



# Healthcare Reimagined

## CONTEXT

The client is a major Hospital operator with a wide network of clinics and pharmacies.

## THE ASK

Create a future growth strategy for the brand.

## THE ACTIVITY

Innovation next workshop (3 days), followed by brand strategy consulting including experience & service design.

## THE INNOVATION

Help the brand shift its focus from curative care to preventive care.

- + The creation of a wellness membership service which proactively monitors predictive health issues through IOT and routine check-ups in a hub and spoke model.
- + Design a brand experience blueprint at both physical and digital touchpoints, and manage the execution of the same.
- + Culture design of the organization to address the mind shift from curative care to wellbeing and life.

## THE IMPACT

- + Half a million sign ups in the first year of wellness membership service.
- + 30% growth in new referred customers.