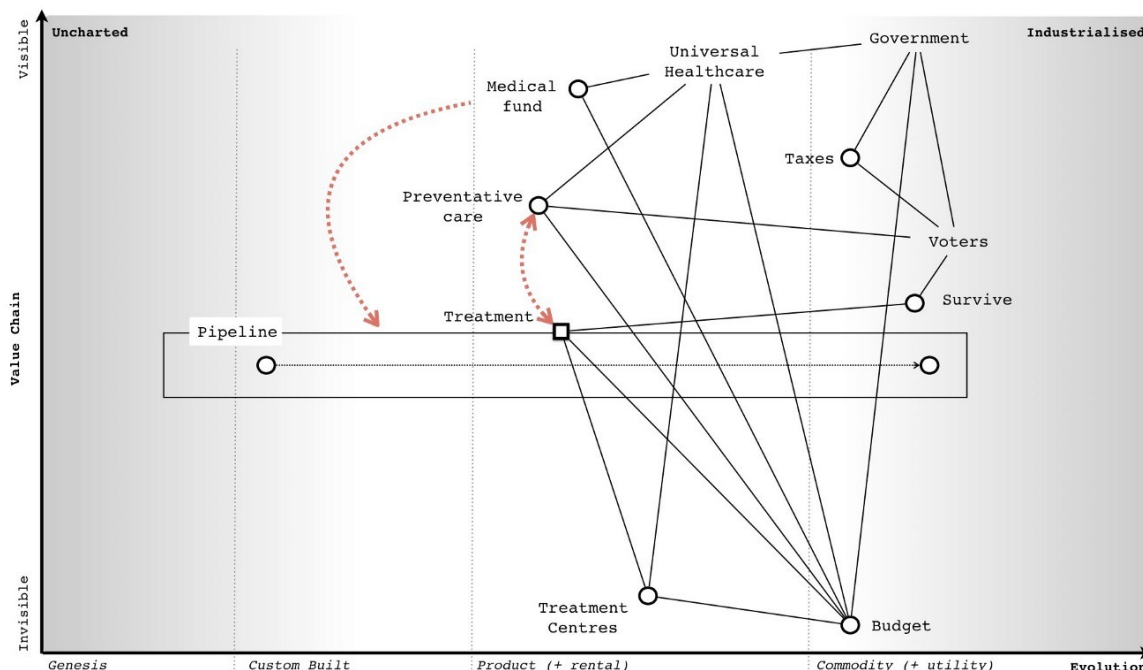


Figure 240 — Medical Fund



So, people are living longer but we're countering any increased cost due to our approach of industrialisation in the field of medicine. Everyone is happy, right? Wrong. You have companies who are providing treatments in that space and they probably have inertia to this change. Your attempts to industrialise their products faster mean more investment and loss of profits. Of course, we could map them, use it to help understand their needs and refine the game a bit more. However, the point I want to raise is this. There are no simple answers with maps. There are often feedback loops and hidden surprises. You need to adapt as things are discovered. However, despite all of this, you can still use maps to anticipate and prepare for change. *I know nothing about healthcare but even I know (from a map) that if you're going to invest in preventative care then you're going to need to invest in medical funds to encourage new entrants into the market.*