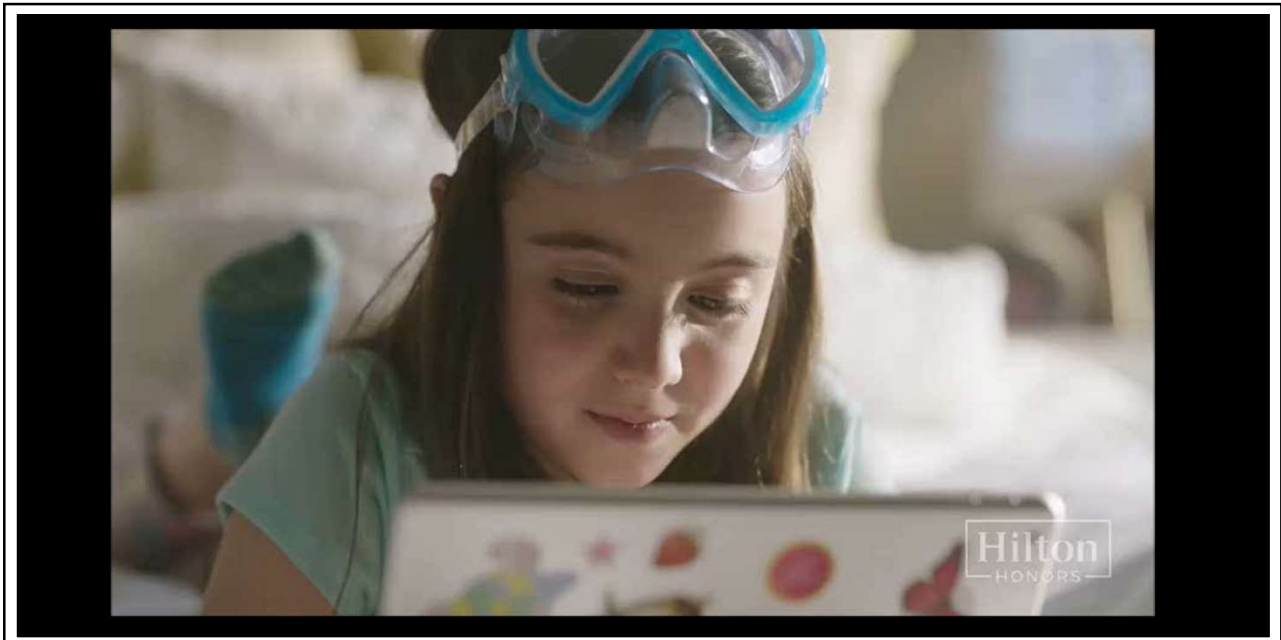


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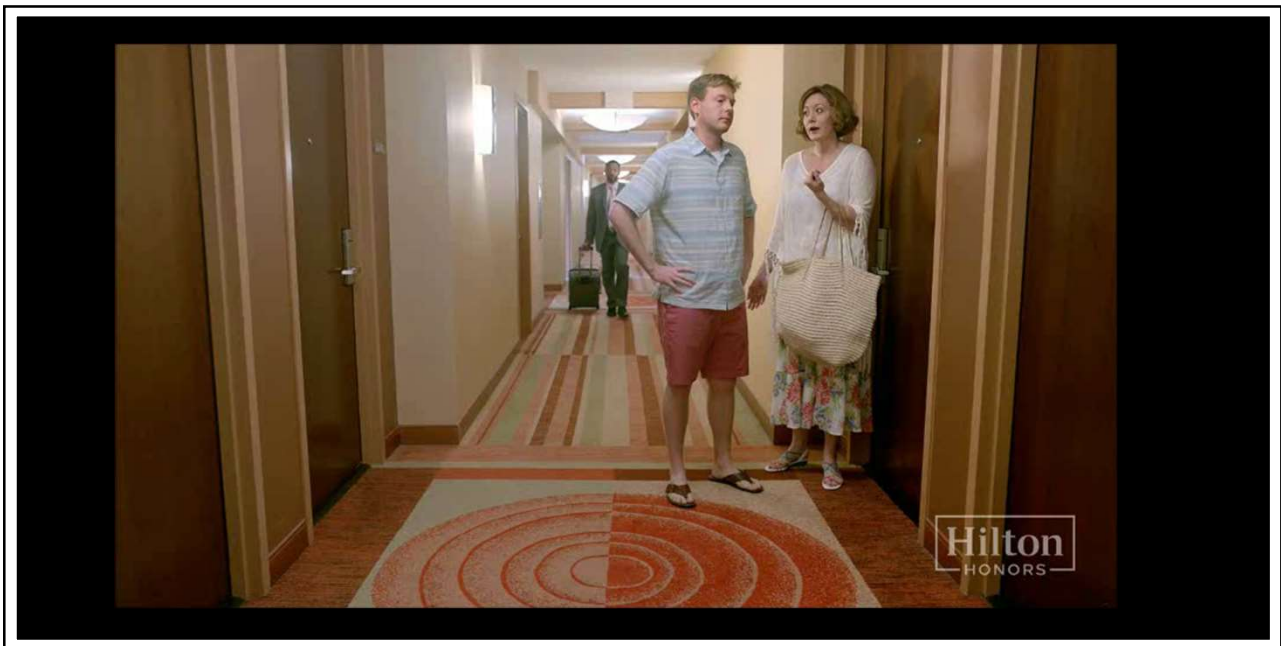


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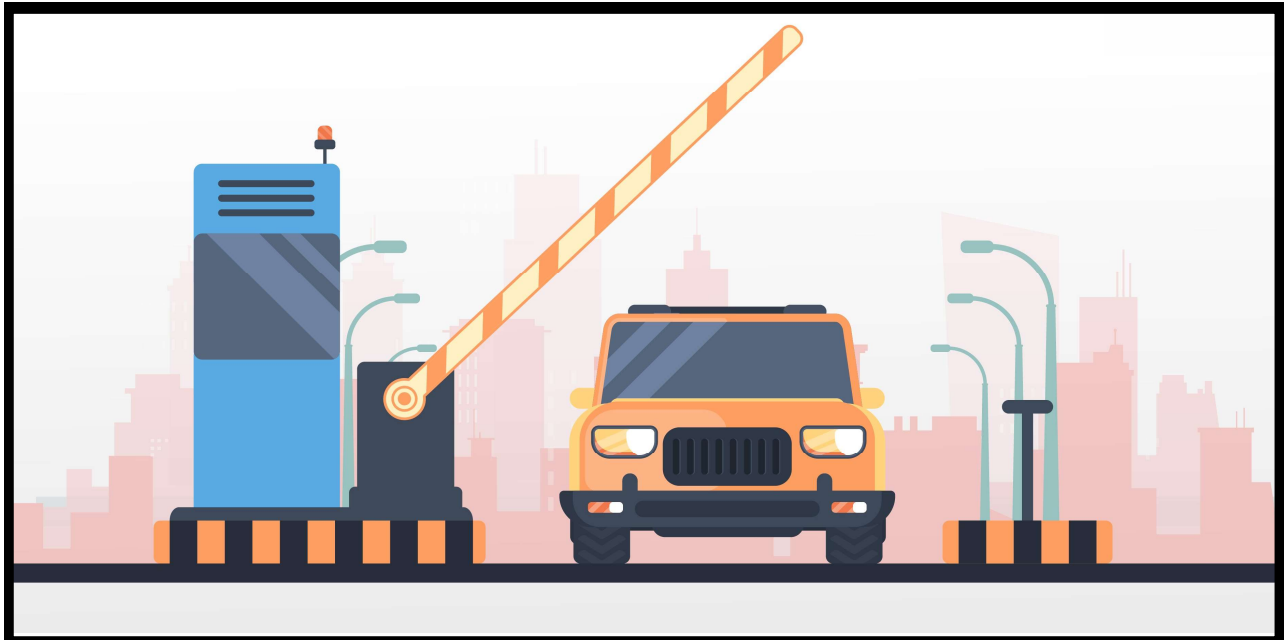


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A graphic with a medical theme. On the left, a light blue box contains the text: **KNOW YOUR CUSTOMER**, **SEE THE CUSTOMER JOURNEY & PERSONALISE IT**, and **DELIVER A UNIQUE SERVICE**. On the right, a hand holds a glowing magnifying glass over a network of medical icons (stethoscope, pills, microscope, etc.). Below the magnifying glass is the text **> PERSONAL**. The background is a blurred image of a person in a white coat.

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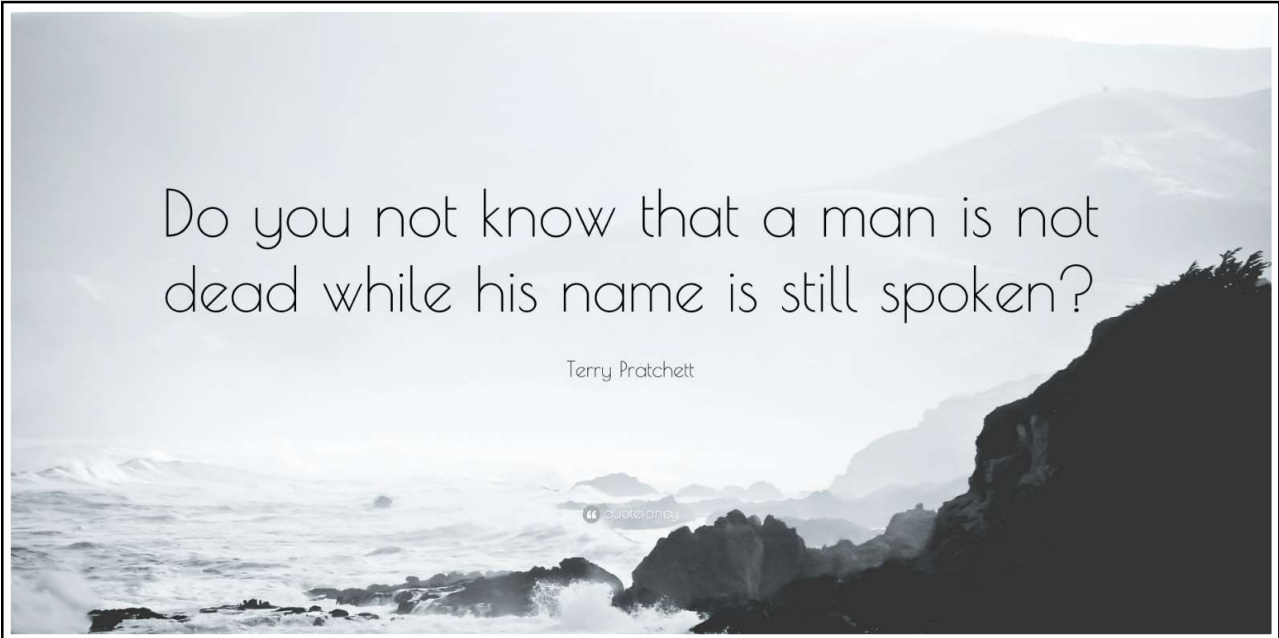
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Do you not know that a man is not
dead while his name is still spoken?

Terry Pratchett

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YOU EXIST BUT DO YOU?

