



This Mind Map, developed in association with innovation partner HDR, depicts a variety of business objectives in healthcare today that are top of mind for healthcare strategists. Those closer to the center represent the current state; those farther out represent an emerging landscape with areas of focus that are increasingly important. Connections can be drawn between concepts nearer the periphery and what we view as the major themes defining the future of healthcare strategy: **Be Nimble to Exceed the Rate of Change; Tell Stories, Create Experiences; Integrate and Co-Creat; Erase the Boundaries of Business; Generate Data-Driven Insight.**

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