

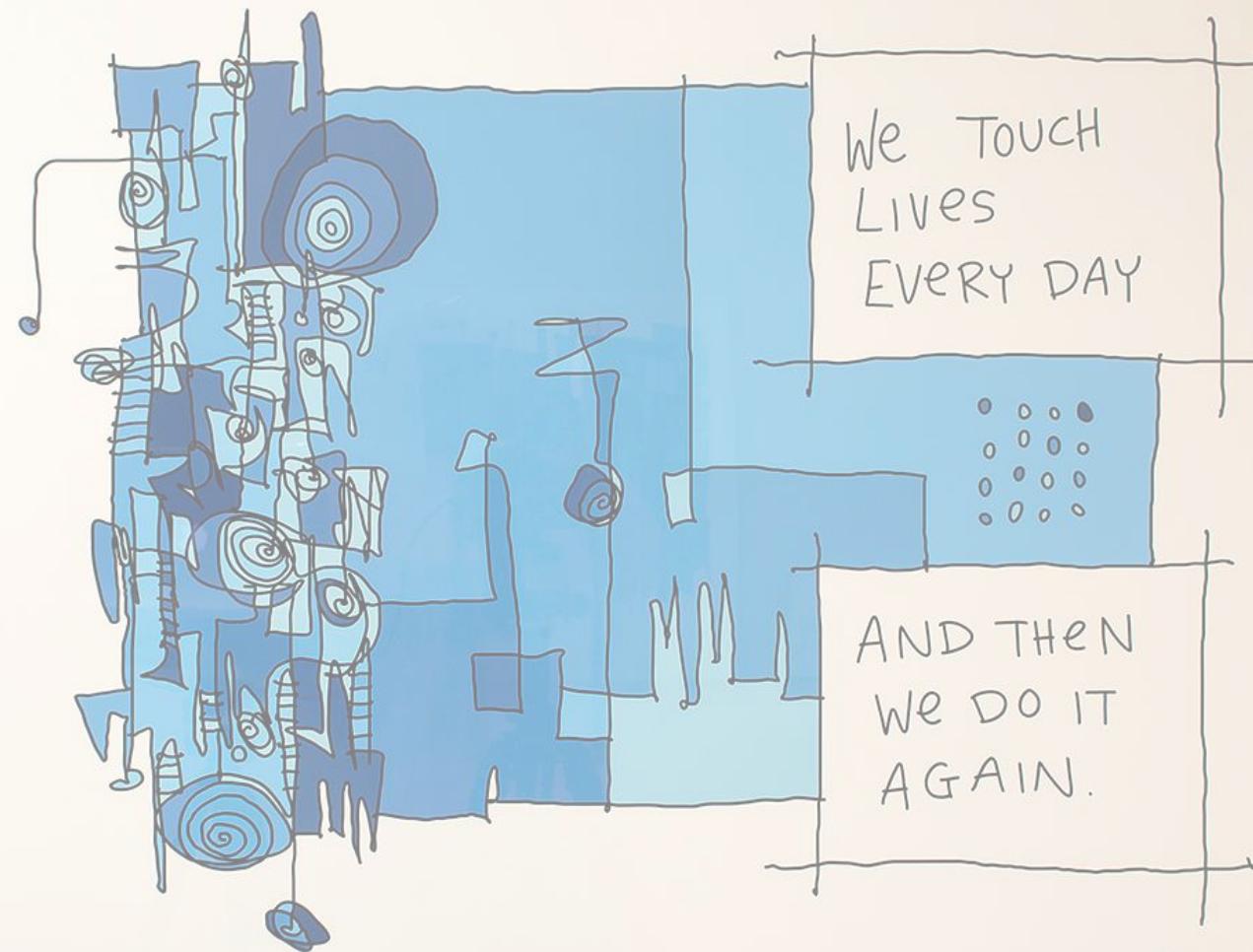
Healthcare Culture Installations

Engaging both patients and providers

Improving the perception of care and of the physical environment

Surprising and delighting

Branding experiences



A new way to improve employee engagement and patient experience

Our team specializes in organizational change based upon a few principles:

- People are driven by emotion.
- Connecting emotion to organizational goals drives massive change.
- Physical environments are an overlooked tool for cultural change.

Through data-driven, creative, message-based, environments, you can improve engagement and behaviors in healthcare.

No disruptive training or process improvement necessary.