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THE ART OF
TELLING
YOUR BRAND STORY

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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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SHARE

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PASSIVE

ACTIVE

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

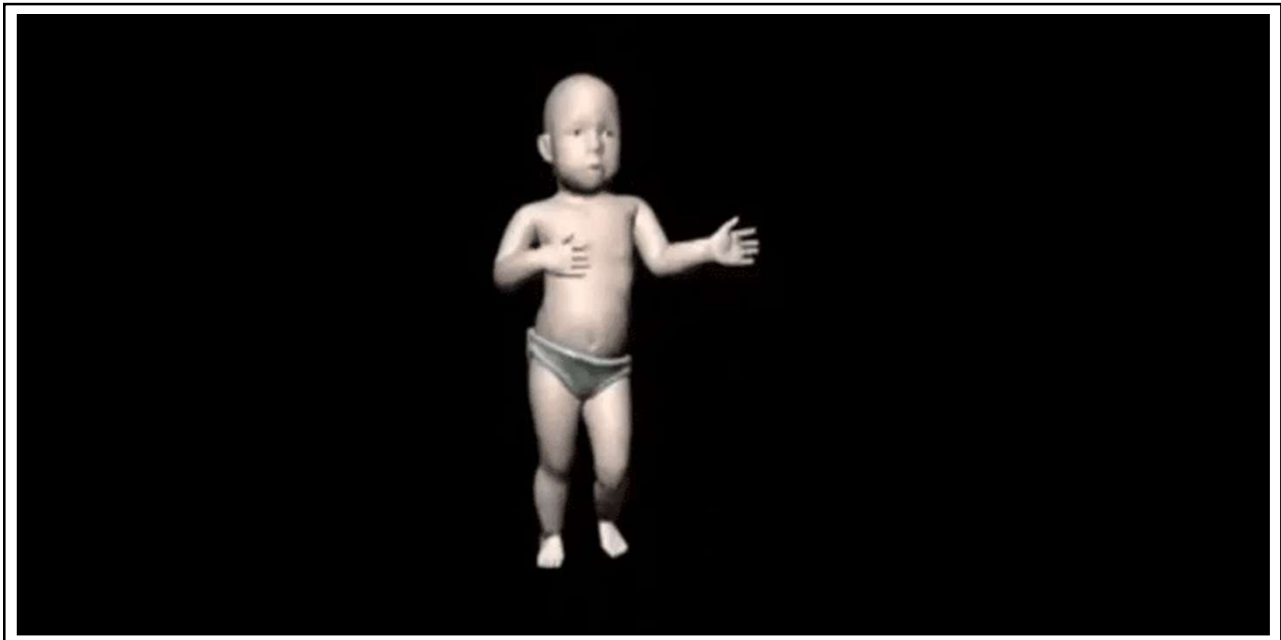
The patient, in this language, is truly **passive** — bearing whatever suffering is necessary and tolerating patiently the interventions of the outside expert.

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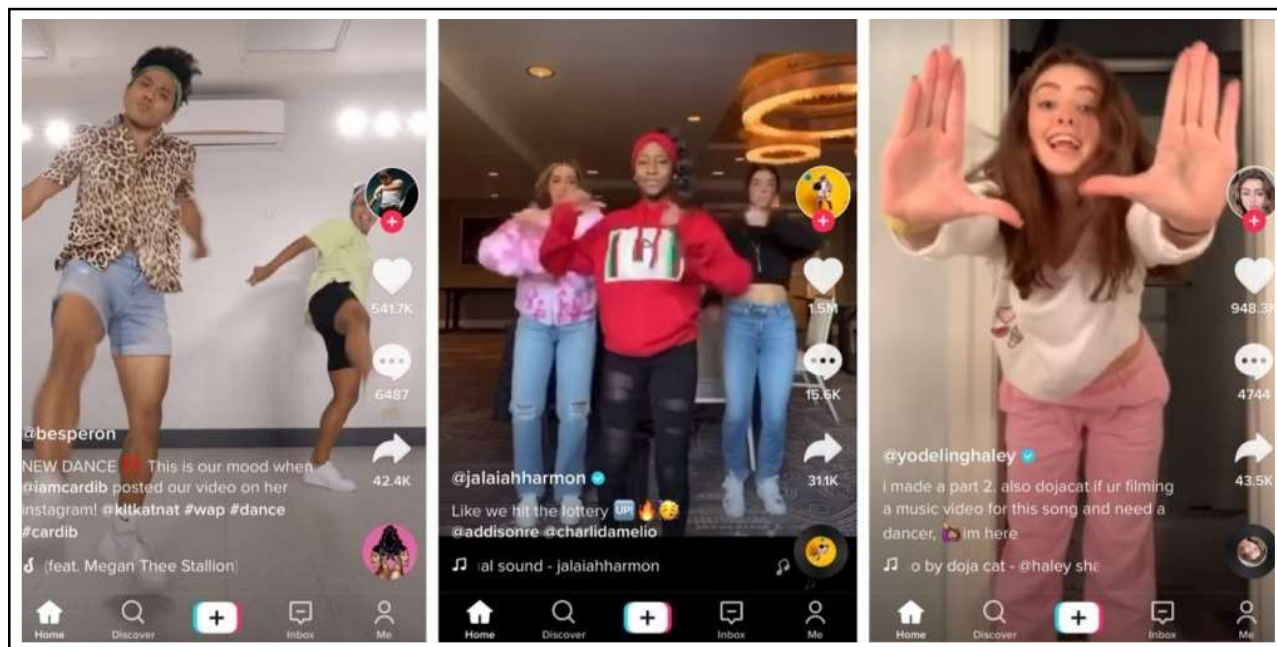


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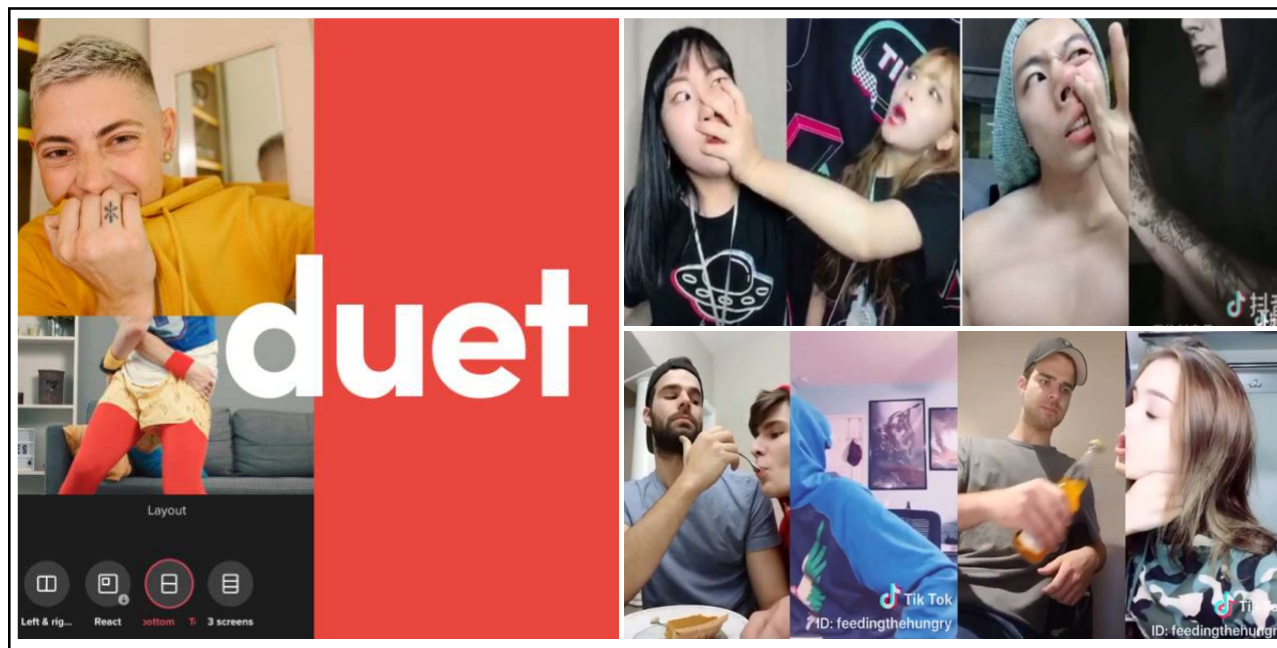


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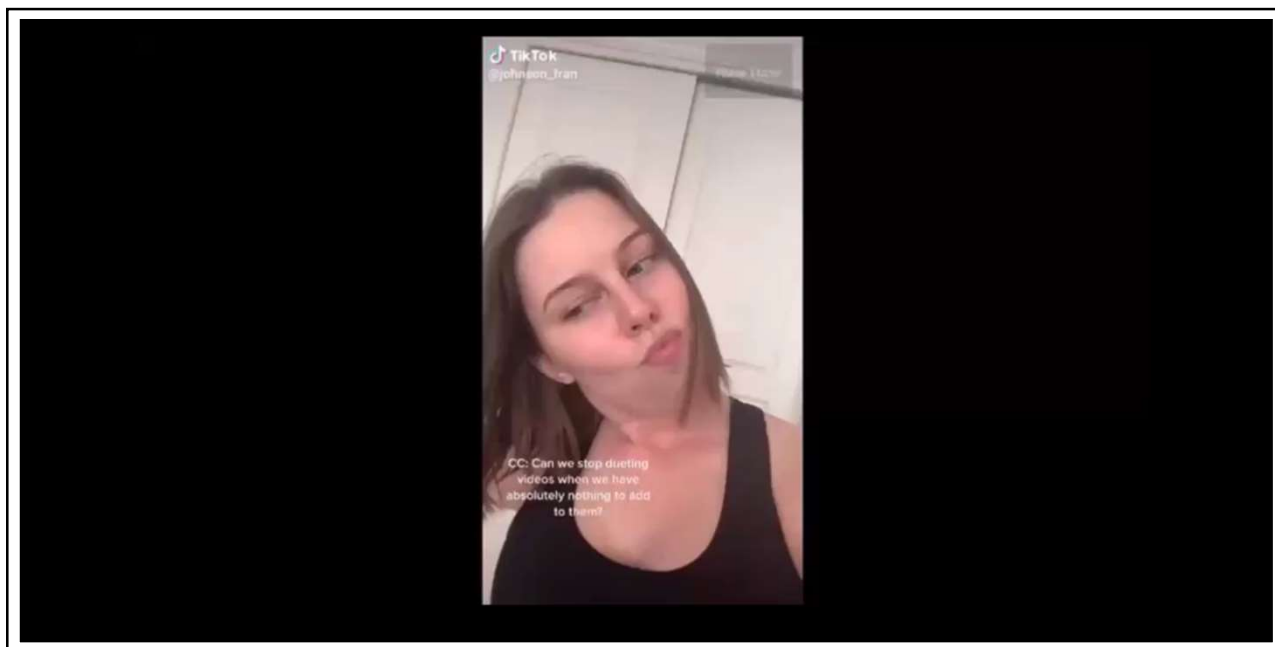


