

→ DESIGNING SYSTEMS THAT FEEL →

A STRATEGIC FUTURES APPROACH TO INTEGRATING EMOTIONALLY INTELLIGENT AI IN COMPLEX CARE SYSTEMS



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THESIS

AI IN HEALTHCARE IS BREAKING DOWN—
NOT BECAUSE THE TECH IS WEAK, BUT
BECAUSE IT FORGETS THE HUMANITY.



HERE’S HOW WE COULD BE DOING IT BETTER...

POST-DIAGNOSIS GROUNDING

WHAT IT DOES:	HELPS PATIENTS SLOW DOWN, DIGEST CHOICES, AND TRANSLATE COMPLEXITY INTO CARE.	**WHY IT MATTERS:**	PEOPLE REMEMBER HOW THEY WERE HELD, NOT JUST WHAT THEY WERE TOLD.

THIS MOMENT SETS THE EMOTIONAL TONE FOR THE ENTIRE CARE JOURNEY.



SYMPTOM + EMOTION TRACKING

WHAT IT DOES:	TRACKS ENERGY, PAIN, MOOD — NOT TO QUANTIFY, BUT TO WITNESS.	**WHY IT MATTERS:**	THE EMOTIONAL ARC IS PART OF THE CARE PLAN, TOO.

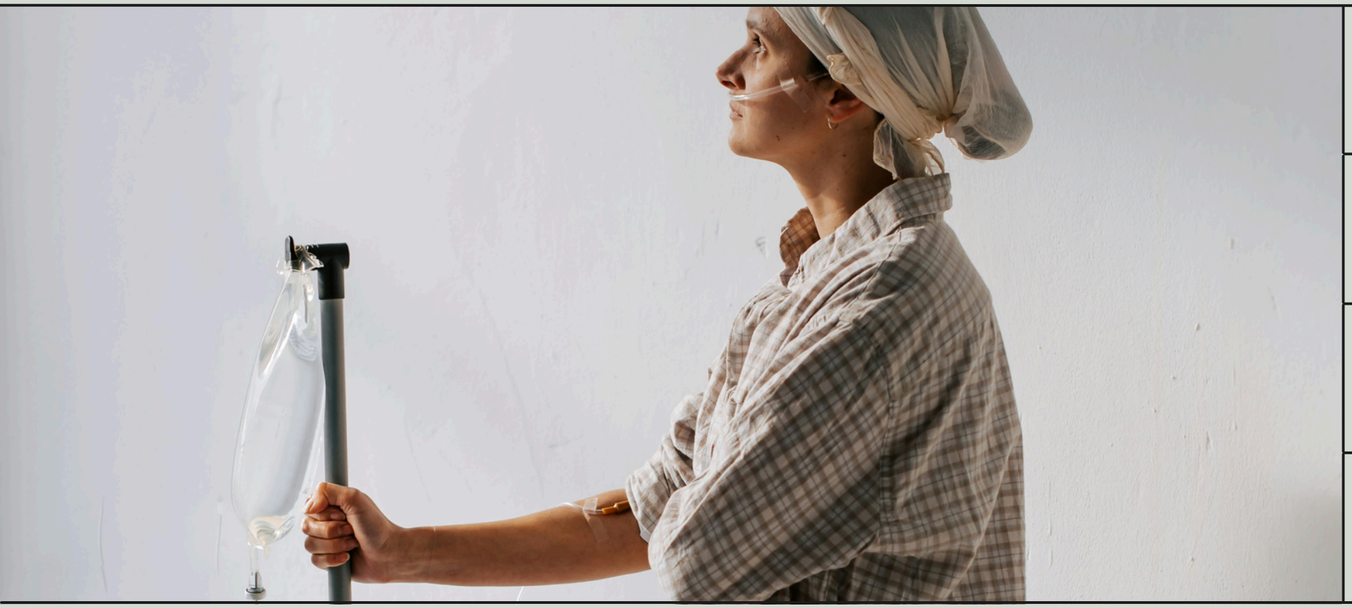
GENAI CAN HELP SURFACE SIGNALS THAT PATIENTS STRUGGLE TO VOICE ALOUD.



RE-ENTRY & RITUAL

WHAT IT DOES:	OFFERS GENTLE RITUALS, IDENTITY ANCHORING, AND RETURN-TO-SELF REFLECTION TOOLS.	**WHY IT MATTERS:**	SURVIVORSHIP IS A LIMINAL STATE. AI CAN HELP STRUCTURE WHAT'S UNSTRUCTURED.

THIS SPACE IS OFTEN NEGLECTED BY SYSTEMS — BUT DEEPLY NEEDED BY HUMANS.