@gapingvoid

"Fewer than 1 in 10 healthcare workers report high well-being at work." Gallup. Sept '15

HCAHP scores are perceptual.

Art changes perception

Correctly positioned art and language can subliminally impact responses to HCAHP questions.

A common trick for improving HCAHP scores is to speak the word “excellent” repeatedly to patients. This method works just as well in waiting rooms and patient rooms.

Make patient wait-times work for you, versus against you.



This immersive space was created by
Gapingvoid Culture Design Group
Gapingvoid creates data driven patient
experience and organizational culture
tools that have maximum impact on
reported patient satisfaction and
workforce engagement.
Our work is based on neurological and
behavioral science. We use the data
and insights to develop truly share-
able visual, physical artwork and acts
of gratitude. These two pillars will
positively shape our experience and
shape caregivers and patients to create
an environment that creates more emotional culture
for everyone.
For the past 10 years we have been
helping one of the world's largest
organizations in enterprise and health
care.
gapingvoid.com
healthcare@gapingvoid.com
306.763.8805
[@gapingvoid](https://www.gapingvoid.com)

“A superior [patient] experience doesn’t just strengthen patient engagement – it also correlates to 50 percent higher hospital margins.”

Accenture: Patient Engagement: Happy Patients, Healthy Margins

Hard & Soft ROI

A better physical environment creates a better experience for providers.

A better provider experience creates a better experience for patients, and reflects back to your bottom line.

Our healthcare installations consistently result in over 4X ROI in under a year.

We know it's not all about money in healthcare, but great investments are worthwhile.



Proven Art Curations that Improve Your Healthcare Experience

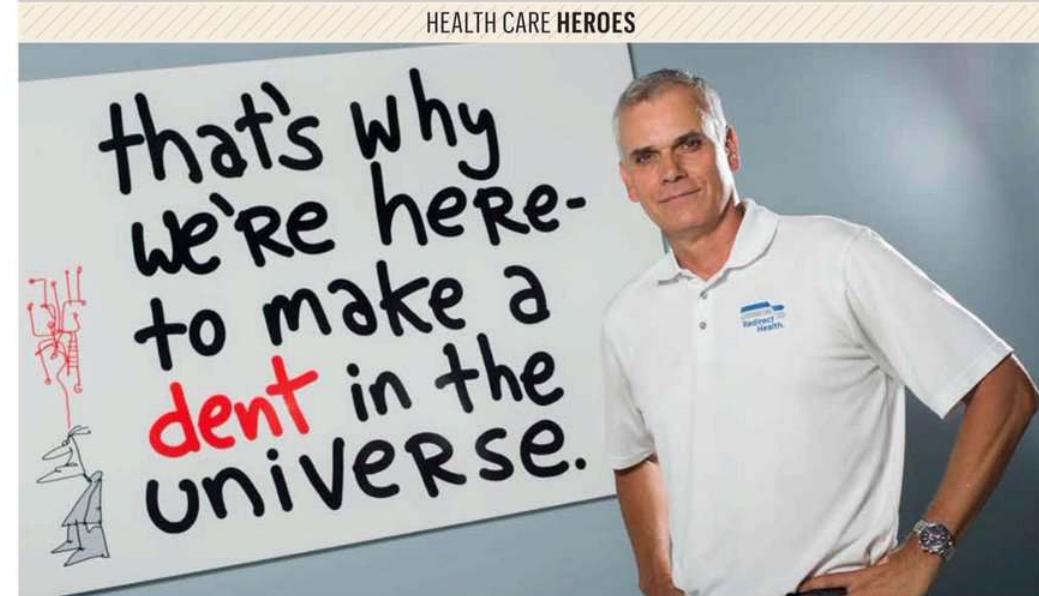
Over the years our team has curated a collection of works that are measurably proven to improve your healthcare experience.

Working with us is simple: send us your floor plan and photography of your space.

We will make recommendations based on our assessment of the high impact areas and appropriate artworks for your space.

AUGUST 25, 2017

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WINNER: INNOVATOR

David BERG | Co-founder and chairman
REDIRECT HEALTH

The health insurance system in this country is in dire need of fixing, and David Berg believes his company has developed the tools to do it.

When Berg and his wife, Dr. Janice Johnson, moved to Phoenix from Canada, they came with a vision of a new type of health care system.

The couple opened Arrowhead Health Centers where they conceived and implemented a model that improved processes; increased business and technological and clinical efficiencies; enhanced patient care; and eliminated the waste of administrative expenses of traditional health care.