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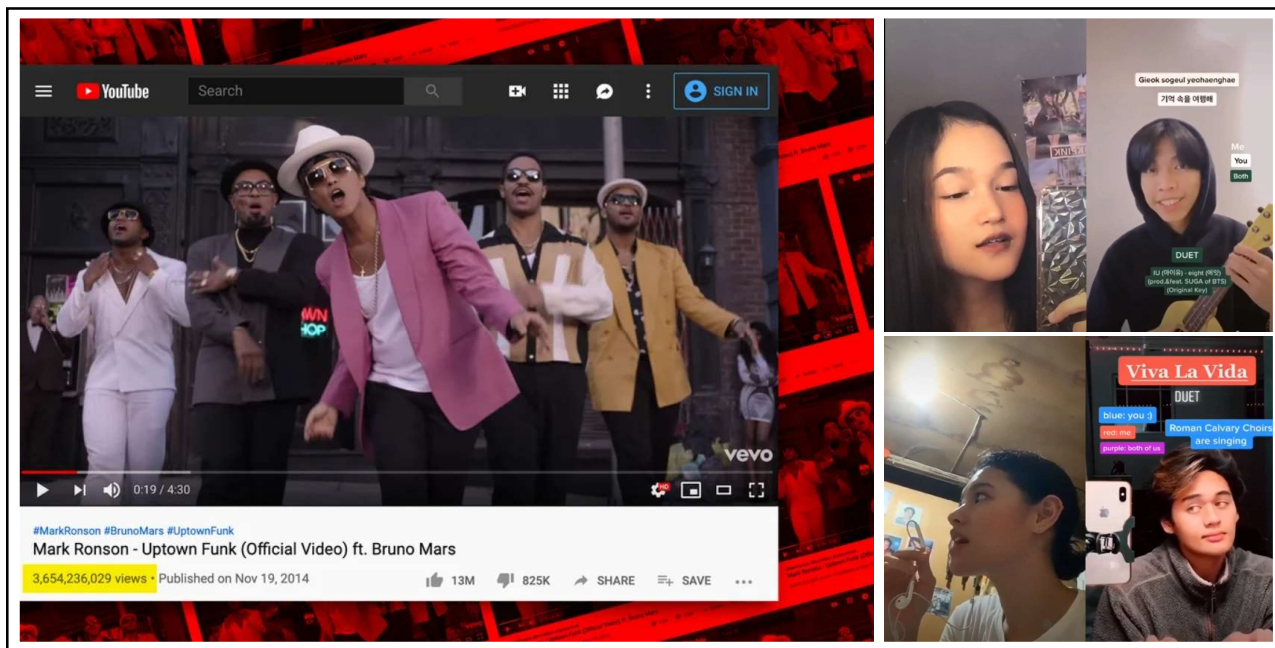


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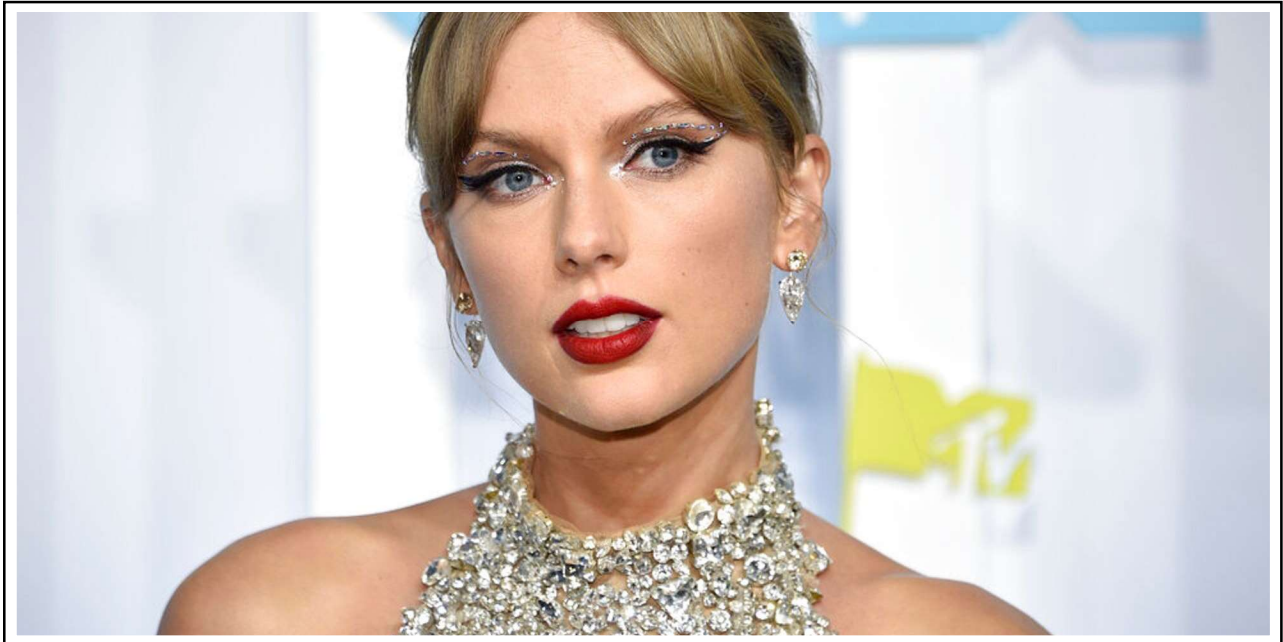


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anti-hero

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Us Them

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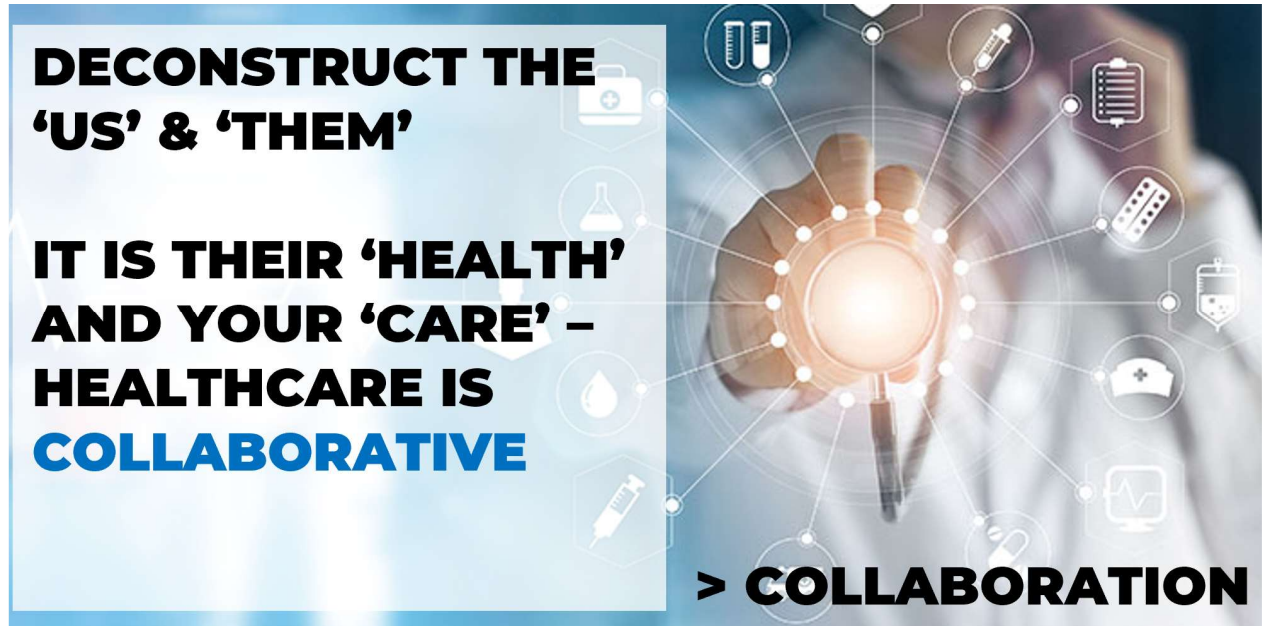


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**DECONSTRUCT THE
'US' & 'THEM'**

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

> COLLABORATION

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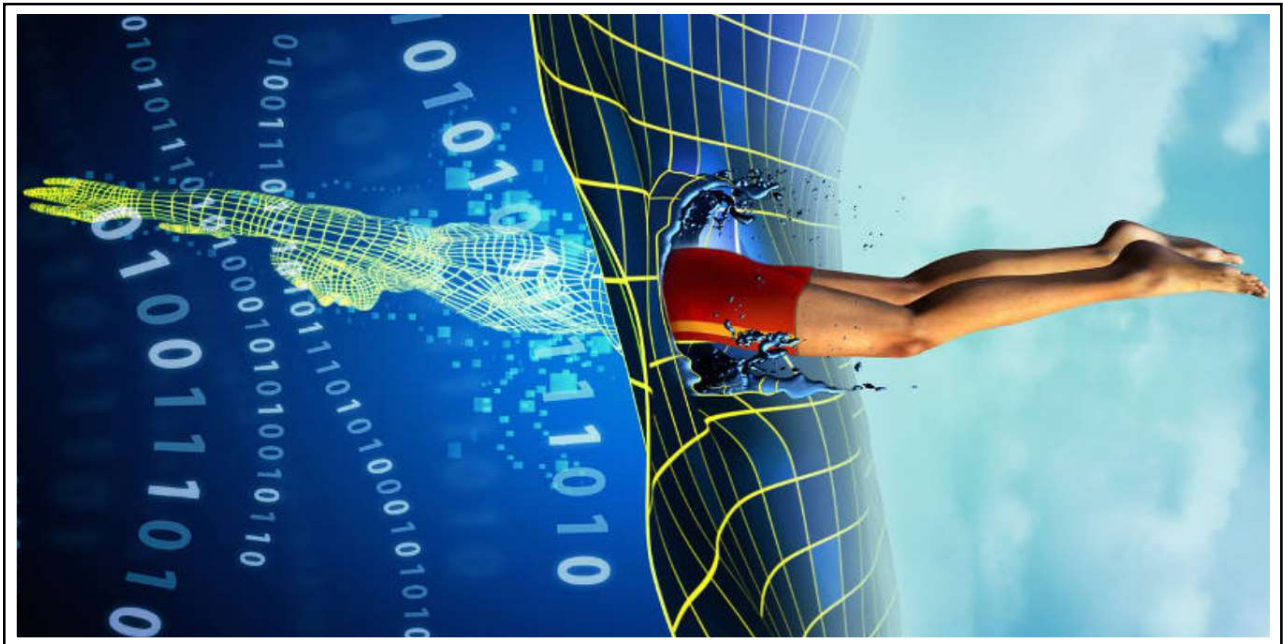
PHYGITAL

