

Your Business Partner



Changing the world a prototype at a time

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We are a **strategy and innovation consultancy** with offices in **Milan and London**, designing and leading transformation within **healthcare systems** at international level.

WE VALUE THE HUMAN EXPERIENCE IN HEALTHCARE

Our method is based on **Human-Centred and Empathic Design**, combining **First-Hand Qualitative and Quantitative Data**.

WE VALUE HUMAN EXPERIENCE

Healthcare



Financial Services, Banking, & Insurance / Leisure & Luxury / Technology & Telecommunication / Automotive



OUR SERVICES

BUSINESS STRATEGY

- Overarching vision and value proposition
- Direction for market development, new market entry, and future growth arenas
- Development of key strategic partnerships
- Revitalisation of brand perception
- Customer segmentation and brand positioning
- Stakeholders engagement

ORGANISATIONAL DESIGN

- Capability and culture assessment
- Internal assessment of market awareness and opportunities
- Organisational adoption of innovative and efficient ways of working
- Location strategy nationally and internationally
- Employee engagement
- Business transformation management

STRATEGIC COMMUNICATION

- Targeted dissemination and ad hoc awareness campaigns
- Scientific publications on relevant journals with the involvement of key opinion leaders
- Participation in Scientific Conferences
- Customer segmentation and brand positioning
- Brand awareness enhancement

WHAT WE DO

HEALTHCARE AND LIFE SCIENCE

- Integrated care systems design
- Enhance personalised medicine and care pathways
- Improve Patient Experience
- Foster operational efficiency
- Enhance clinical outcomes
- Patient engagement and adherence
- Disease area and product strategy
- Entering new markets and segments

SELECTED AWARDS & PUBLICATIONS

Winner

ValueBased
HealthCare



Best Practice Examples in
Personalised Medicine



Nominations

ValueBased
HealthCare



Scan to explore our peer-reviewed publications, books, and online articles, including features in Harvard Business Review Italy.



WE DO THINGS DIFFERENTLY

Unique Anthropological Approach

The only European company applying a comprehensive anthropological approach to stakeholder engagement and patient listening.

Phenomenology-Driven Research

We go beyond the surface to truly explore and understand the human experience combining qualitative and quantitative methods.

Multidisciplinary Team

A multidisciplinary team of experts, including senior healthcare consultants, doctors, anthropologists, service designers and data scientists.

Co-Created Solutions

We develop customised strategies in collaboration with our clients, avoiding one-size-fits-all approaches to truly address their unique needs.

Human Sciences at the Service of Medical Sciences

We combine human sciences with medical expertise to deliver meaningful insights.

Proven Track Record

16 years of experience in delivering tangible outcomes.