

C3N / ICN /

Chronic Care Collaborative

ImproveCareNow

ER / and LYBBA

Enhanced Registry

Lybba

BRAND AND COMMUNICATIONS BLUEPRINT

PREPARED BY THE BRAND STRATEGY TEAM AT LYBBA



Our Charter

Brands

DEFINE, CLARIFY, AND CONNECT

The challenge: clarify and differentiate four interrelated brands.

Each brand is innovative, transformational, action-oriented and health-focused. Each seeks to heal our broken health care system. Each shines a light on what is possible and breaks new ground. Each facilitates collaboration.

We aimed to make each brand distinct, but still able to fit seamlessly as part of a larger constellation that can maximize synergies, share communities, synch technologies, inspire invention, extend reach and fuel change.

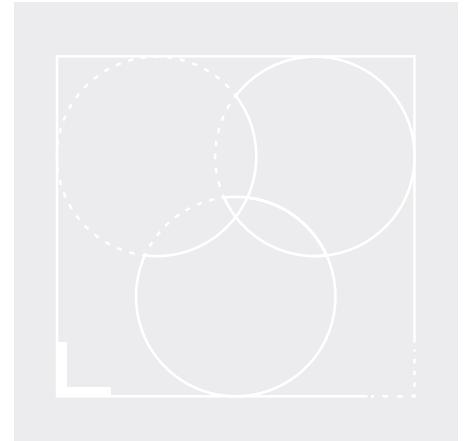


Blueprints

MAKE THE SPECS YOUR OWN

This brand and communications blueprint will serve to **mold internal brand strategy** and outward perception of the constellation, to ultimately achieve recognition for the large-scale, paradigm-shifting results envisioned.

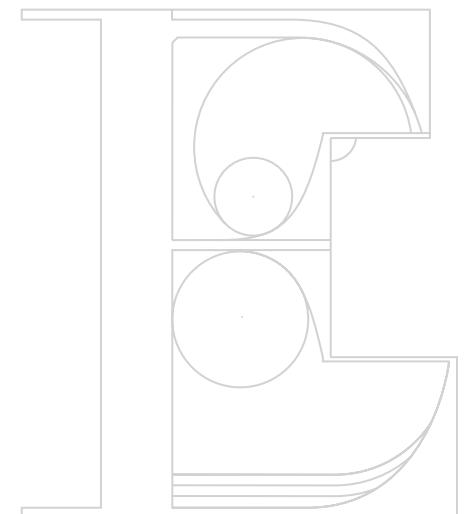
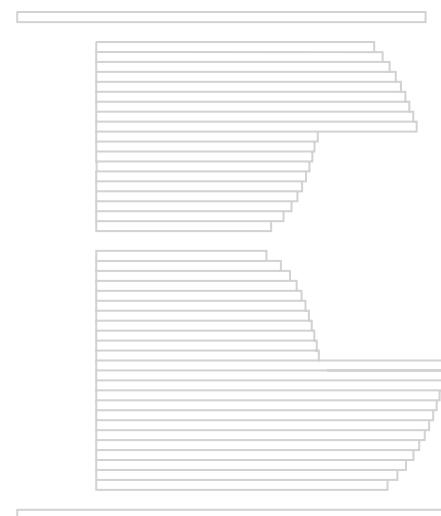
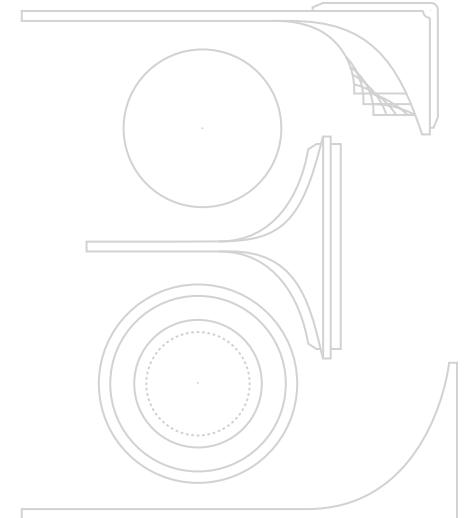
We propose a **transformational and individual identity** for each brand. One that evokes its very core, and can seamlessly be integrated across the constellation. It will ultimately guide the tone and content of communications with the goal of motivating and engaging audiences.



Symbolic Thinking

USE THE POWER OF METAPHOR

Brand at its core is symbolic thinking. The symbols we turn to in creating brands are archetypal—from them we create a particular **brand archetype** that serves as a vehicle for evoking the personality attributes that will differentiate your brand.



Your Brands Visualized: The Constellation

con·stel·la·tion

kän(t)-ste-'la-shen / function: n

- A any brilliant, outstanding group or assemblage
 - B a group or configuration of ideas, feelings, characteristics, objects, etc., that are related in some way
-
- 1 Each constellation has its own unique clusters of related concepts
 - 2 The stars within a constellation rarely have any substantial astro physical relationship to each other, and their apparent proximity when viewed from Earth disguises the fact that they typically lay light years apart



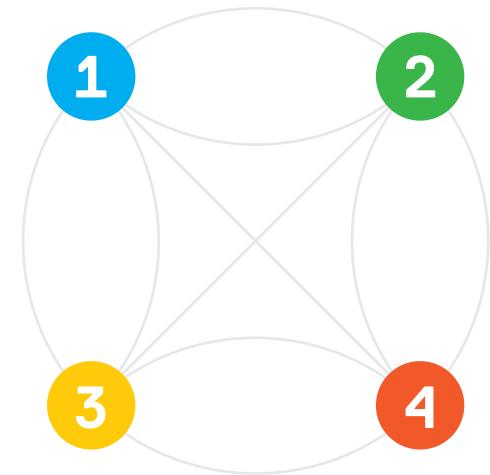
The Constellation

THINK INTERRELATIONSHIPS, NOT HIERARCHY

Brand architecture usually refers to the hierarchy of a parent company, subsidiaries, products and services. It mirrors marketing strategy. It affects visual design.

In the case of C3N, ER, ICN and Lybba, we disrupted the normative brand architecture model. We came up with the notion of a brand constellation.

Brand constellation connotes interrelationships, not hierarchy. It connotes cycles of movement and interaction. It inspires us to think about patterns of connection.





