



What do they HEAR?

what friends say
what boss say
what influencers say

OPERABLE

EXCITED

SAFETY
MEASURES



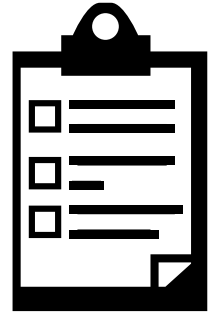
What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

INNOVATIVE

PERSPECTIVE
THINKING

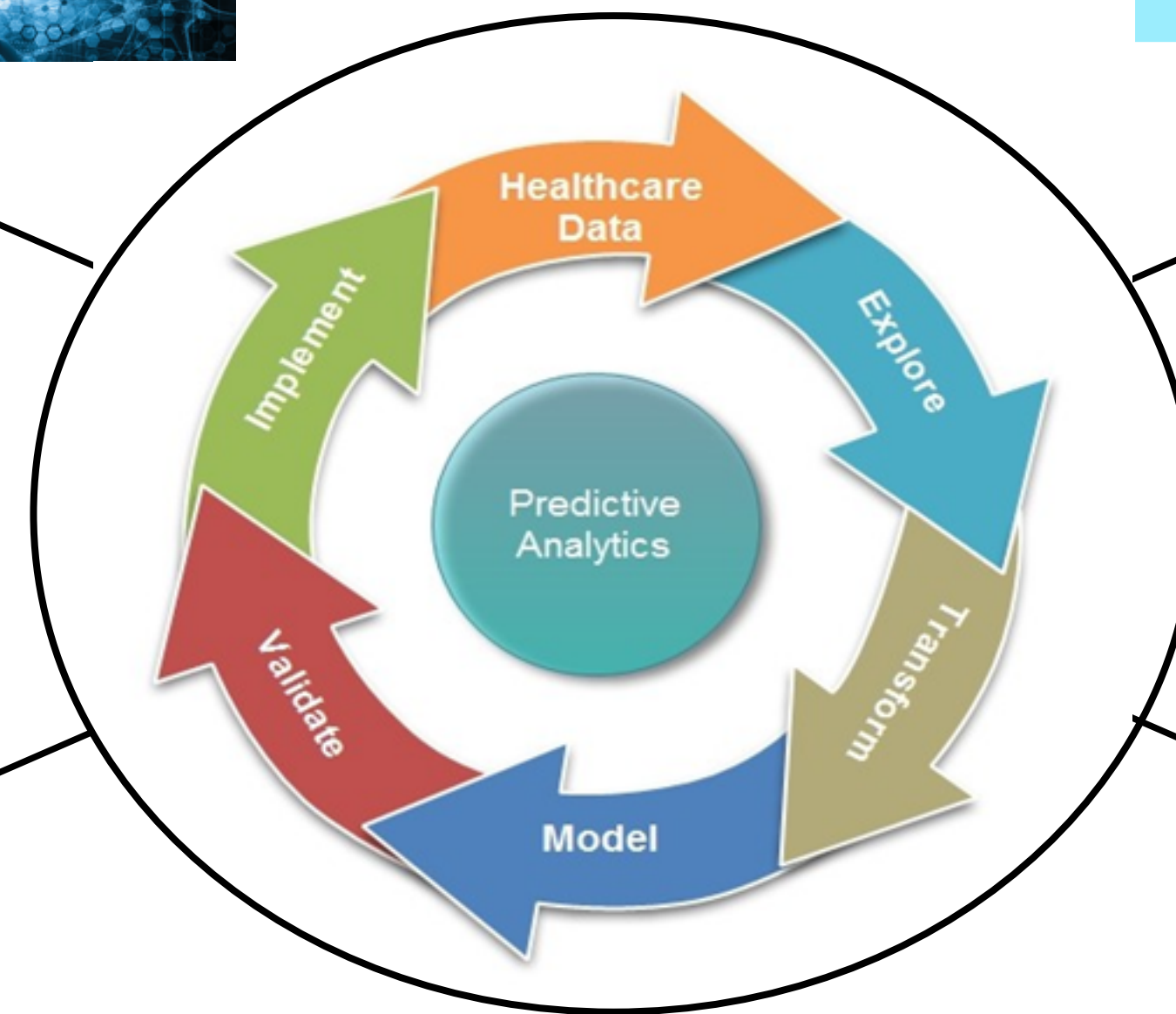
HELPFUL



PRECAUTION
FOR CRITICAL
CONDITIONS

EFFICIENT
USAGE OF
RESOURCES

DOCTORS
ATTEND
CRITICAL
PATIENTS WITH
PRIORITY



RAPID
DIAGNOSIS
AND
PREVENTION

SMART
HOSPITAL
MANAGEMENT

PATIENT
DISEASE
TRACKING

What do they SEE?

environment
friends
what the market offers



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

EASY TO
ATTEND
PATIENTS
ON TIME

PROPER
RESOURCE
ALLOCATION
FOR
PATIENTS

AVAILABILITY
OF REQUIRED
MEDICATIONS
IN ADVANCE

EASE
OF
USABILITY

PAIN

fears
frustrations
obstacles

REQUIRES
HUGE
STORAGE
SPACE

CHANCE OF
SECURITY
BREACH

CENTRALIZED

GAIN

"wants" / needs
measures of success
obstacles

REDUCING
MEDICAL
ERRORS

IMPROVES
PATIENT
DISEASE
MONITORING

EFFICIENT
USE OF
HOSPITAL
RESOURCES