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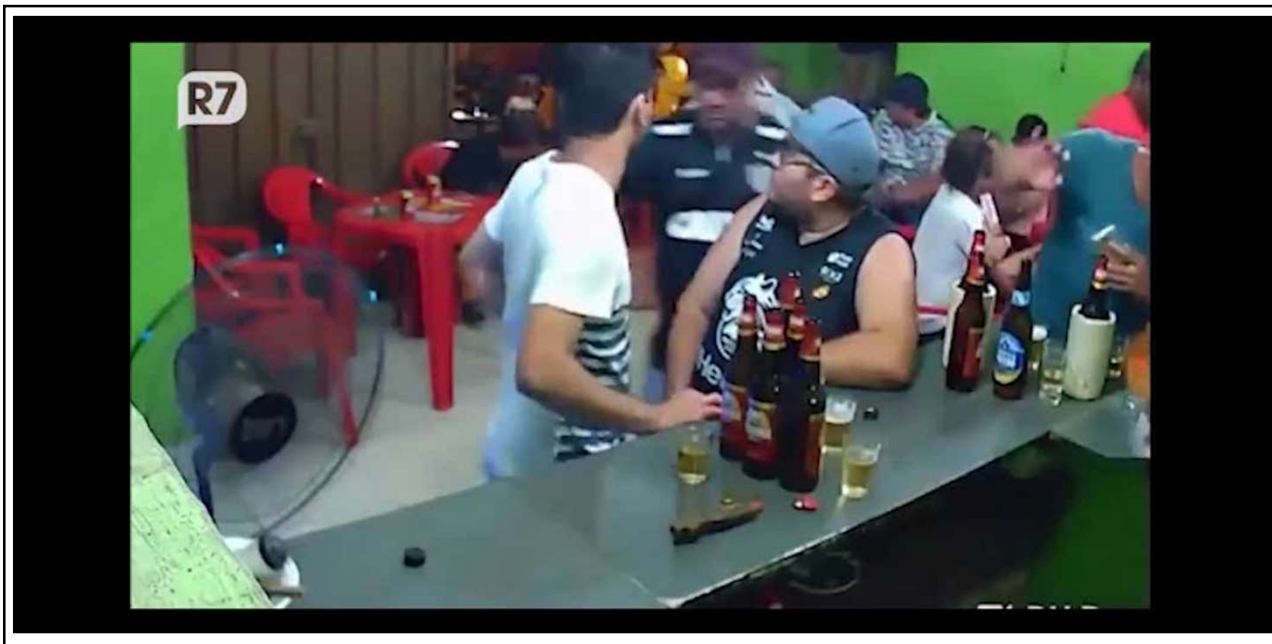


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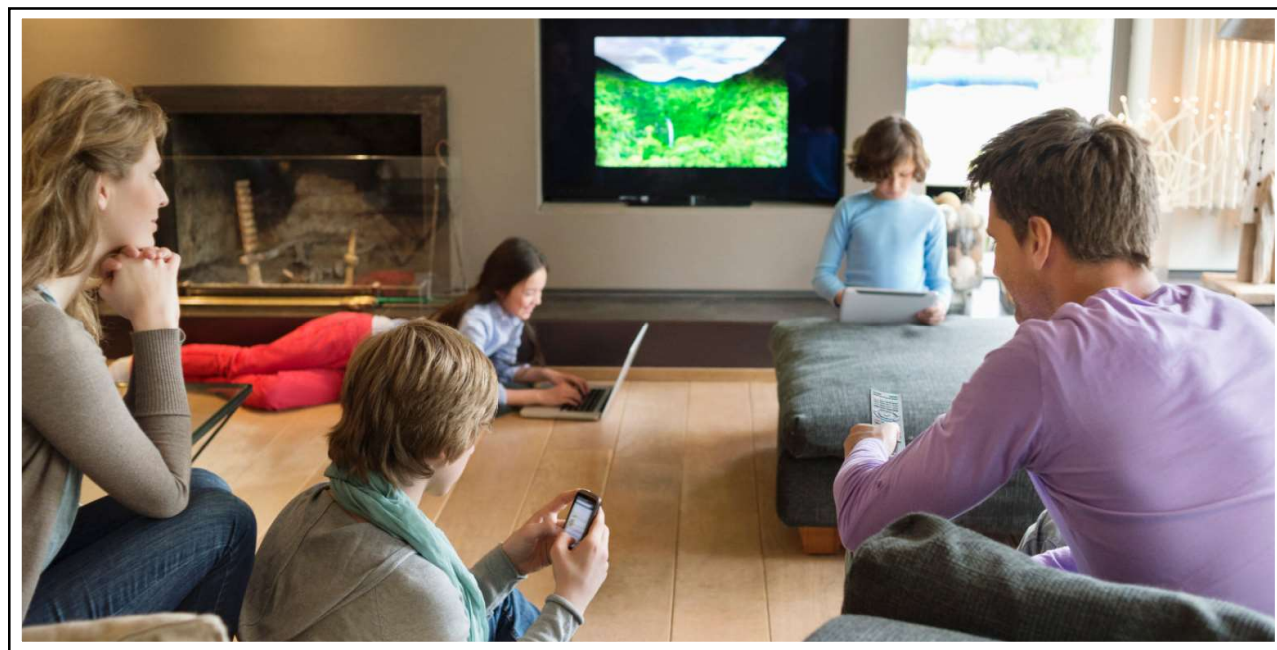


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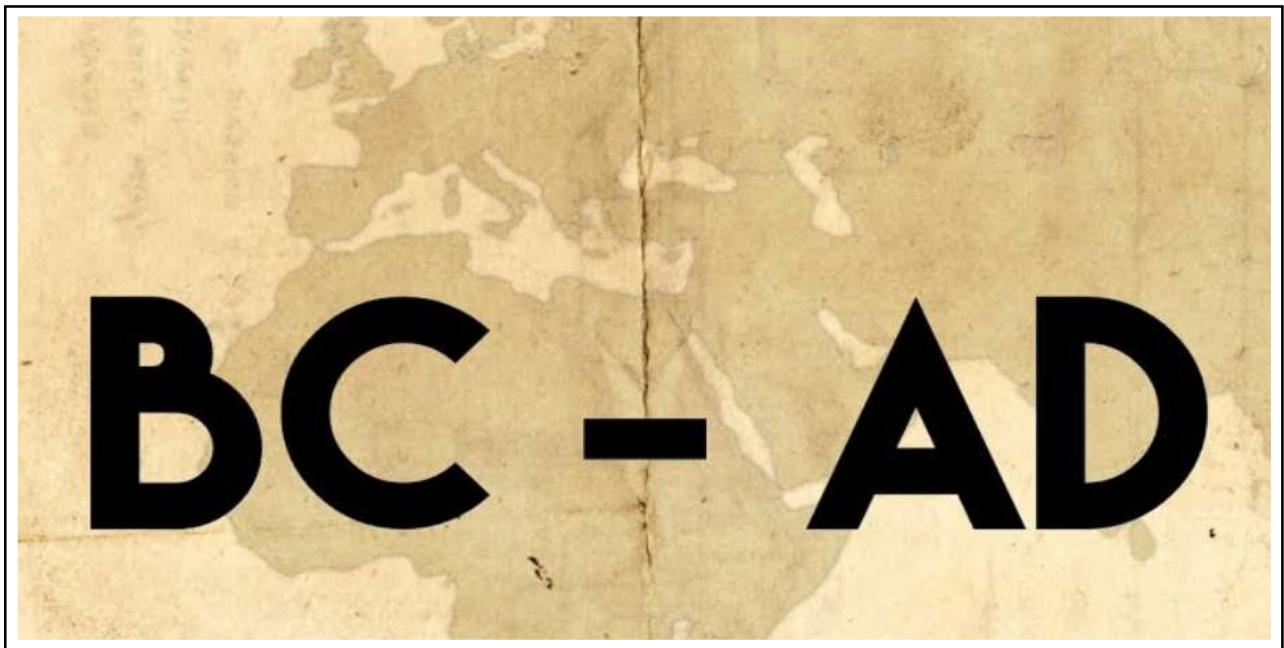


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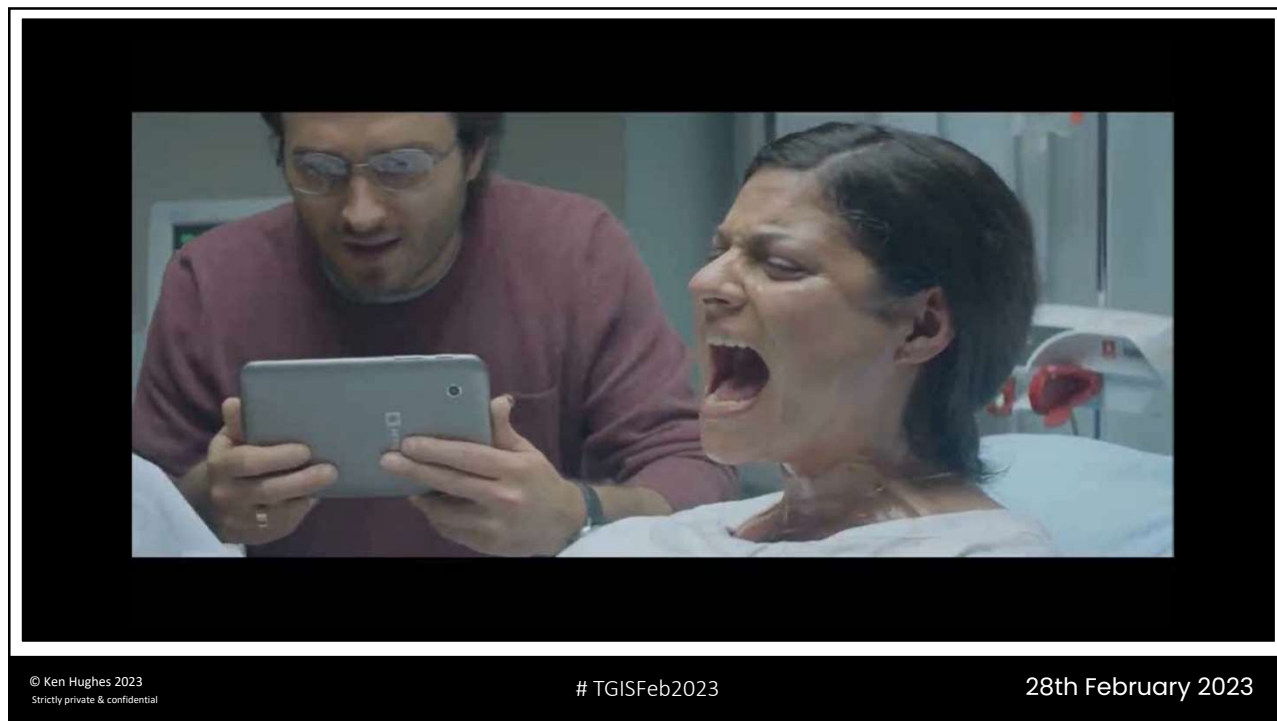
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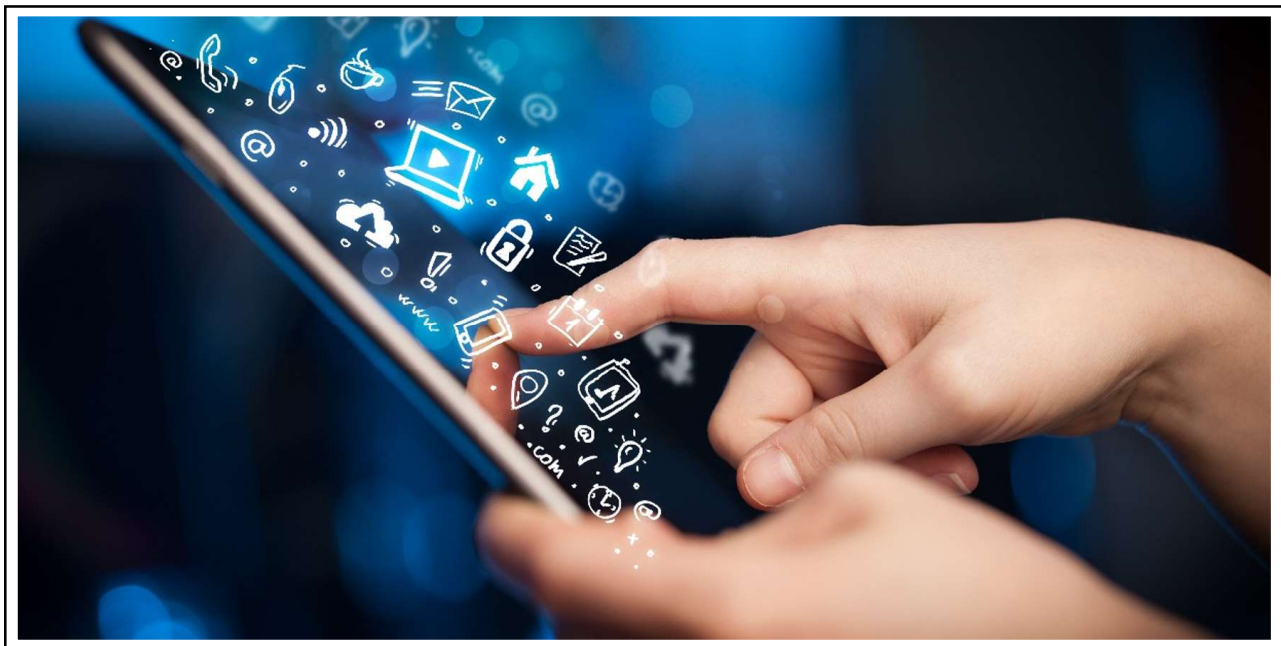
'DIGITAL FIRST' WORLD