CHRONIC CARE COLLABORATIVE



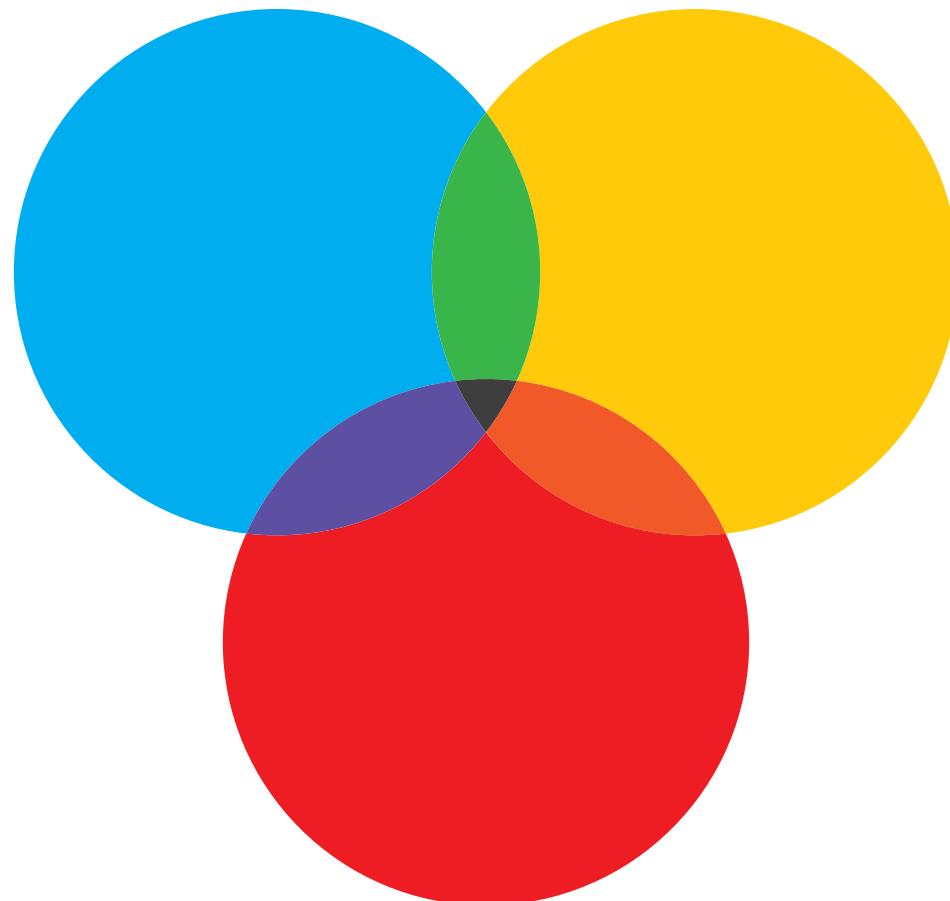
IMPROVE CARE NOW

ENHANCED  REGISTRY

 Lybba

How Did We Get Here?

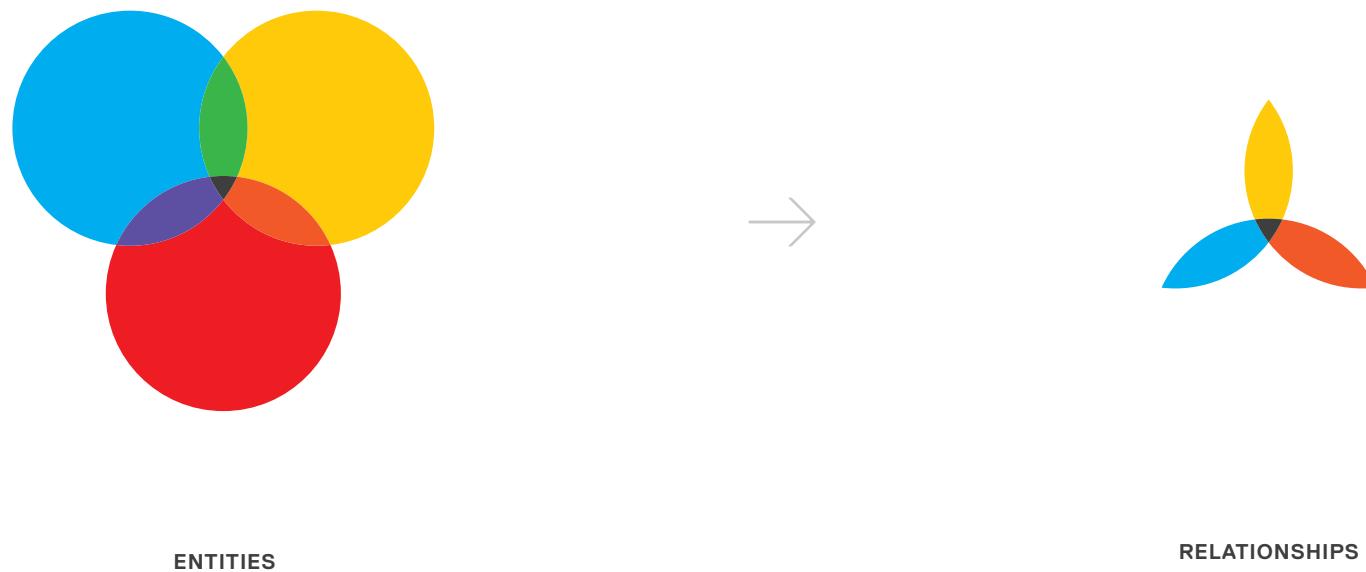
BEGIN WITH A VENN DIAGRAM



Why Venn?

SIGNIFY RELATIONSHIPS

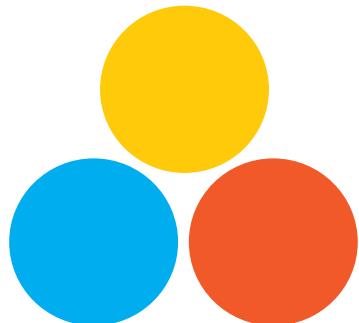
We view the venn diagram as a type of constellation. It establishes union between a group of elements. By overlapping circles, we create intersections. These intersections highlight similarities, invoke the idea of collaboration, and ultimately they represent an investment in a shared outcome.



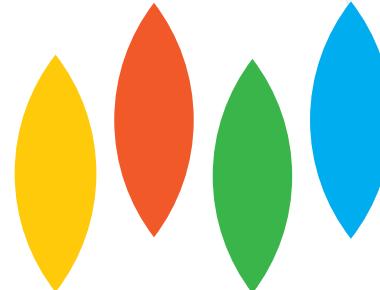
What Next?

BRING IT TOGETHER

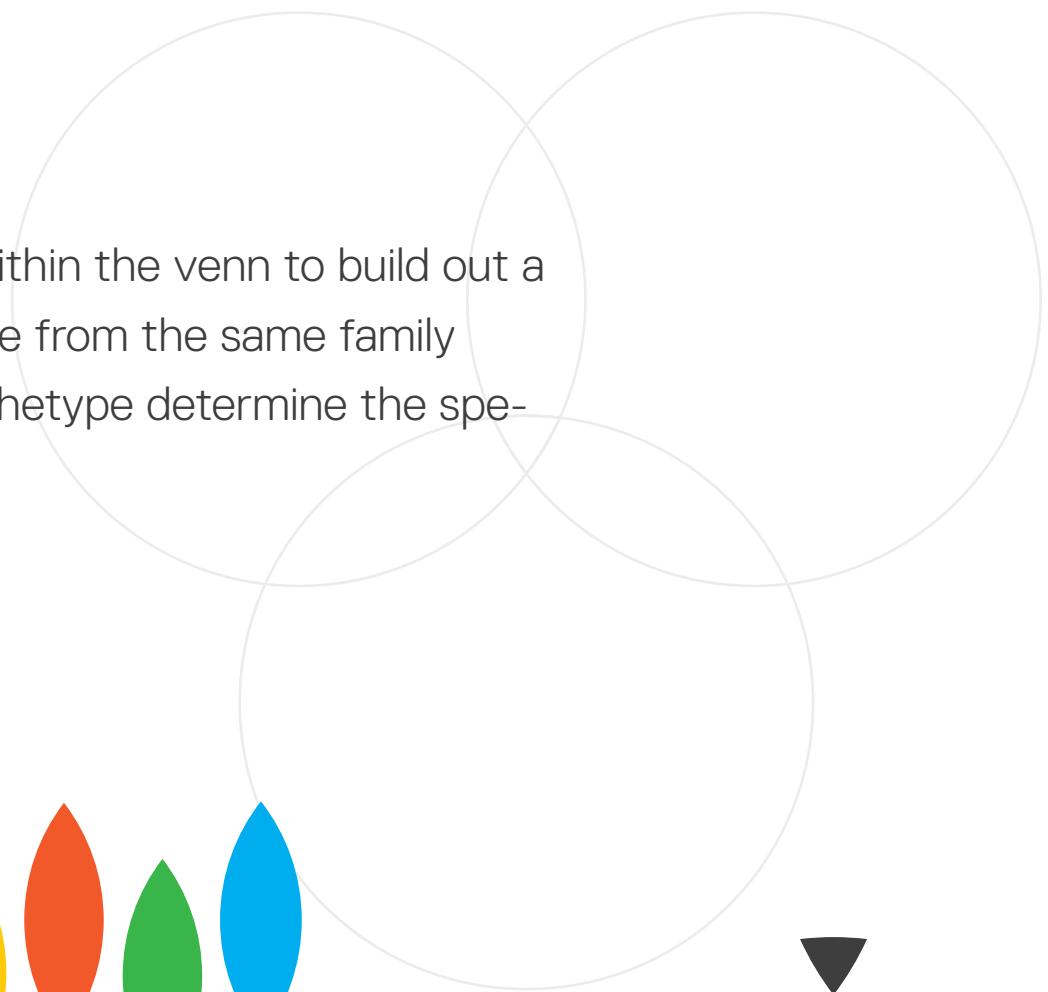
We identified and extracted shapes from within the venn to build out a constellation (or system) of logos that come from the same family of visual ideas. Then, we let each brand archetype determine the specific shape and form of each logo.



