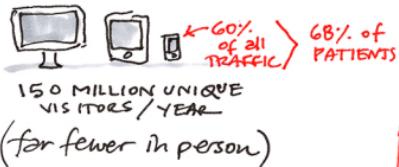


JAMES
Senior
@jamessenior
MAYO CLINIC

The needs of the patient
come first

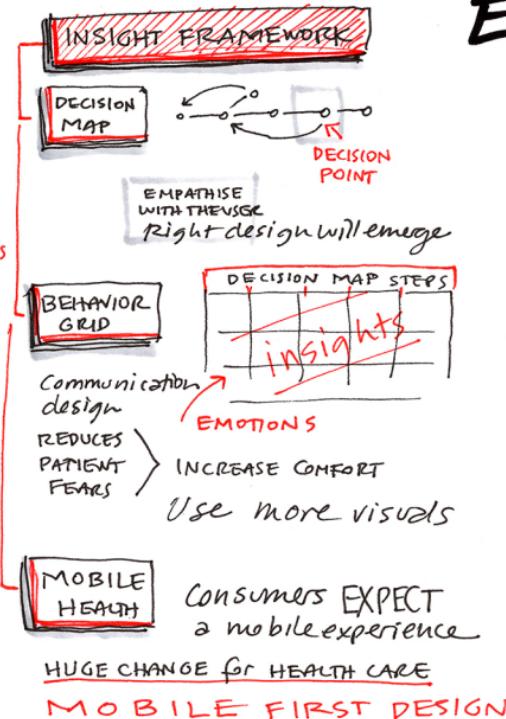
- FOUNDING PRINCIPLE



SKETCHNOTES
@mjbroadbent

#CanUX
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NOVEMBER 12, 2016

Design & the Patient Experience



“
Design
IS AN
EXPRESSION
of PURPOSE.
”

— Ray + Charles Eames