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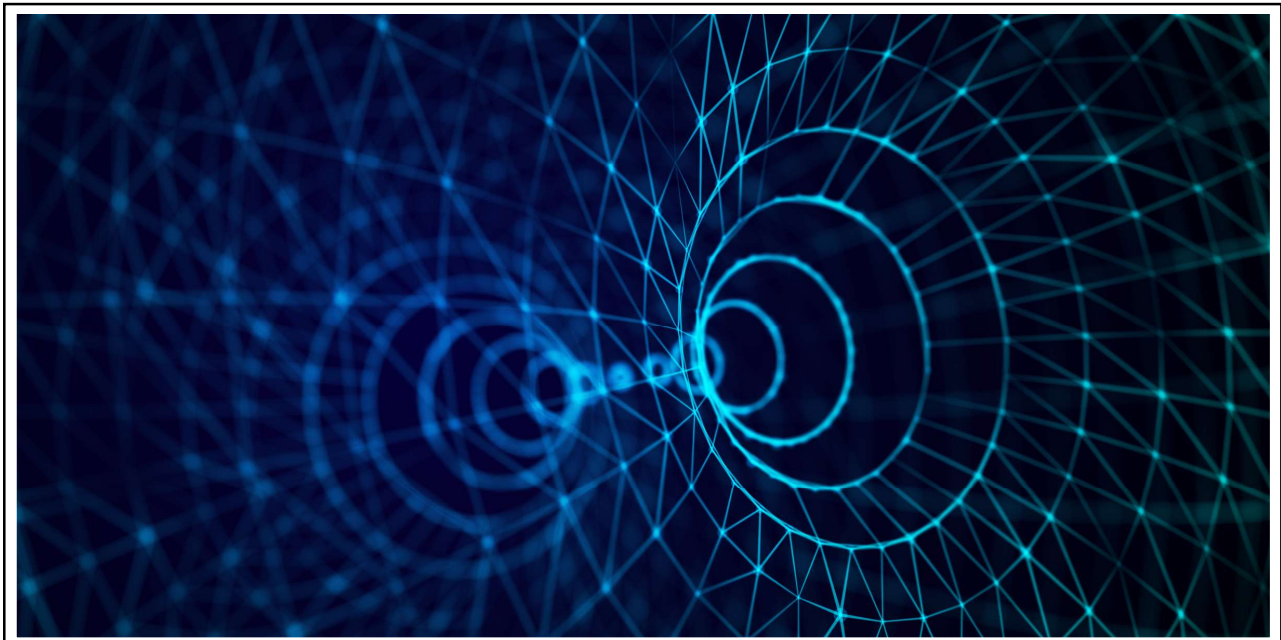


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current customer connection strategy **where we need to be**