CIRCLES



BLADES, PETALS
(INTERSECTIONS)



TRIANGLE
(JUNCTION, NODE)

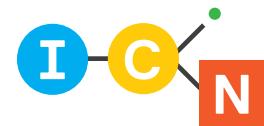
Now What?

EXPLORE IT

The notion of constellation is a conceptual model.



It can inform not only visual design, but digital strategies, marketing strategies and organizational decisions.



And it can fuel social media.

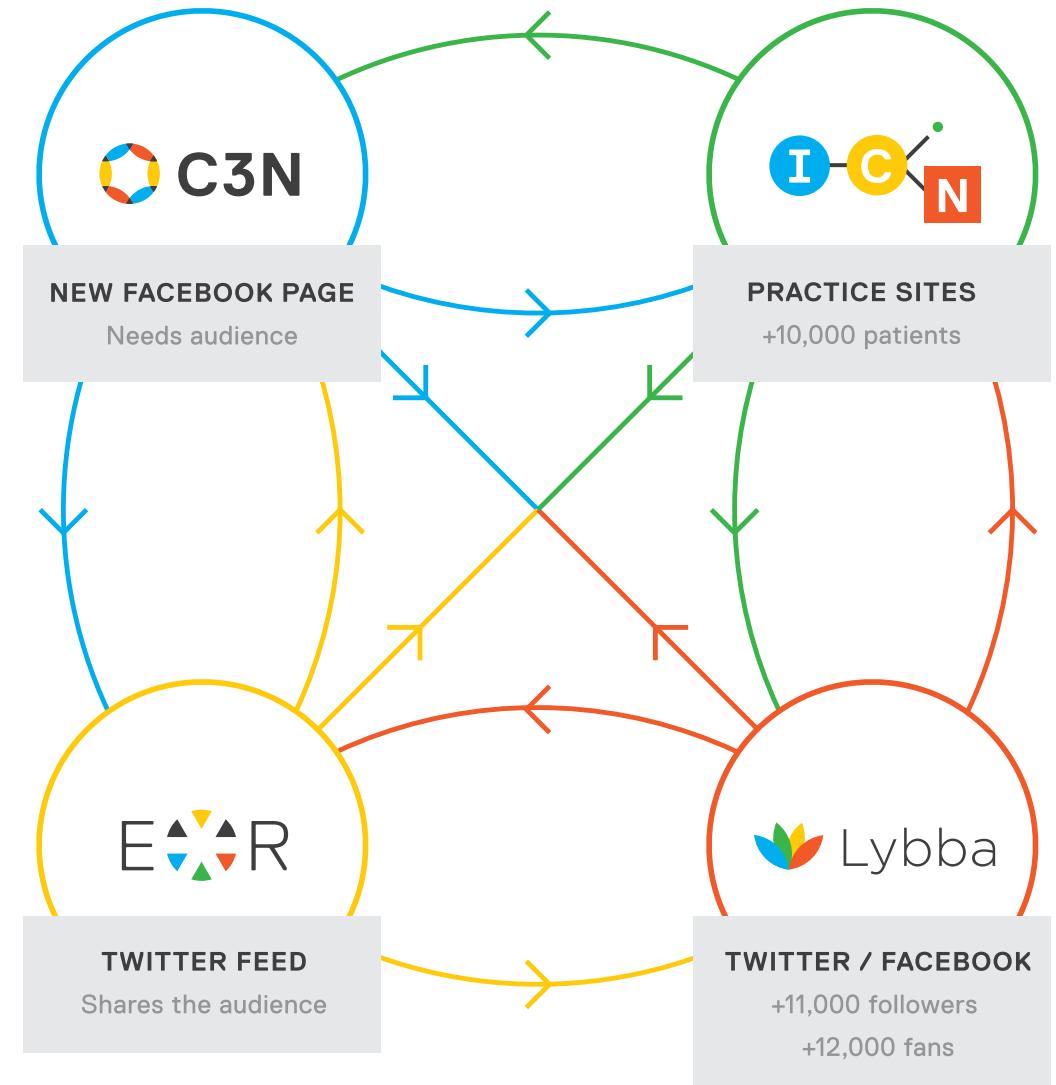


Constellation in Practice

ONE SCENARIO: SHARE YOUR FANS. GROW YOUR AUDIENCE

MIGRATION

- Lybba invites Facebook and Twitter followers to visit C3N
- ICN invites patients and families to join the C3N FB page
- Enhanced Registry gives a shout-out on Twitter
- C3N shares knowledge of the IBD-10,000 with Lybba, ICN, ER
- The cycle of influencing the audiences continues round again and again.



Brand Archetypes

Brand Metaphor

UNDERSTAND YOUR ESSENCE

Unearthing an organization's defining metaphor is the first step in creating a powerful and consistent brand. We believe that an individuated metaphor is best expressed by consistent use of a breakthrough tool: the brand archetype¹.

THE BRAND ARCHETYPE...

- is a valuable way to use metaphor
- propels strategic vision
- defines how audiences perceive the brand
- ensures congruence of brand perception
- frames brand cohesiveness throughout all media
- guides development of communications

¹ Credit for developing the initial concept of the brand archetype goes to Margaret Mark and Carol S. Pearson, authors of *The Hero and The Outlaw: Building Extraordinary Brands Through the Power of Brand Archetypes*.

Archetype in Practice

MAKE IT REAL

Archetype informs the following:

UNIQUENESS Who you are as a brand

COMMUNICATIONS How you communicate as a brand

EMOTIONAL IMPACT The emotional impact of the brand

EXPANSIVENESS The brand's reach and spread

RESPECT What the brand is respected for

EXCITEMENT How the brand generates excitement

INSPIRATION How the brand inspires

ARCHETYPE:

The Inventor



CHRONIC CARE COLLABORATIVE





The Inventor

The Inventor



The archetype for C3N that best reflects and manifests the ideal is The Inventor. Inventors are at the core of radically new languages, systems, technologies, services, products—from Braille to HTML and Java, from the iPhone and iPad to the world wide web itself. They question the status quo and envision the future.