Despite success, Arrowhead faced the same problem many other companies share – providing affordable health insurance to employees without bankrupting themselves. For Berg, the situation came to a head when he could not retain Arrowhead employees because of the health insurance coverage he offered.

"I just redesigned the whole system for my own employees first and then created a system for my friends' companies, where I took things away," he said. "Anything that did not benefit the purchaser or user of health care, meaning me or my employees and our families, we just got rid of it."

By eliminating non-value added waste and administrative costs, Berg created self-funded health care to provide his own employees with competitive benefits at about a third of the mar-

ket rate. Recognizing the potential of his health care model for businesses across the country, in 2013 he joined forces with businessman and former Phoenix Mayor Paul Johnson to co-found Redirect Health. Today, the company serves 180 businesses in 30 states nationwide.

Redirect Health is not an insurance company, but it provides a health care plan the enables employers to self-insure.

"I combined the two capabilities of knowing how to run an entrepreneurial company with knowing the fine intricacies and details of health care delivery in a creative way," Berg said. "My companies have gotten to a point where I

can provide health insurance for free to over 500 people with no co-pays and no deductibles, no premiums. I can pay a hundred percent of it because I've made it so affordable.

"The concept was only buy the parts you want without having to buy the waste and the administration and the distribution around it that you wouldn't pay for if you didn't have to," he continued. "Our health care system is really about how to allow people to only pay for the things they want and not pay for the things they don't."

Berg admits that bringing down costs and removing the complexity from the

health care system was not a simple task. He had to be committed to creating a new system from the ground up. The system's execution continues to evolve along with Berg's vision.

It also required having a different philosophy about the health care system.

"Here's the mistake that we're making it in this country," Berg said. "We're defining the problem wrong, and we've made a critical thinking error and it's this: that health insurance is the same as health care. As soon as you believe that statement, you can't recover from it. It's like saying you can't recover from a cold." Berg's vision is to change the way we think about health care. He believes that by changing the way we think about health care, we can create a better system for everyone.

Berg knows his idea was a huge gamble, but he saw it work first-hand at his company.

"My proudest moment was definitely in the early days, when I solved the problem and I had employees that knew would leave for better benefits who were now staying with me and gushing, and sometimes in tears, over the relief they felt at not having to worry about the burden of health care."

► LABEL UMBRELLA HERE

Your personal health care heroes: Dr. Peter Diamandis, for changing my linear mindset and teaching me to understand exponential technology and social trends; and Dr. Patrick Soon-Shiong, for his innovative way of tackling the opportunity of personalized cancer care and the health care delivery system.

Three things always in your medicine cabinet: Vitamin E, fish oil and a picture of my wife, Janice.

Your superpower would be: Seeing many more important moves into the future.

First thing you would do with lottery winnings: Build Redirect Health's software-as-a-service platform that makes health care dramatically simpler

and radically affordable, producing better outcomes.

One person who shaped your life: Dan Sullivan, my strategic thinking coach for 17 years.

Three people (dead or alive) you would like to have dinner with: Tony Robbins, Elon Musk, Jeff Bezos

Favorite musician or band: Tim McGraw

Perfect pet: Black and white Lhasa Apso-poo named Angel

Nonprofits you support: Entrepreneurs Organization Accelerator Program (mentoring starting entrepreneurs), 100 Club (health care for fallen police officers' families), Autism Speaks, Fresh Start

Bespoke Installations

In one month our team can design and execute a fully immersive experience that is unique to you

Baseline Data Collection

Engaging conversations with your physicians, staff & patients about their experience

Culture Analysis

Culture metrics are mapped and behavioral patterns are studied with inferential statistics to find root cause drivers of culture