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one dimension connectivity

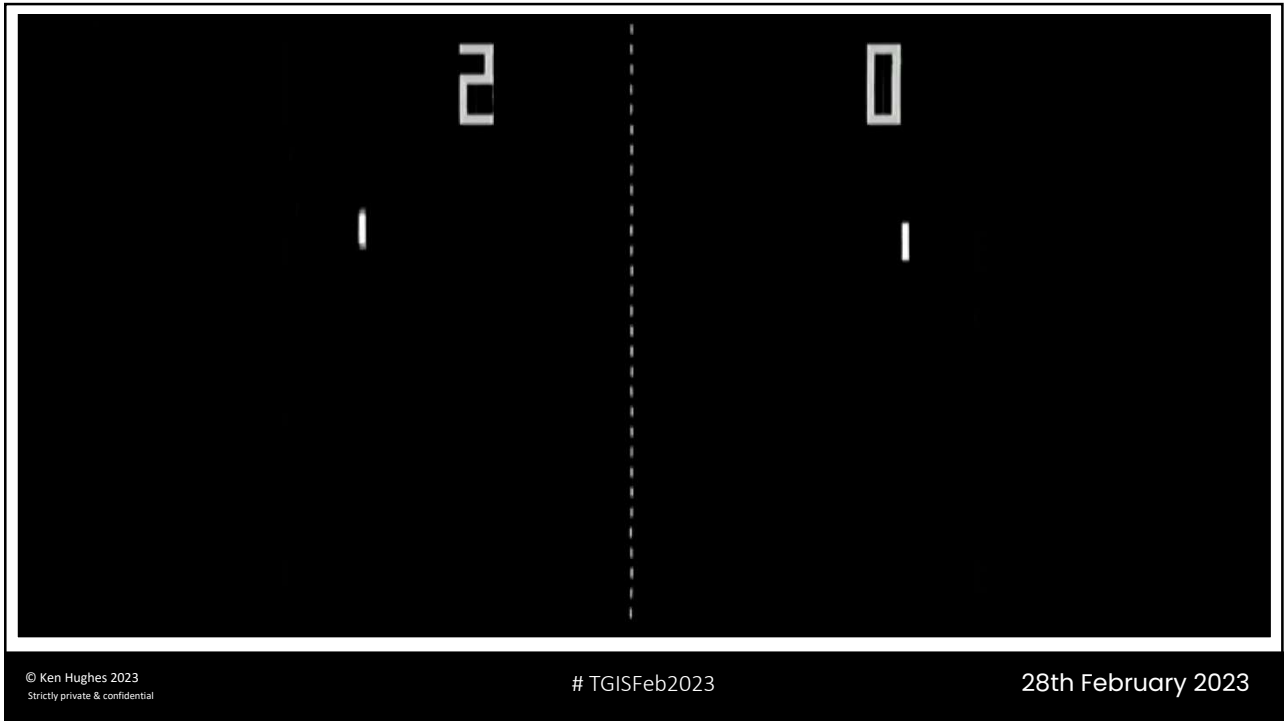
ID **consumer** **physical**

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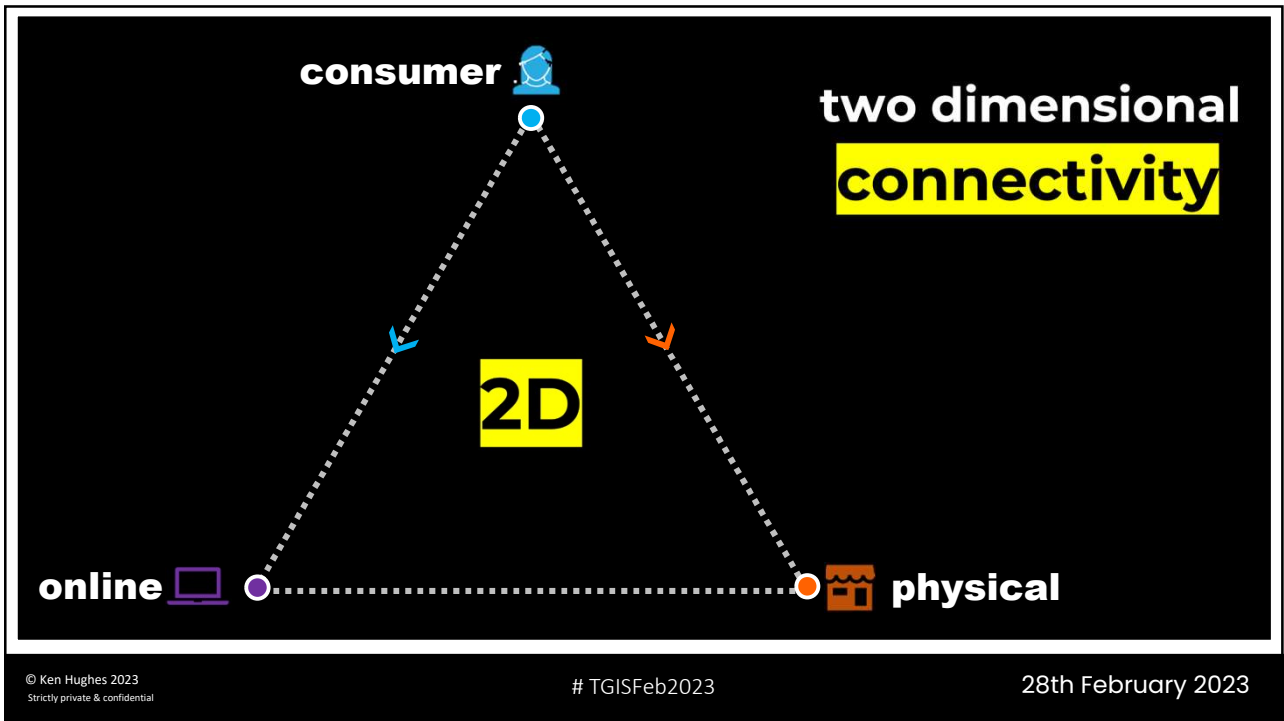
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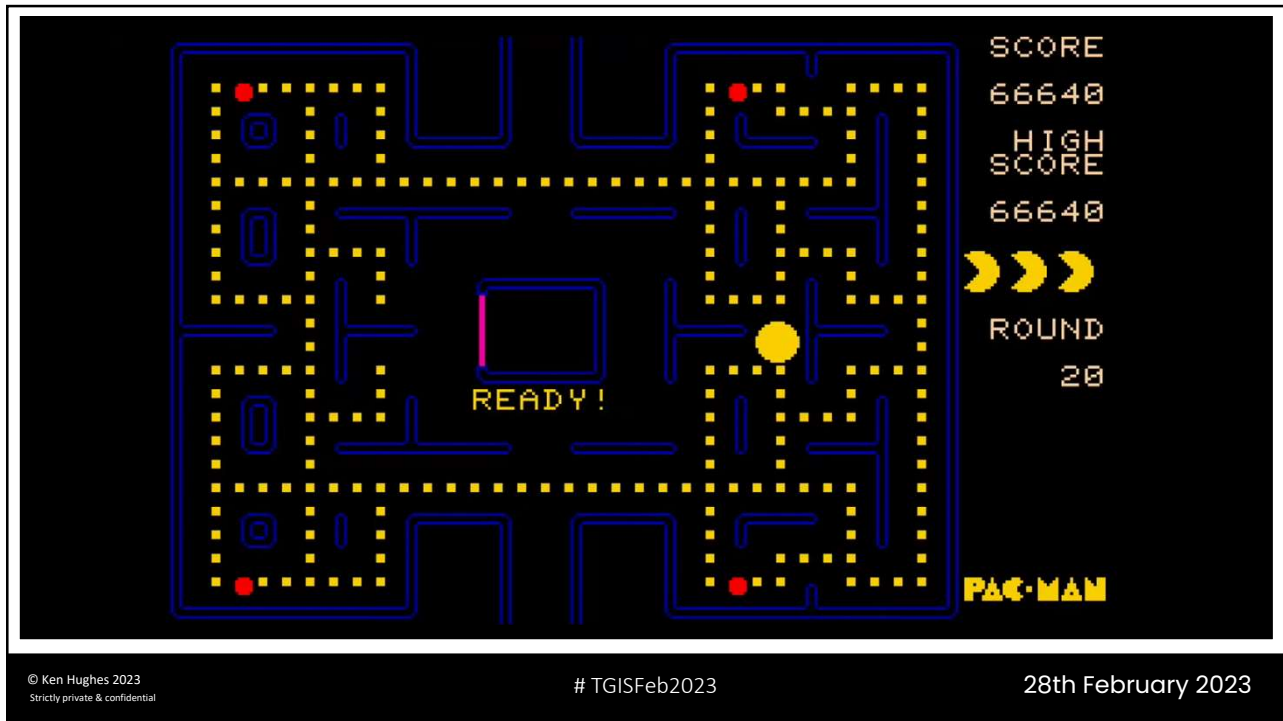
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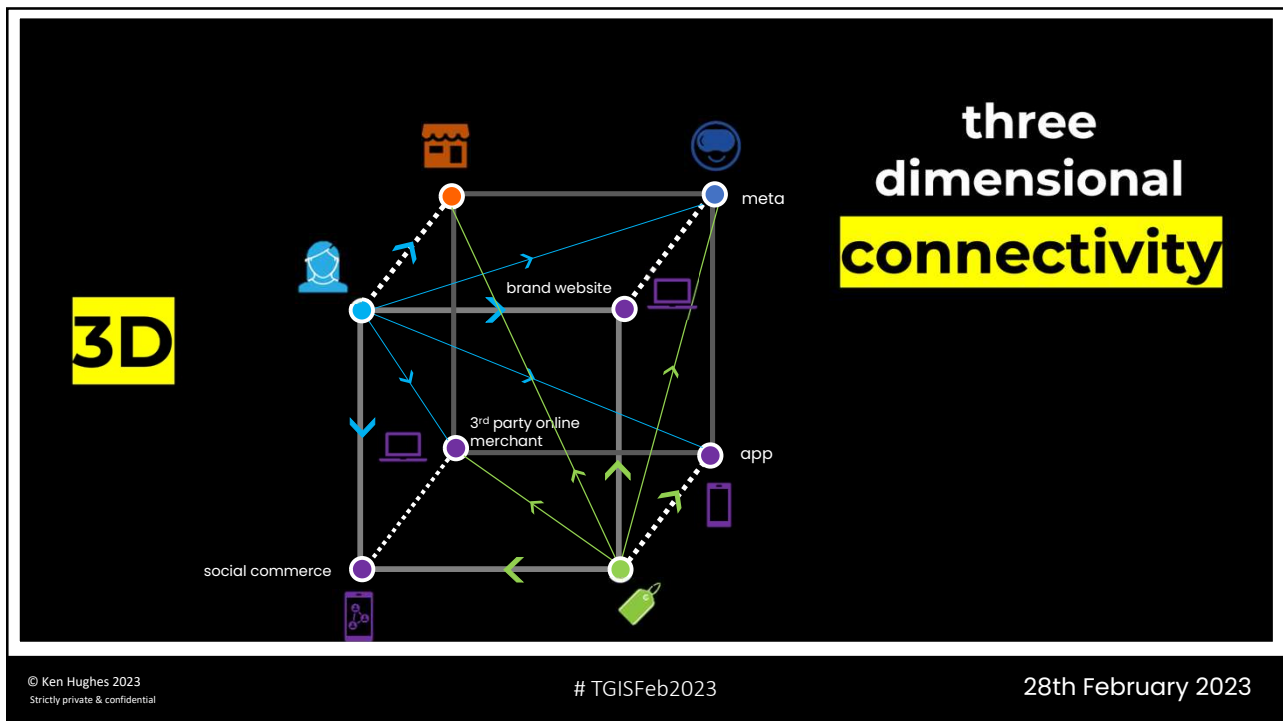
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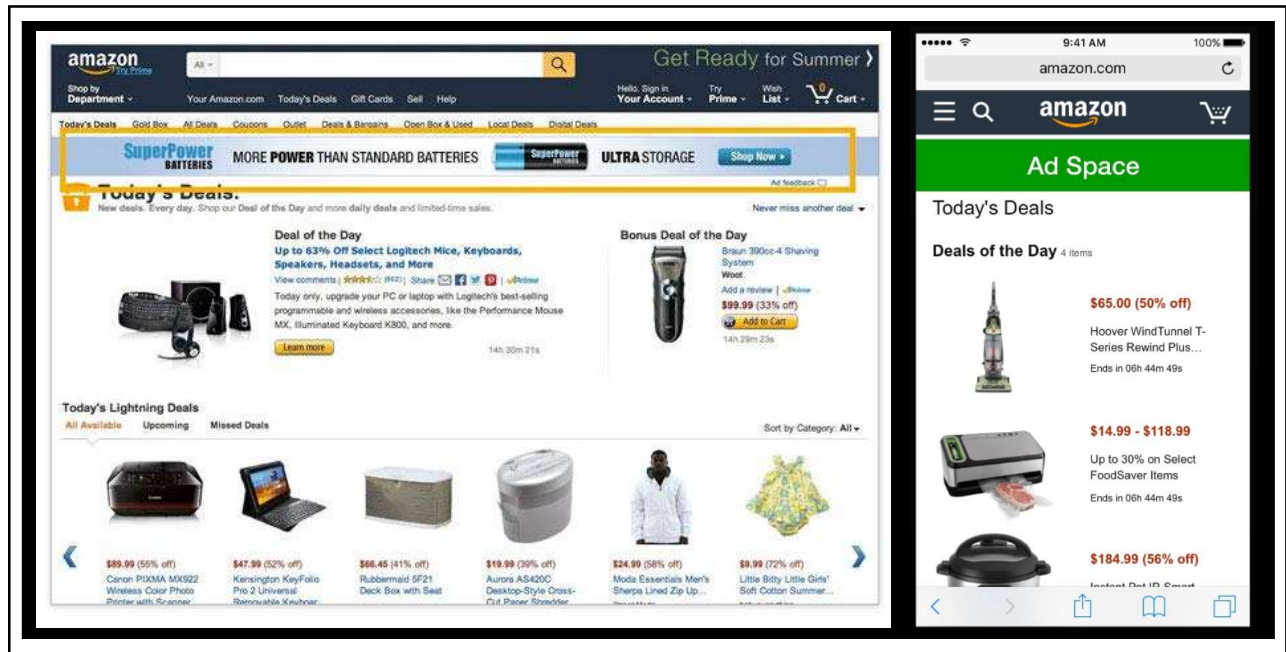


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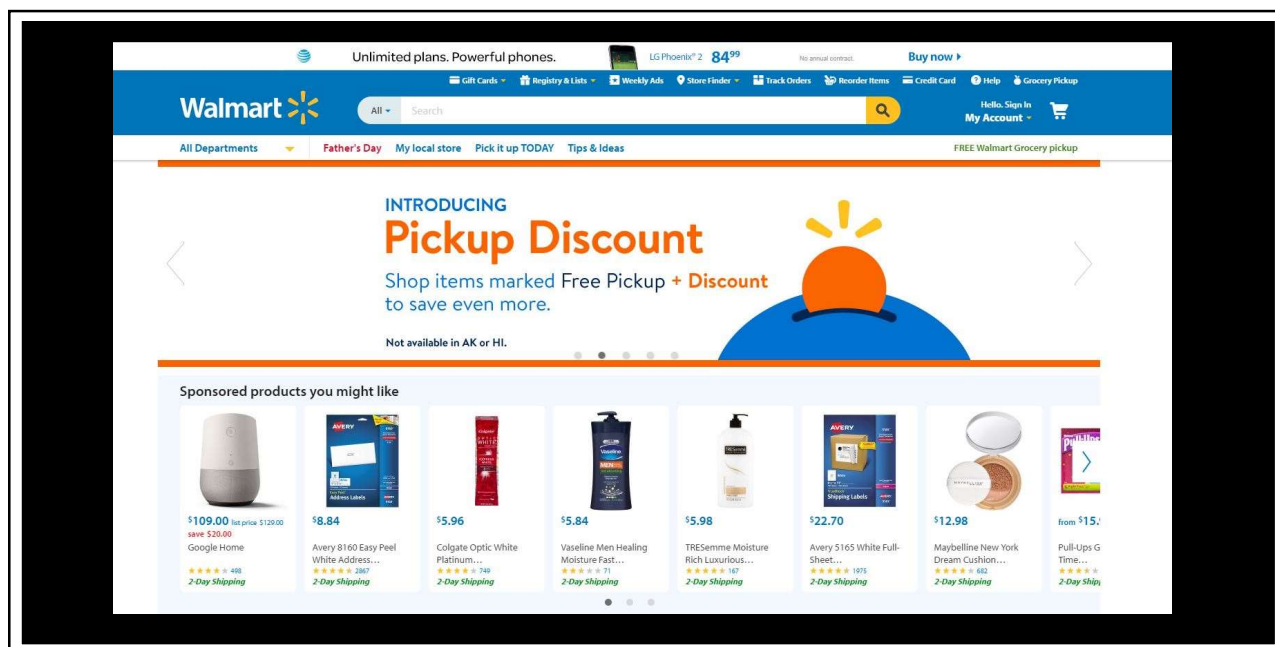