When something seems amiss in the world they design a signature solution and in so doing, change our most basic notions of human capabilities and technological potential. From Tim Berners Lee—whose development of the web radically transformed the way we work, play, think and interact—to Steve Jobs, whose products forge new dimensions— inventors represent a brilliant convergence of ideas and open radically new paths. In reinventing the present, they alter the course the future.

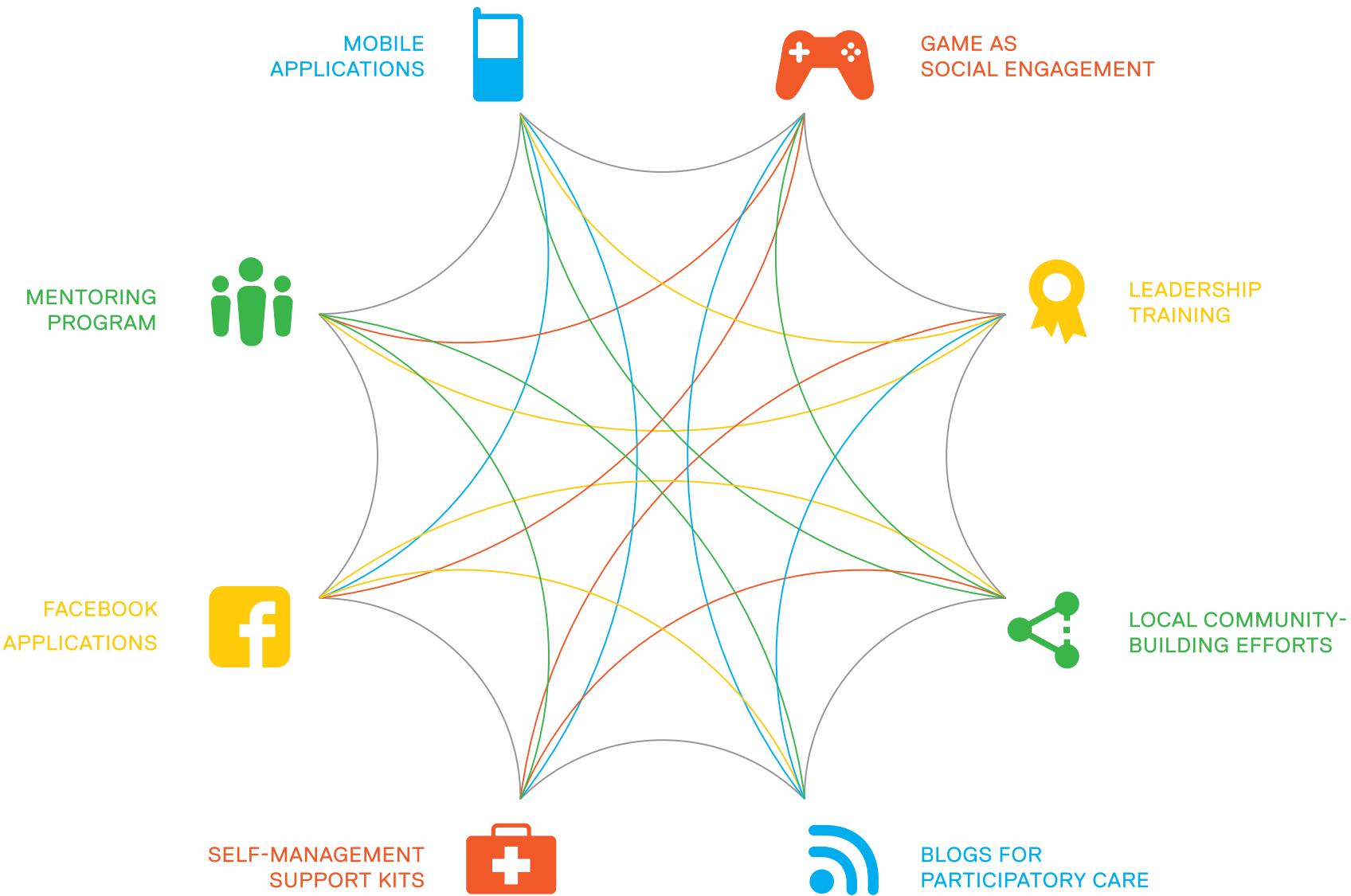
Inventor as Organization

C3N at its essence is an Inventor organization. It pioneers research questions that others have not thought to ask and invents prototypes that open pathways to the future. It's where cutting edge technologies meet unorthodox scientific thought—in dedicated service of radically improving human health and the healthcare system.

It's an organization that represents an entirely new paradigm for medical research. C3N fosters and follows a new methodology of creative invention in the medical sphere: physicians, engineers, designers, developers, technologists, scholars and filmmakers engage—virtual atelier-style—on a range of projects dedicated to radically improving human health.

Incubations

PROTOTYPES, PILOT PROGRAMS AND DIGITAL OUTREACH



The Lexicon of Performance:

HOW C3N WORKS

DIAL UP THE FREQUENCY
OF CERTAIN WORDS

A cutting-edge incubator. An idea lab. A unique culture of continuous learning. Designers, technologists, researchers, physicians, filmmakers, scientists and patients in collaboration. Generates innovations in participatory medicine. Synthesizes emerging technologies and participatory medicine. Creates mobile health apps. Fuels online mentoring networks. Optimizes social media for chronic illness care.

MAKE THEM VISIBLE

The Lexicon of Inspiration:

WHO C3N IS

USE A LEXICON THAT INSPIRES

Invent new possibilities. Explore bold ideas. Radically improve health. Collaborate beyond walls. Alter the paradigm in chronic illness care. Catapult the field. Connect patients and physicians. Speed the translation of research. Transform the known. Re-envision the tools: web, mobile, tablets, film, social media—game theory. Forever alter the everyday—for patients. The future is here. Now.

