

VALUE

Focus, Differentiation
(Meaningful Distinctions)
Through Population Health
Improvement Continuous
Value Enhancement

Recalibrating Lifeless Business
Models To Transform Work Life
Balance Achievement and
Corporate Performance

Moving Agenda to Action™

Innovation and Evaluation Methods: Health and
Performance Improvement Continuous Value
Enhancement (HPI/CVE) and Patient-Centered
Outcomes Research methods and transparent
evaluation processes will transform community
health assurance, accountable care organization
opportunities for Company's and *Their People* To
Evolve Achieve and Thrive in a global economy.

Leadership:

Trustworthiness, Trust, Alignment and Empowerment
Breakthrough Ideas at Work

"Insightful Opinion Leaders Suggest Healthcare Cure"
American Journal of Medical Quality (January 2011)

The role of disruptive
innovation and business
model transformation in
making products and
services affordable and
accessible will advance
best value care

Consumerism will
be embraced to
meet needs and fill
gaps in cities and
neighborhoods

*Being Understood and
Appreciated Works Here.*
Meaningful productive
interactions at all levels
will lead to positive human
behaviors, better health,
financial security, and life
fulfillment

Enabling technologies that work and real-time
IT health information exchange networks that
can demonstrate "meaningful use" will drive
new delivery possibilities and transform the
alignment of incentives, relevant information
and distinct choices for the global consumer

iTrends²⁰¹¹

The End of Business as Usual™

Shifting America from
sick care to genuine wellness

Health care costs will
continue to outpace
most economic indices

The population
is aging with a
history of poor
health choices