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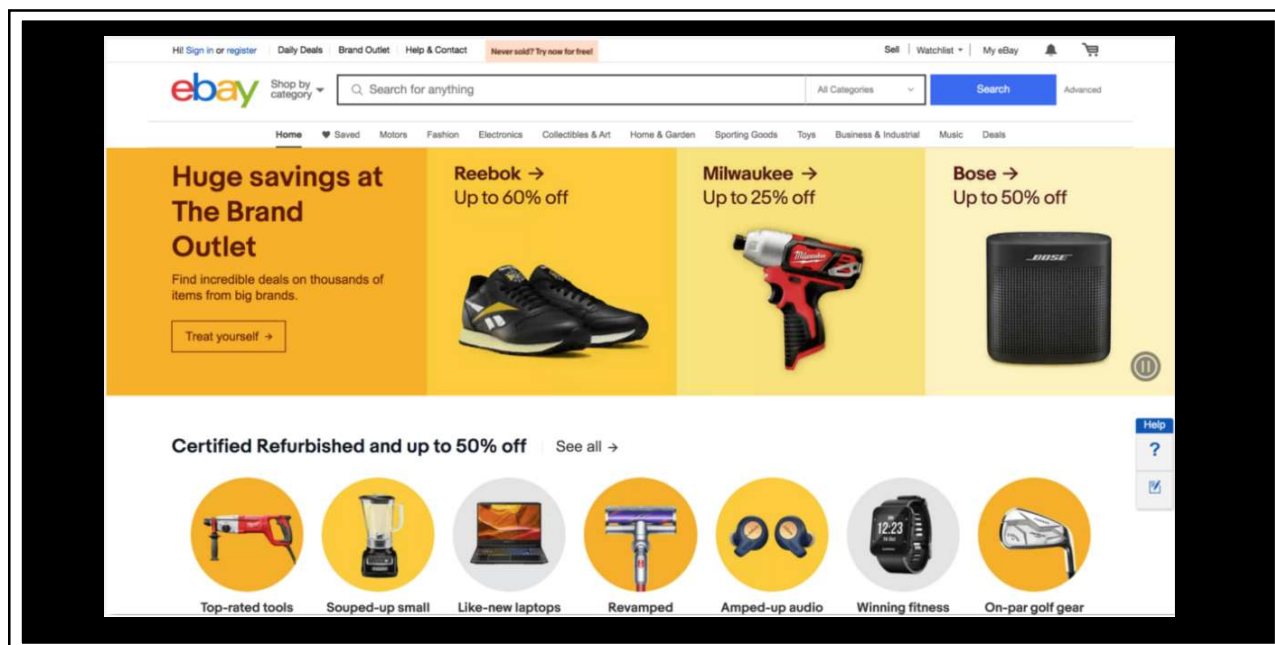


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DIGITAL HEALTHCARE

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

DIGITISE THE PHYSICAL

> PHYGITAL

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EXPERIENTIAL


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YOU ARE WHAT YOU OWN



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YOU ARE WHAT YOU EXPERIENCE & SHARE



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EXPERIENTIAL
EQUITY

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The graphic features a group of people in silhouette, jumping and dancing joyfully against a bright, sunlit background. The text 'EXPERIENTIAL EQUITY' is overlaid in the top left corner.

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Create a
memorable
and sharable
experience
with your
brands

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The graphic has a blue background. On the left, there are icons for a five-star rating, a heart in a speech bubble, and a thumbs-up in a speech bubble. The text 'Create a memorable and sharable experience with your brands' is written in a white and yellow font on the right.

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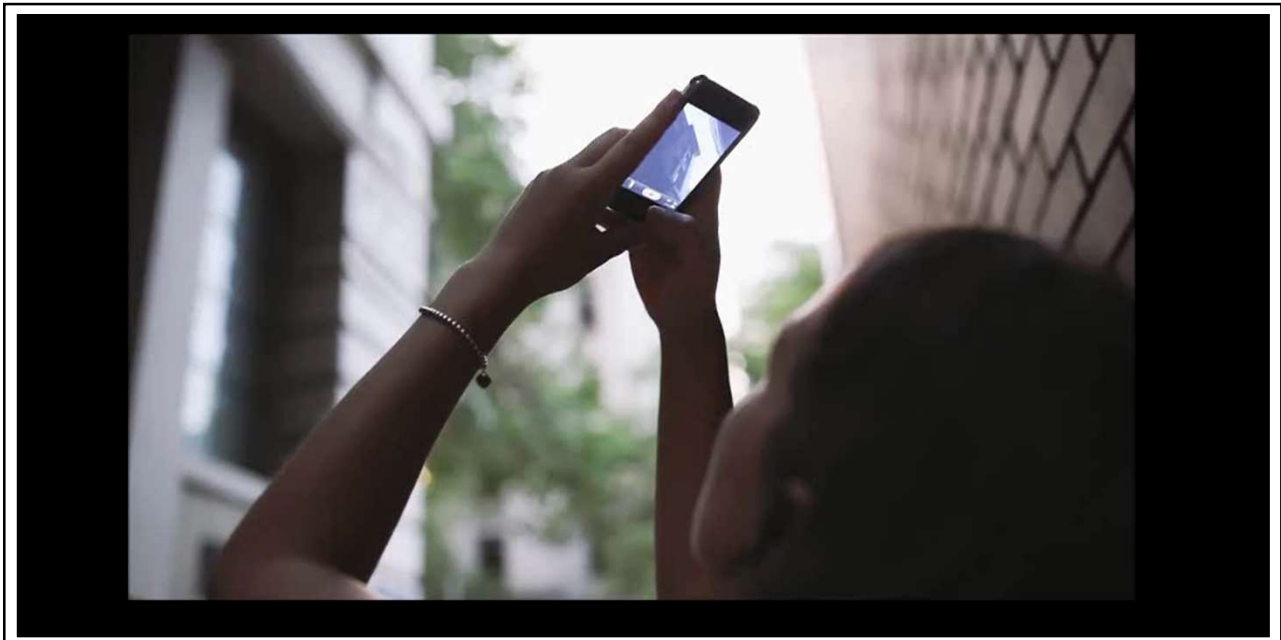


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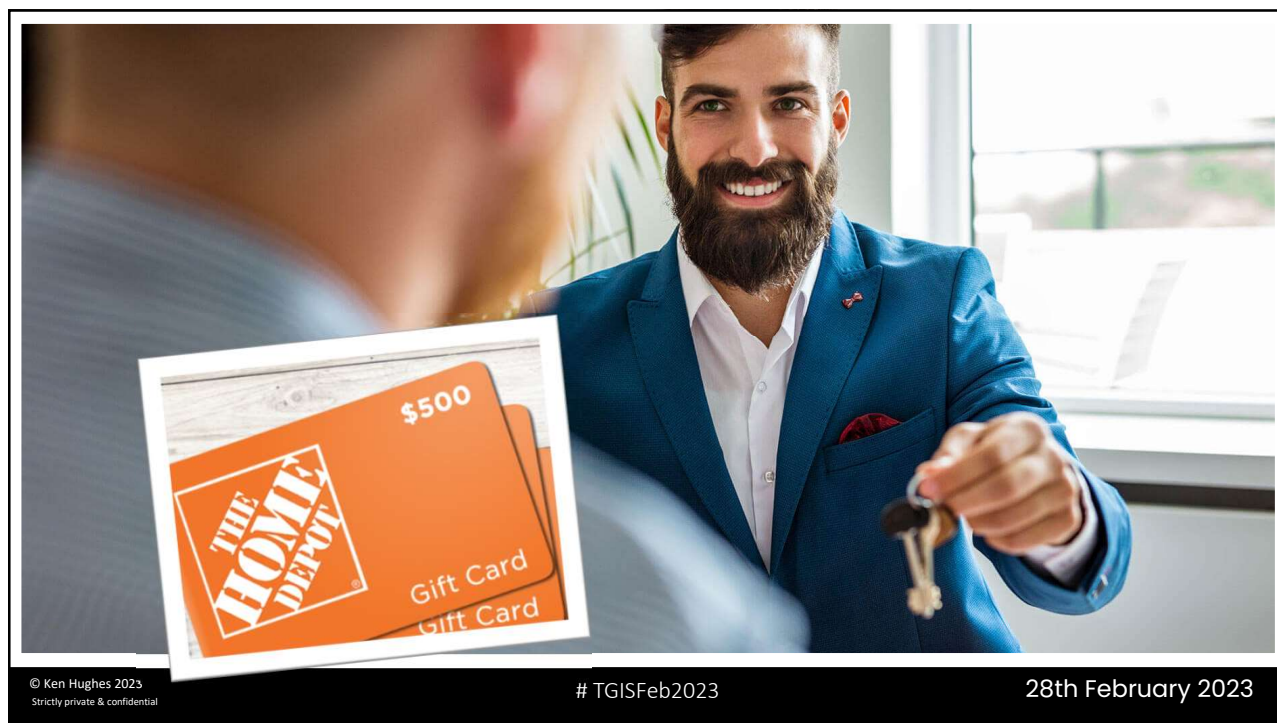
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Patient Experience

The Customer Journey In Healthcare

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MAKE THE PRODUCT EXPERIENTIAL