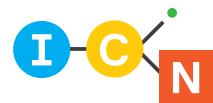
NOW TURN UP THE VOLUME

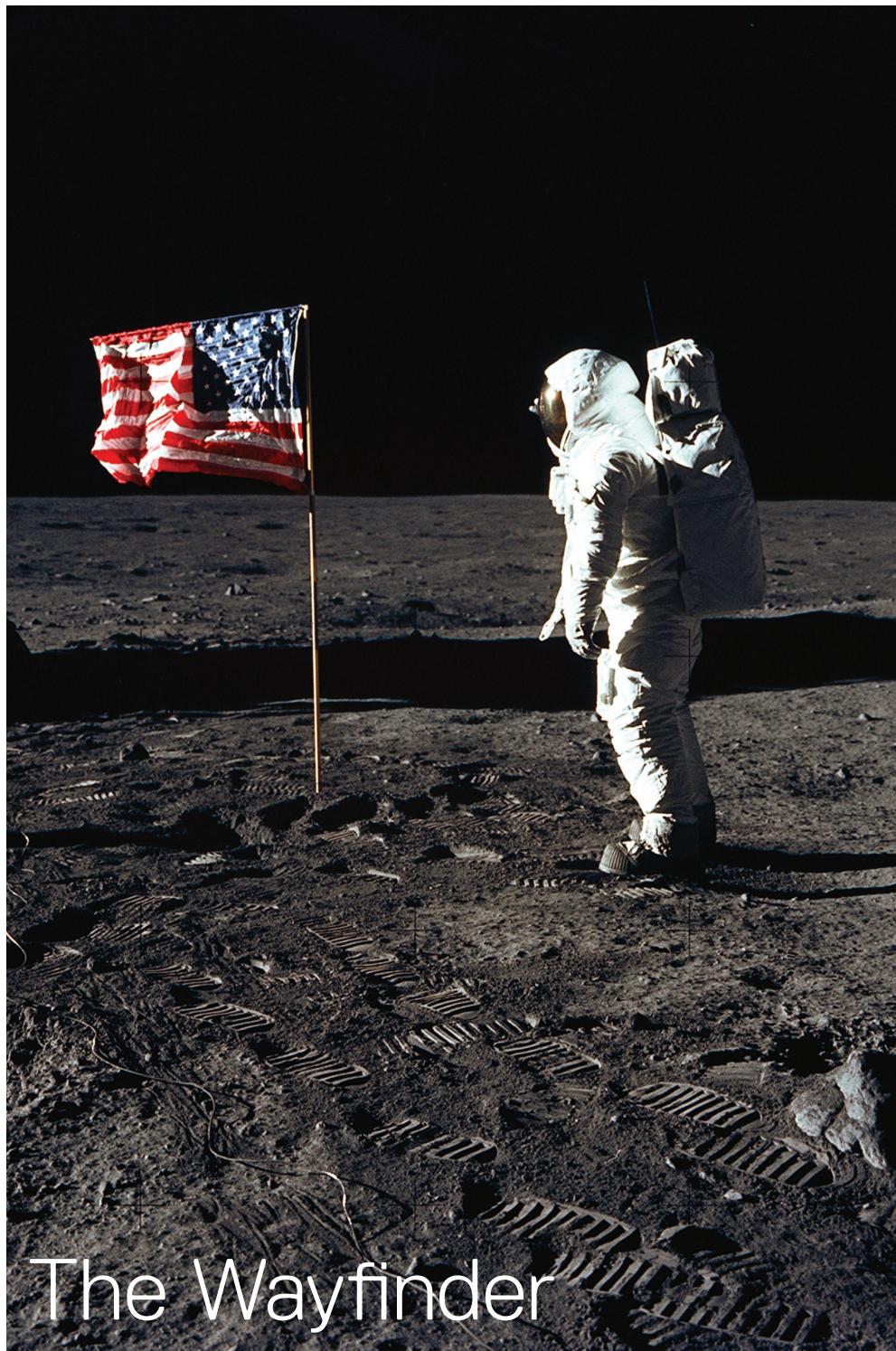
ARCHETYPE:

The Wayfinder



IMPROVE**CARE**NOW





The Wayfinder

The Wayfinder



Wayfinders steer a new course through the unknown. They navigate uncharted territories with tools of their own making. In the name of advancement, wayfinders have historically gone where none have gone before. Polynesians, the wayfinders who mastered the Pacific Ocean, identified 220 stars by name, learned to read the influence of islands on wave patterns and navigated the open sea without compass. They improve and enlighten peers and are determined to explore the many new possibilities that exist in our worlds.

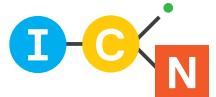
Wayfinders are committed to creating new tools and new ways of working together that in the end, create new systems or radically alter existing ones. Like the pioneers Louis & Clark or the iconic Captain Jean-Luc Picard of USS Enterprise, wayfinders push the boundaries of our understanding while spreading learning for the betterment of all.

Wayfinder as Organization

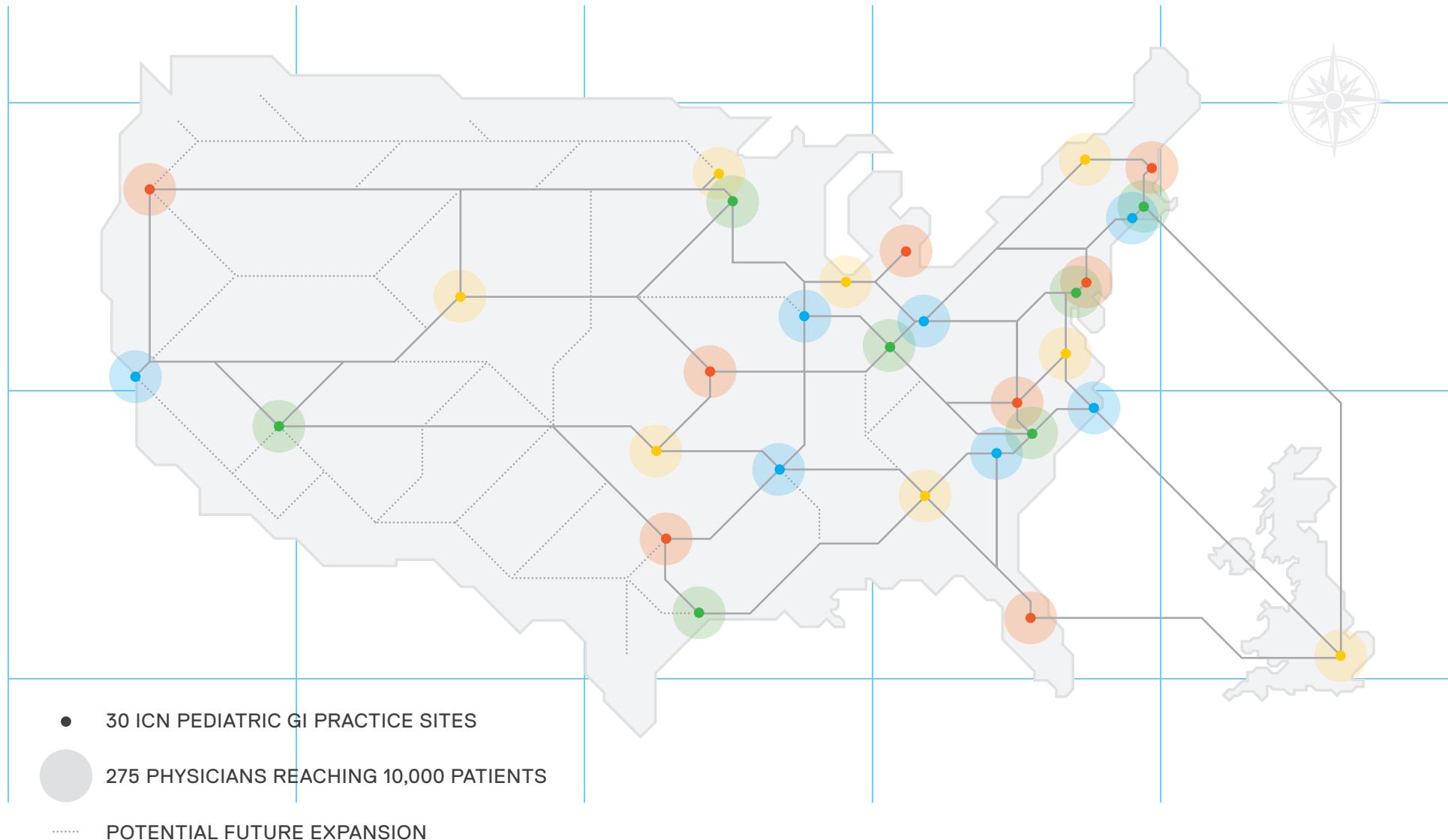
ICN at its essence is a Wayfinder organization. It pilots, manifests and manages a trailblazing set of tools and practices that exponentially improve the health of patients and dramatically alters the status quo within—and outside of—clinical settings.

These endeavors are not simple and the participants of ICN must get much done on their own, as societal support or understanding is often not be available. The adaptive and go-for-it nature allows individuals within ICN to be nimble and ICN as a whole to manifest next-generation practices that hold massive ramifications for the healthcare system and the lives of patients.