Custom Art Creation

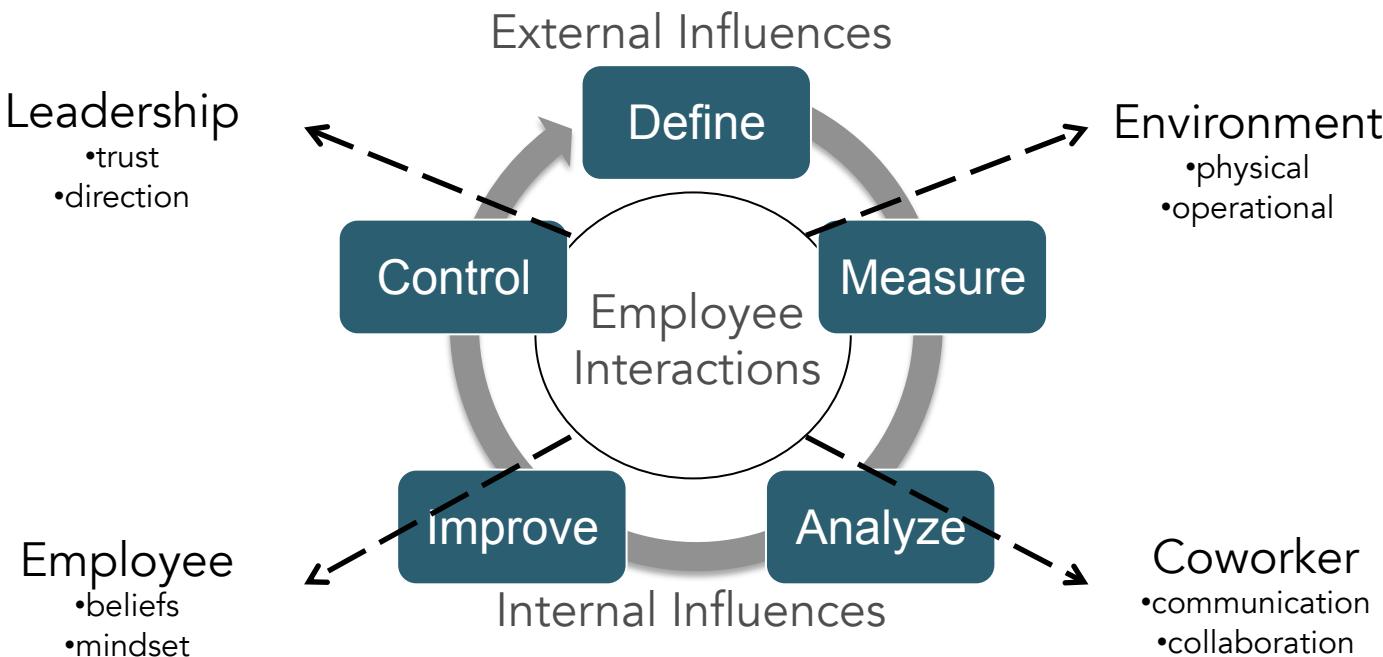
Our creatives are briefed on the ideas that will specifically enhance patient and provider satisfaction. They then create a suite of images, colors and styles to please you and improve experience. that you can then select your favorites

Track and Ensure Effectiveness

To ensure the quality of our work, we conduct a follow up analysis(es) to guarantee our effectiveness, and switch out works (at no extra charge) until we achieve our goal of a better patient and provider experience.

If you prefer a custom solution created and branded uniquely to you, and tailored to your specific needs, our team will create a fully customized installation project that guarantees our intended results.

As an ancillary benefit of this work, you will also receive a free culture report and cultural tracking that you can take into account when designing future engagement solutions. We capture cultural collaboration, mindset, leadership methods and environmental factors of your culture across 32 specific healthcare metrics based on researched best practices.



Case Study: Mount Sinai Hospital

Our immersive installation inside a targeted area of Mount Sinai hospital created dramatic impact for patients and providers.

Though the doctors were initially skeptical about the style and nature of works that are not nature focused, the results spoke for themselves.

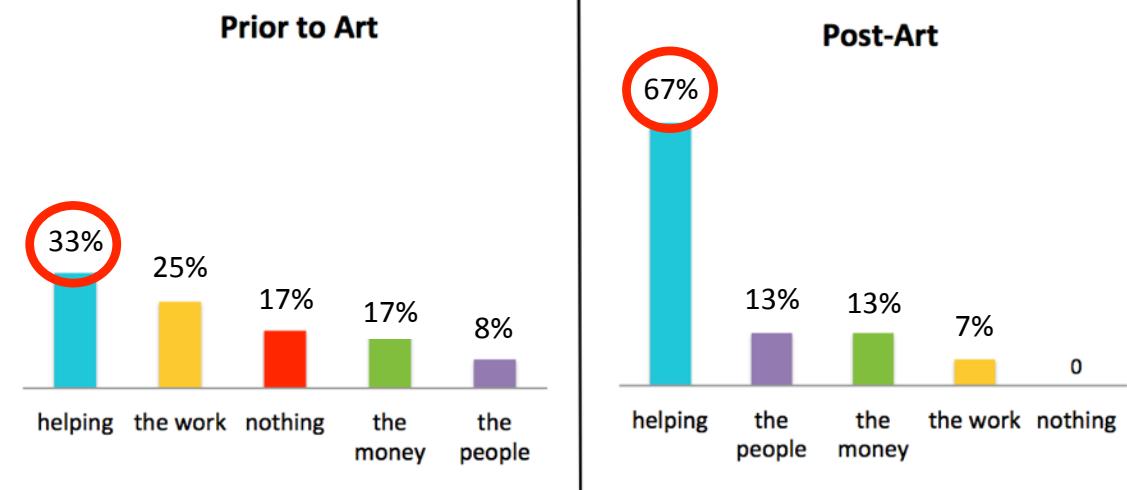
To the right, you can see that providers' mindsets aligned around helpfulness. Below are patient scores.



