



InSites Consulting

An interactive workshop

Putting people at the heart of what we do

To develop impactful digital health

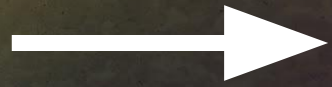
Amy Pratt, Snr MI&A Manager, Consumer Health, Philips

Laura Hunt, Business Director, InSites Consulting



Our ambitions for today

Your interest



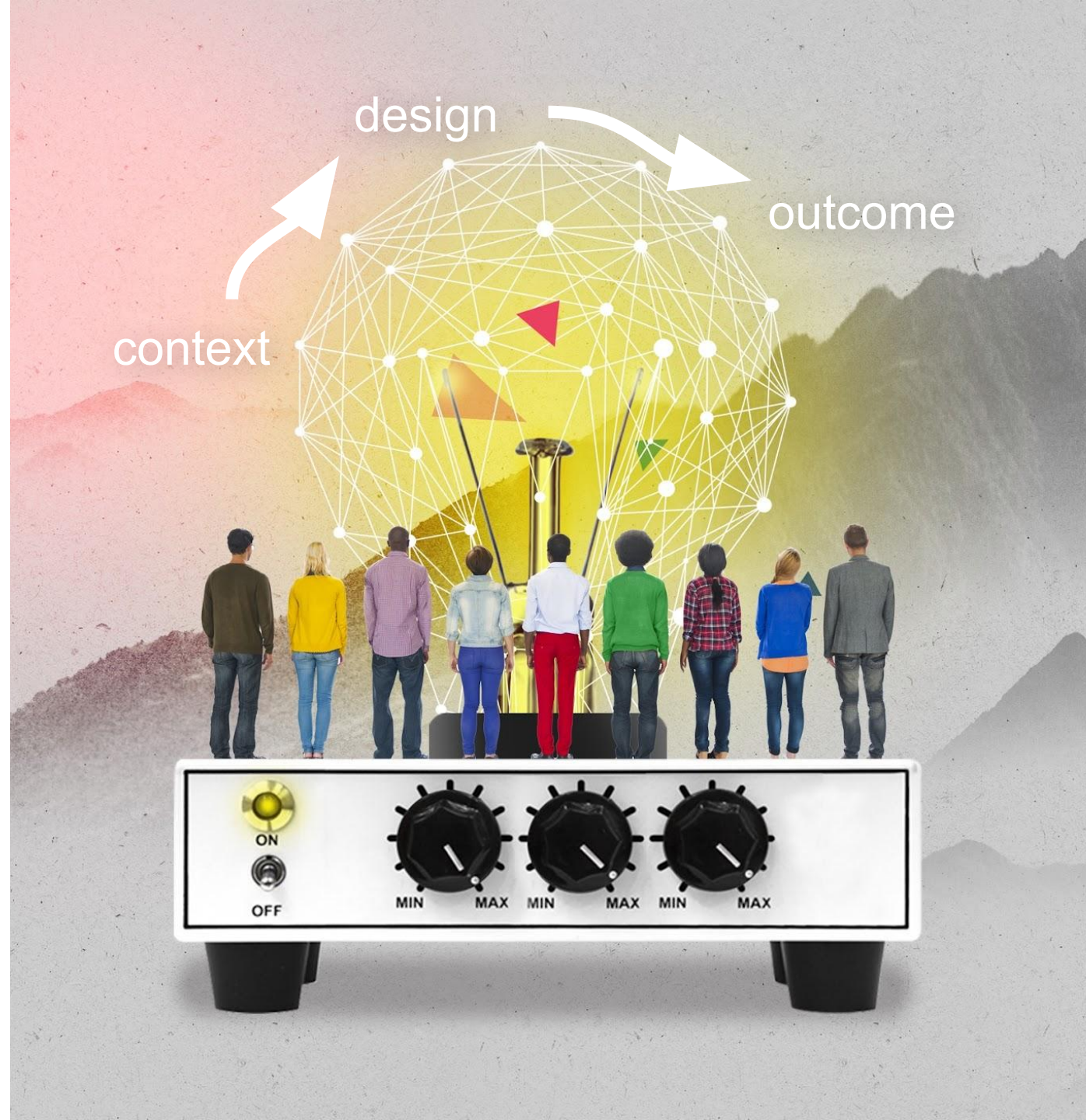
Our expertise



What is insight led research?

It's me × Aha! × ❤️ = 🔑

Designing and activating insight led research – a human perspective





REINVENTING HEALTHCARE -CONTEXT





The role of context

Healthcare systems



Healthcare trends



PATIENT

HEALTH CARE
PROFESSIONAL
(HCP)



CAREGIVER

PAYER

Cultural nuance



Societal trends





A hand holding a yellow pencil is positioned on the right side of the frame, pointing towards the left. The background is a light grey surface with a yellow gradient at the bottom. The text "A REINVENTED INSIGHT DESIGN" is written in white, bold, uppercase letters on the left side, partially overlapping the pencil. A short black horizontal line is positioned above the text. In the top-left corner, there is a small circular icon with three white chevrons pointing right. In the bottom-left corner, there is a vertical black and white striped pattern.

A REINVENTED INSIGHT DESIGN



A human centric approach

Think holistically to create impact



REINVENTED OUTCOMES





Creating real impact

Activating learnings and insights



insights



collaboration



dissemination





**Let's discuss –
20 minutes**

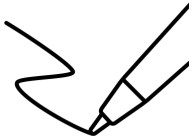




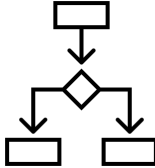
Let's share our ideas



**REINVENTING
HEALTHCARE**



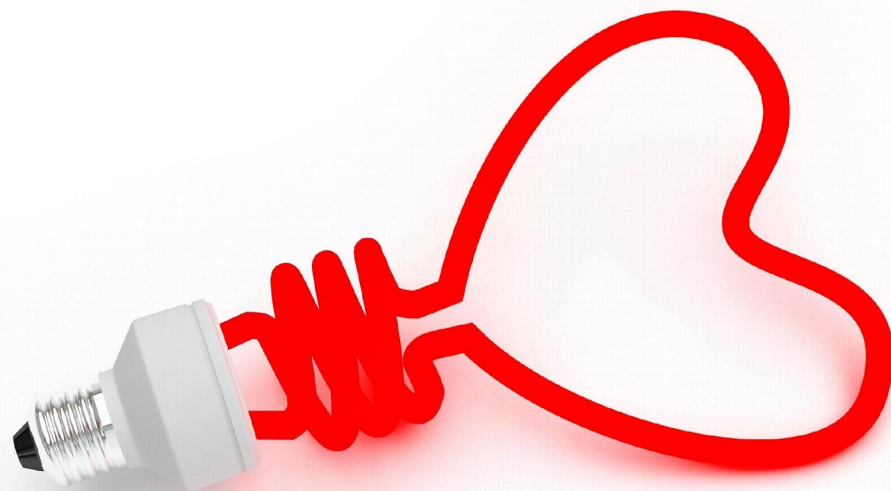
**A REINVENTED
DESIGN**



**REINVENTED
OUTCOMES**



Next steps



www.insites-consulting.com/intelligent-health



InSites Consulting



thank you!



Laura Hunt

Business Director at InSites Consulting

laura.hunt@insites-consulting.com

Amy Pratt

Snr MI&A Manager, Consumer Health at Philips