ImproveCareNow



INTERNATIONAL NETWORK AND REACH



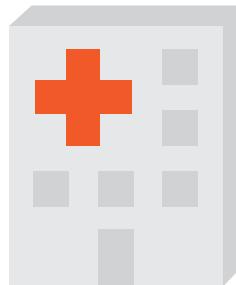
ImproveCareNow



HOW MANY SITES? VISITS? PATIENTS?

TOTAL SITES

31



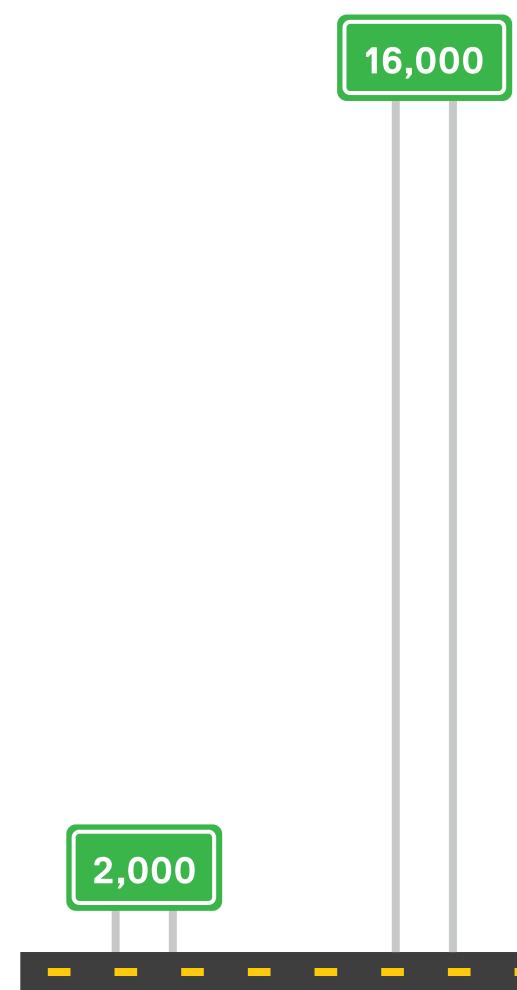
CUMULATIVE VISITS

16,000

2,000

2007

2010



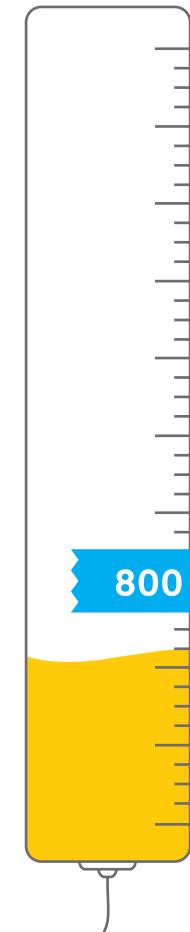
PATIENTS ENROLLED

800

3,000

2007

2010



The Lexicon of Performance:

HOW IMPROVECARENOW WORKS:

DIAL UP THE FREQUENCY OF CERTAIN WORDS

Transformative. Collaborative and international. The new standard of care in IBD. Urban and rural. Focused on improving outcomes. A widespread source for continuous leaps in learning.

MAKE THEM VISIBLE

Impressive numbers: 29 sites, 270 physicians, 10,000 patients, 100,000 patient visits. Remission rate of 73 percent. Staggering. Unprecedented.

The Lexicon of Inspiration:

WHO IMPROVECARENOW IS:

USE A LEXICON THAT RECRUITS

Transform the patient experience. Spread. Grow. Invite participation with children, with families. Ask the right questions.

NOW TURN UP THE VOLUME

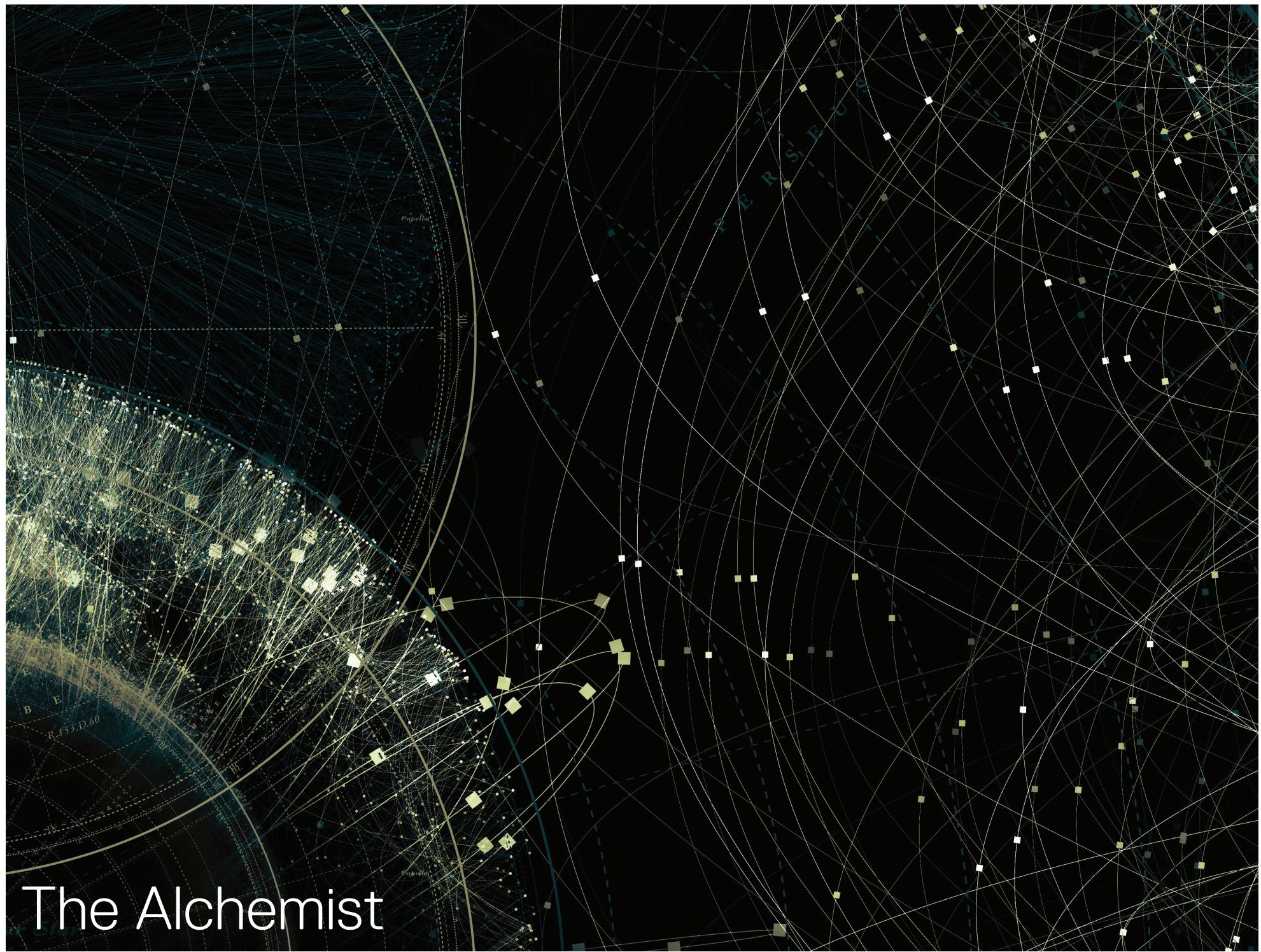
Measure answers. Share results. Collaborate. Radically improve outcomes. Change lives.