LEVERAGE PEER-TO-PEER AND USER GENERATED CONTENT

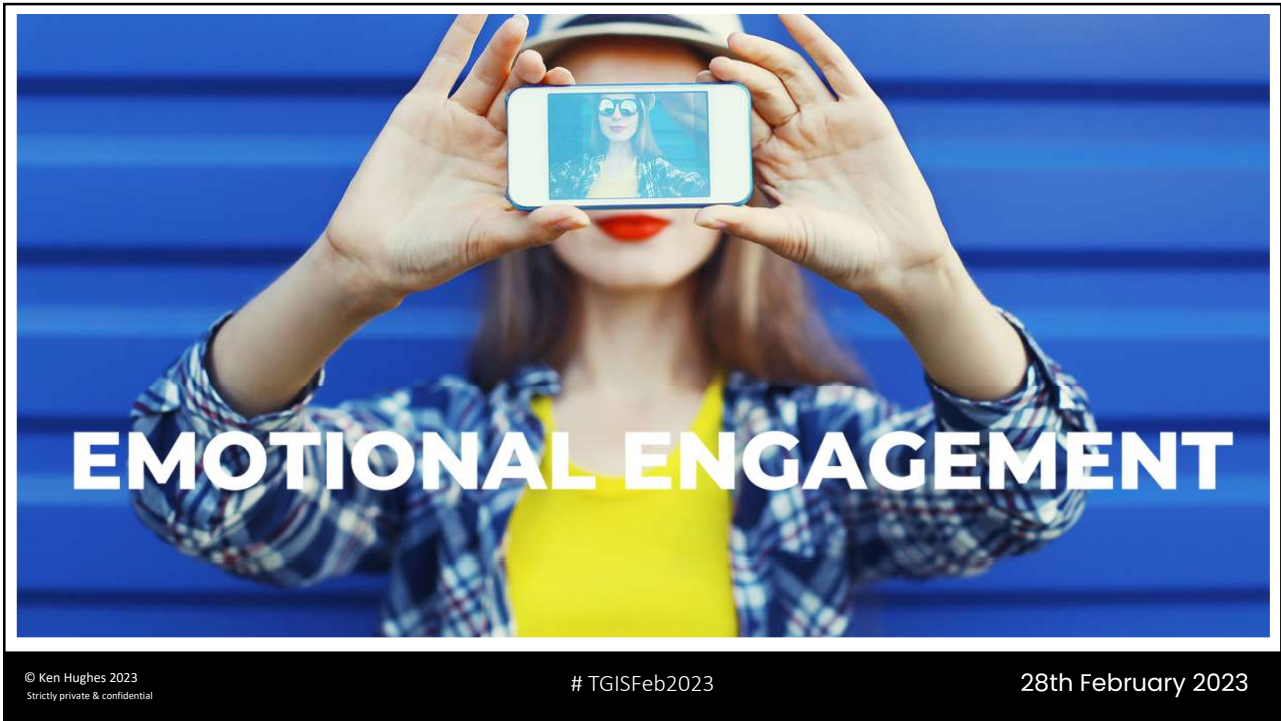
> EXPERIENTIAL

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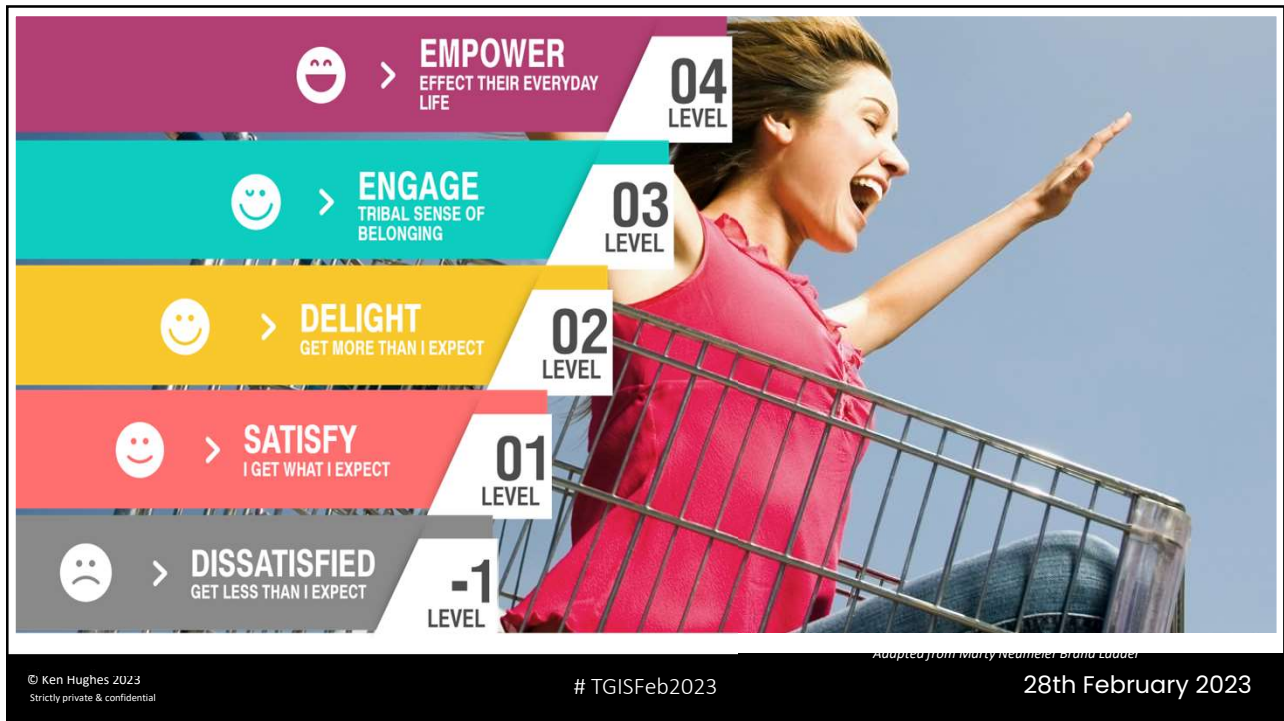
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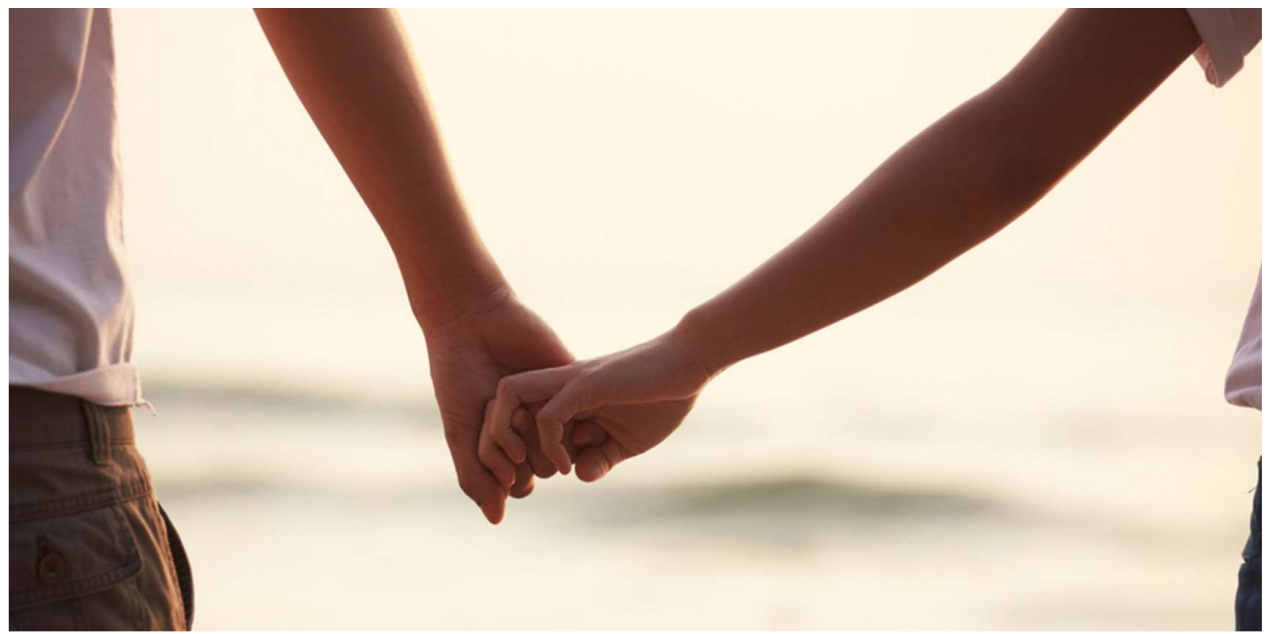
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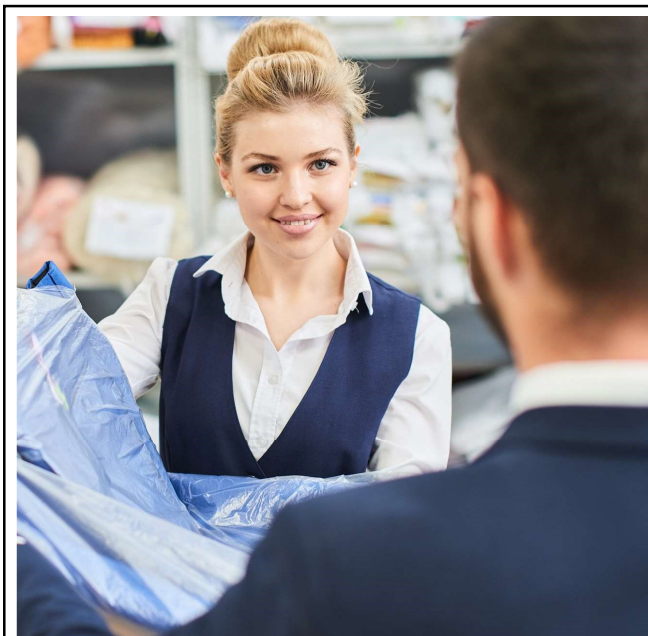


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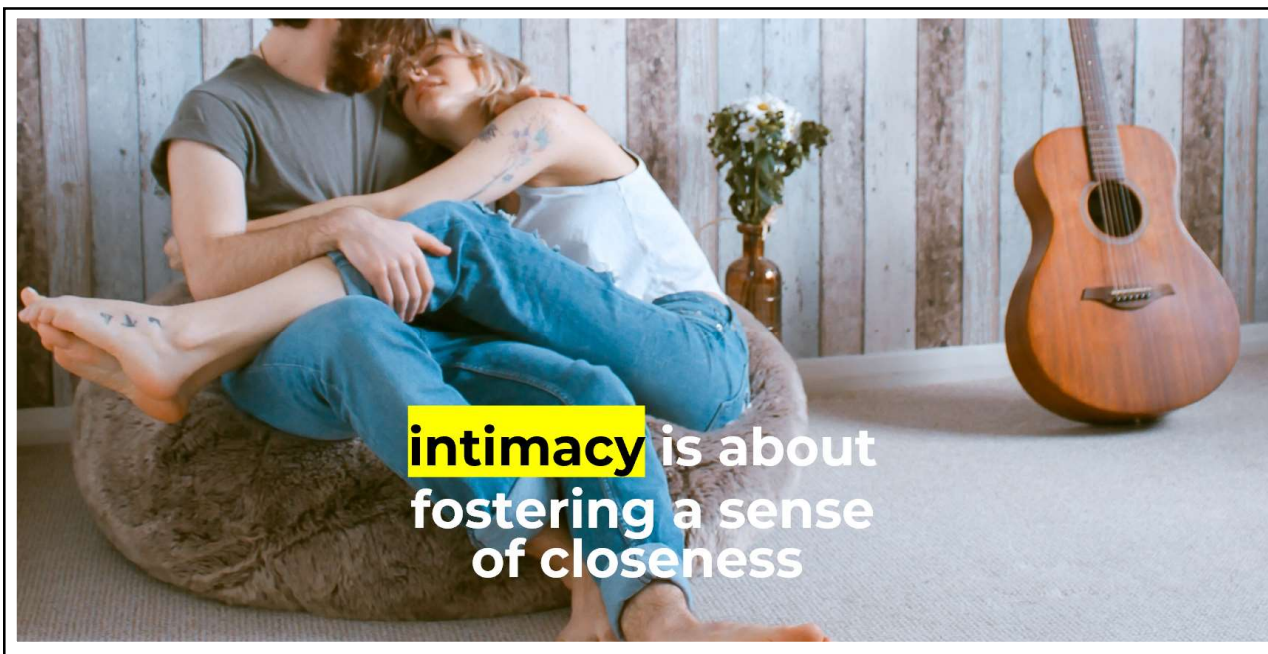


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intimacy is about
fostering a sense
of closeness

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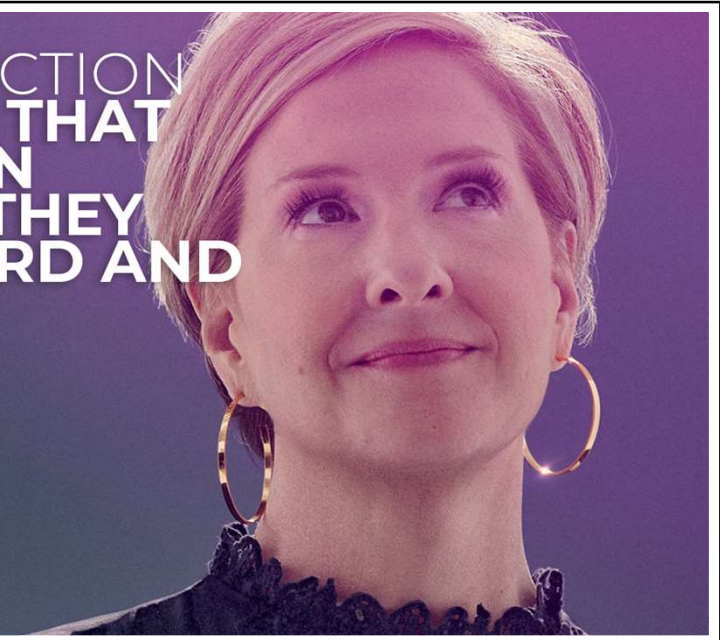
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I DEFINE CONNECTION
AS THE ENERGY THAT
EXISTS BETWEEN
PEOPLE WHEN THEY
FEEL SEEN, HEARD AND
VALUED”

Brené Brown



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SAMSUNG

Taylor Swift



Is he hearing impaired?



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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

PERSONAL

COLLABORATIVE

PHYGITAL

EXPERIENTIAL

EMOTIVE

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FLEXIBILITY

INSTANT

PERSONAL

COLLABORATIVE

PHYGITAL

EXPERIENTIAL

EMOTIVE

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