1. Patients reported before and after installation:

	Pre	Post
Likelihood of referral	80%	▲ 89%
Patient Satisfaction	74%	▲ 91%
Perceived communication	85%	▲ 95%
Low stress level	79%	▲ 86%

2. Staff were asked, what makes work meaningful:



Outcome: Increased patient/staff engagement, experience and satisfaction

Market Differentiation

When providers are inspired to think and connect differently to patients, and patients are primed to feel better, patients will become your single most important source of POSITIVE earned media, referrals and brand advocacy. Differentiation of healthcare marketing propositions are becoming tenuous. The ability to activate patient advocates is the best marketing.

Imagine turning patients and staff into fans and seeing them share pictures on social media every day, from your office.

A self sustaining and scalable source of referrals.



"25% to 40% of all traffic and lead generation comes from earned media".

- Ad Age



I had THE BEST experience of my life! Thank you ladies! I will keep you all in my heart forever!!! ❤️



Like 221
Comment Share
1 share
View 32 more comments

Engagement, HCAHP and Market Differentiation

TRANSFORMING MEDICAL CULTURE!

gapingvoid.com

1

Improve organizational opportunities without operational disruption

2

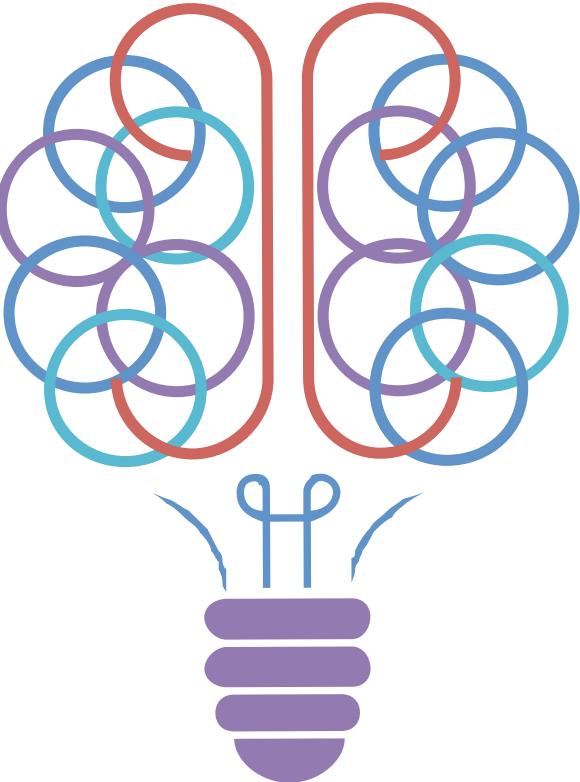
employ environmental cues to remind culture and delight occupants

3

improve HCAHP scores through engagement and experience

4

differentiate in the marketplace and build permanent relationships



about

gapingvoid®
Culture Design Group

For a decade, Gapingvoid Culture Design Group has been designing and implementing engaging cultures at some of the most prominent companies on earth, including AT&T, Zappos, Genentech/Roche and L’Oreal, LinkedIn, and many others.

Our experience is broad, from technology and FMCG, to higher education, pharma innovation and healthcare. We understand human centered change differently, and address the art and science of connecting emotion to business outcomes.

Our team combines Lean Six Sigma management science principles with behavioral economics, marketing, and visual solutions to create measured and sustainable change at scale, to transform ideas into movements.



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MILLER SCHOOL
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HEALTH DESIGN®

Aventura Hospital
and Medical Center