ARCHETYPE:

The Alchemist

ENHANCED REGISTRY

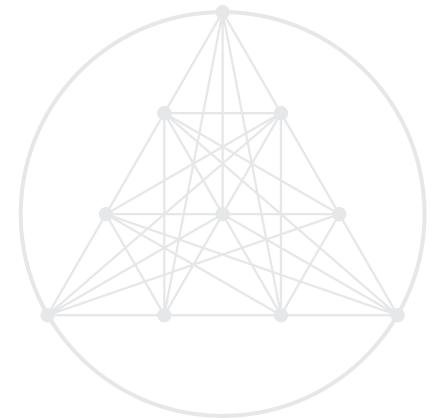




The Alchemist

The Alchemist

Alchemists choose raw ingredients from an endless stream of possibilities, combine, and from the process, enact transformation. Their methods often appear almost otherworldly, yet reflected a grounding in science.

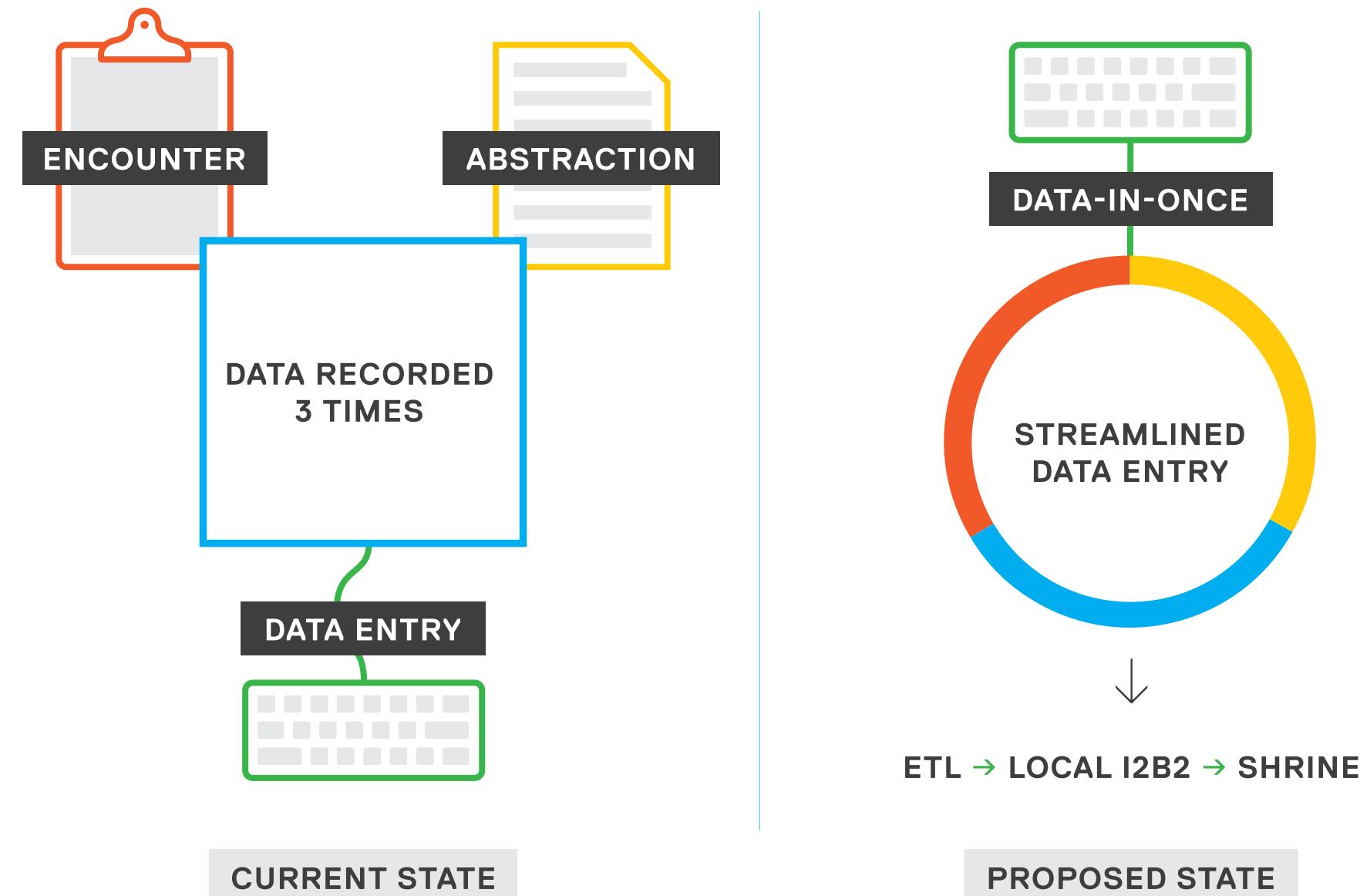


Their goal: to create an elixir of longevity. They honed improvements in process. As a group, they believed in continuous learning and the achievement of an ultimate wisdom that can serve society. As a symbol, they evoke an evolution from ignorance to enlightenment, and the sense that the impossible is possible.

Like the Alchemists , Enhanced Registry has as its ultimate aim the extension of lives. ER uses knowledge of ingredients (data) to find useful blends that yield insight and potentially answers. ER converts rivers of data into smart information that is useful, provoking, and actionable.

Enhanced Registry

IBD REGISTRY IMPROVEMENT



The Lexicon of Performance:

HOW ENHANCED REGISTRY WORKS

DIAL UP THE FREQUENCY OF CERTAIN WORDS

Open source. Continuous. Responsive. The next-generation in health information technology. A modular, versatile and scalable registry. A collaborative synthesis—clinicians, informaticians, QI specialists, researchers, adolescents, families. Data goes in once. Enables cultivation on a vast scale. Delivers data to the point of care.

MAKE THEM VISIBLE

The Lexicon of Inspiration:

WHO ENHANCED REGISTRY IS

USE A LEXICON THAT INSPIRES

Envision it: pediatric populations manifested as data. Data is humanity. Data is shared. Data is medicine. A revolution in data collection. The path to massive leaps in continuous learning. A technological metamorphosis of the status quo.

NOW TURN UP THE VOLUME

ARCHETYPE:

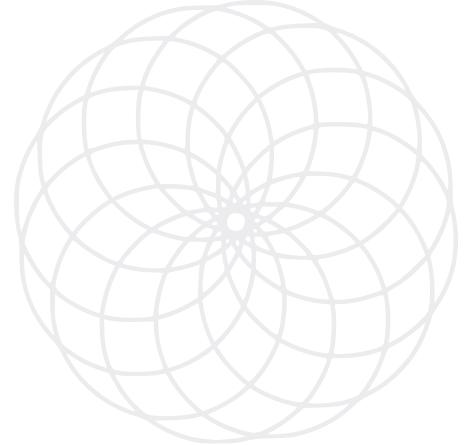
The Shaman





The Shaman

The Shaman



The Shaman as archetype is mystic and innovator, energetic force, teacher and healer all in one. It evokes regeneration. It reflects the ability for paradigm-shifting change. It simultaneously occupies the center of culture and evokes the wisdom of the outlier. It follows a unique path and process. It's a vehicle for connection—at ease both with communities and their leaders. It evokes in others surprise and wonder, respect and influence.