DESIGN PRINCIPLES

PACE WITH THE PATIENT	TRANSPARENCY AS COMFORT	
CONSENT AS CARE RITUAL	CO-PRESENCE OVER AUTOMATION	
LANGUAGE AS MEDICINE	WHOLENESS BEYOND METRICS	

→ PACE WITH THE PATIENT →

NOT EVERYTHING NEEDS TO BE FAST. SOMETIMES STILLNESS IS THE OFFERING.

→ TRANSPARENCY AS COMFORT →

WHEN TRUST IS FRAGILE, CLARITY HEALS.

→ CONSENT AS CARE RITUAL →

INVITATIONS MATTER. AI SHOULD ASK BEFORE ENTERING THE ROOM.

→ LANGUAGE AS MEDICINE →

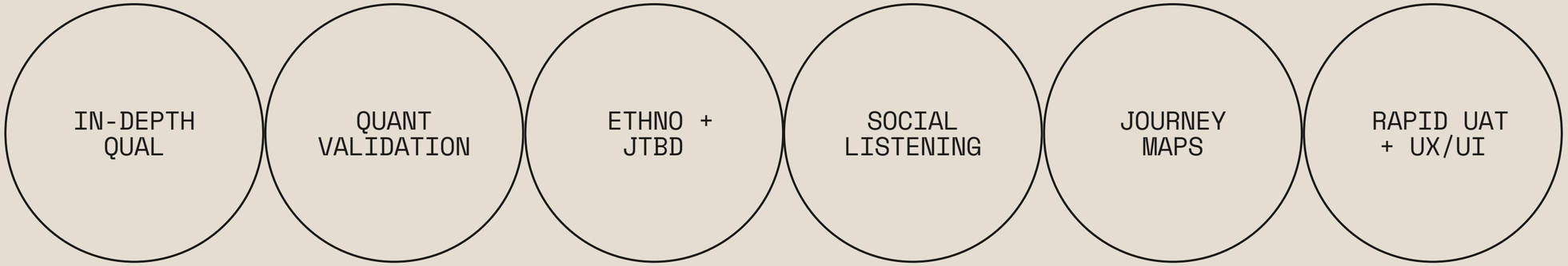
TONE, PHRASING, AND WARMTH AREN'T FLUFF — THEY'RE PART OF THE INTERVENTION.

→ CO-PRESENCE OVER AUTOMATION →

THE GOAL ISN’T EFFICIENCY. IT’S COMPANIONSHIP.

→ WHOLENESS BEYOND METRICS →

SUPPORT THE PERSON, NOT JUST THE PATIENT.



BEHIND THE INSIGHTS

WE STUDY TRANSITIONS, MICRO-DECISIONS, AND EMOTIONAL UNDERCURRENTS — NOT JUST USAGE STATS. WE BELIEVE THE BEST STRATEGIES COME FROM SITTING STILL, LISTENING LONG, AND MAPPING WHAT'S MISSING.

OUR APPROACH WEAVES DEEP LISTENING WITH SYSTEMS INTUITION.

WHAT SETS OUR WORK APART IN A SPACE THAT DEMANDS PRECISION AND HUMANITY

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→ EMOTIONAL INTELLIGENCE →

WE BUILD SYSTEMS THAT UNDERSTAND MORE THAN WORKFLOWS — THEY UNDERSTAND MOMENTS.

→ CO-CREATION →

WE DESIGN ALONGSIDE PATIENTS AND PROVIDERS, WITH EQUAL WEIGHT ON EVIDENCE AND LIVED EXPERIENCE.

→ HOLISTIC STRATEGY →

WE BRIDGE CLINICAL UTILITY WITH EMOTIONAL NUANCE — ALIGNING IMPACT WITH CARE.

→ NARRATIVE AS SIGNAL →

WE TRANSLATE PATIENT STORIES INTO DESIGN SIGNALS THAT SHAPE REAL-WORLD SYSTEMS.

STRATEGIC GUIDANCE



HEALTH SYSTEMS

START WITH LOW-RISK INTERVENTIONS — JOURNALING, AI-ASSISTED CONSENT, AND COORDINATION PILOTS.



STARTUPS

BUILD TRUST BY SOLVING REAL PAIN POINTS FOR CAREGIVERS AND CLINICIANS. PROVE IMPACT. BE QUIET, USEFUL, AND ACCOUNTABLE.



INVESTORS

BACK PRODUCTS THAT REDUCE SYSTEM STRAIN AND DEEPEN CONNECTION. PRIORITIZE STRATEGIC CALM OVER FLASHY FEATURES.

"WE ARE NOT HERE TO OPTIMIZE SYSTEMS. WE ARE HERE TO MAKE THEM KINDER."