Whether iconic orators for social change—Martin Luther King and Barak Obama—or new-media change-agents—IDEO and kiva.org—shamans inspire people to action. They enable us to see the world in an entirely new way.

Shaman as Organization

Lybba at its core is a shaman organization. It believes in the power of storytelling. It makes transparent the knowledge within our culture. It mediates. It devotes itself to empowering and catalytic acts. Using design instead of drums, technology instead of the energy of spirits—but Shaman nonetheless.

The Lexicon of Performance:

HOW LYBBA WORKS

DIAL UP THE FREQUENCY OF CERTAIN WORDS

MAKE THEM VISIBLE

A platform to empower patients. A design agency in service of social innovation. Films that move people to action. A virtual studio of filmmakers, designers, technologists, strategists, writers. Fuel for doing good. Not-for-profit. Cutting-edge thought and method. A whiteboard for social change. A disruptive force in health-care. Committed to design-think, to the spread of critical care guidelines. A community—nationwide. A beacon.

The Lexicon of Inspiration:

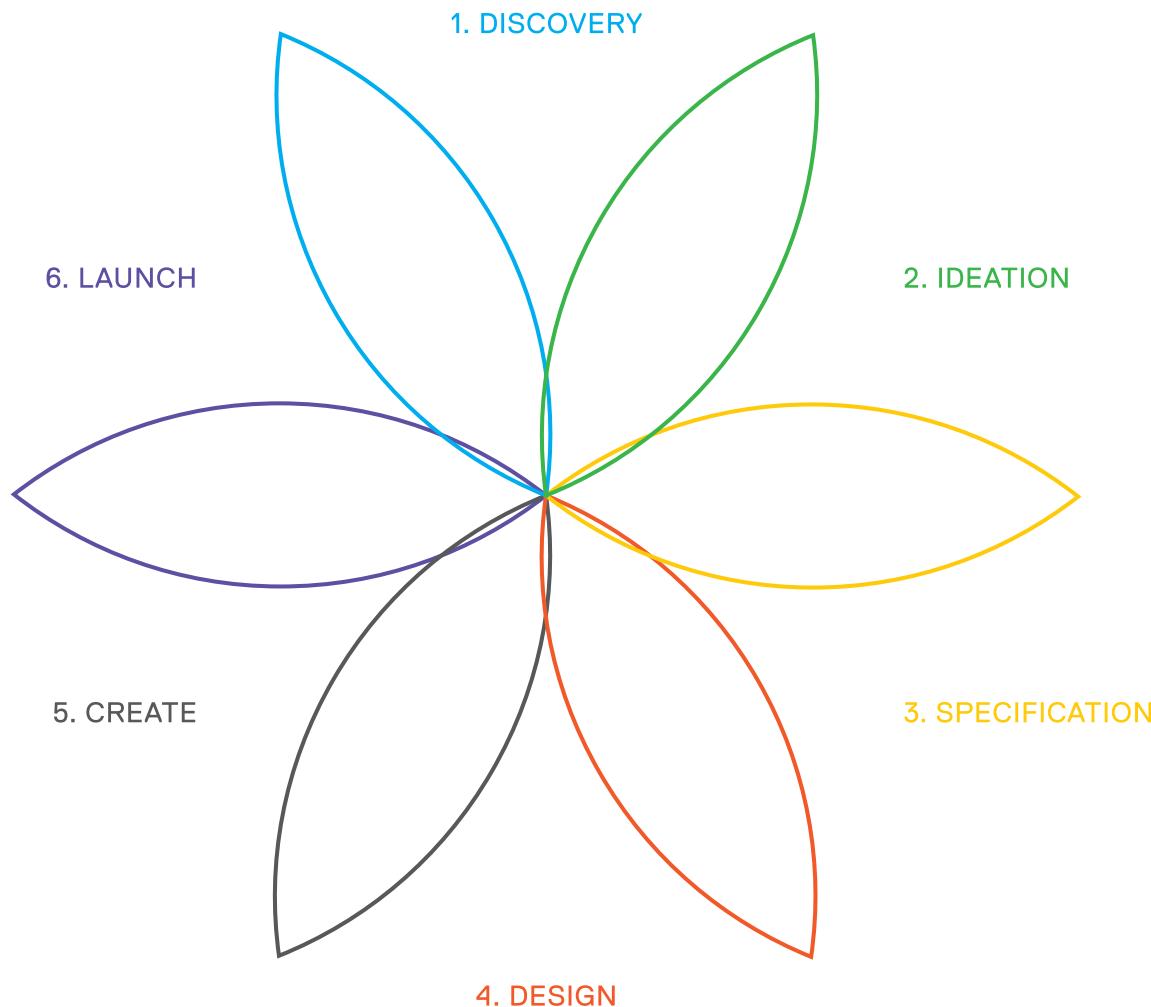
WHO LYBBA IS

USE A LEXICON THAT INSPIRES

Inspire. Make a difference. Ask the hard questions. Translate the answers. Share. Be part of the nexus of heart, mind, technology, radical change in healthcare.

NOW TURN UP THE VOLUME

Believe in the power of transparency. Lybba is a philosophy. Lybba is a verb. A platform. Lybba is you—and us. A universe of continuous care. A call for kindness. It's what's possible. Join us.



Archetypes in Practice

THE SPIRIT OF THE ARCHETYPE

Moving ahead, the spirit of the archetype should inform every brand touch-point, from print to digital to conversation.

The archetype becomes the filter by which each part of the brand ecology and communications system is judged. Ask yourselves: “Does this brochure/web site/video reflect the spirit of our archetype?

Our Research

A PARTIAL OVERVIEW OF OUR DUE DILIGENCE FOLLOWS

STAKEHOLDER INTERVIEWS

Cole Jackson
Chris Forrest
David Fore
Dan Burgess
Dick Coletti
Eden D'Ambrosio
George Dellal
Ian Leibowitz
Jesse Dylan
John Chaffins
John Wilbanks
Keith Marsolo
Laura Peterson
Linda Goldenhar
Michael Kappelman
Michael Seid
Mitch Cohen
Neal Halfon
Peter Gloor
Peter Margolis
Tom Drew
Wallace Crandall

DOCUMENTATION REVIEW

NIH Transformative ROI grant proposal
(Peter Margolis/Michael Seid)
Enhanced Registry Grant
(Christopher Forrest)
Press release for Enhanced Registry Grant
Press release for Transformative ROI Grant
Crohn's Lead User Ethnographic Analysis for Facebook
(Peter Gloor)
YouApp Mockup
C3N Web Metrics, January 2011
(Peter Gloor)
Healthcare Ecology Model: Adolescent IBD
(Lybba-authored)
System Driver Diagrams
Draft Communications Framework
Creating a Collaborative Care Network
C3N Project Vision
Design Process Charter
System Purpose
(Draft)
Base Slide Set for Local CCFA Reps
Final CERTs Presentation
Catalyzing Development of a Pediatric Learning Health System
Presentation (Christopher Forrest)
The Enhanced Registries Award Presentation
(John Hutton)
Enhanced Registry I2B2 Toolkit Presentation
(Keith Marsolo)
Looking at the Bigger Picture: How a Comprehensive Approach to
Digestive Diseases Improves Care Quality (Annual Report)
Innovation Networks: A Strategy to Transform Primary Healthcare
(JAMA: Michael Seid and Neal Halfon)

WEBSITE REVIEW

Harvard Catalyst
MIT Media Labs
IDEO
Improve Care Now

RESPONSES TO GOOGLE SEARCH QUERIES:

Participatory medicine, health registries,
health2.0, health technology

