

# From Bringer of Doom to Bringer of Hope

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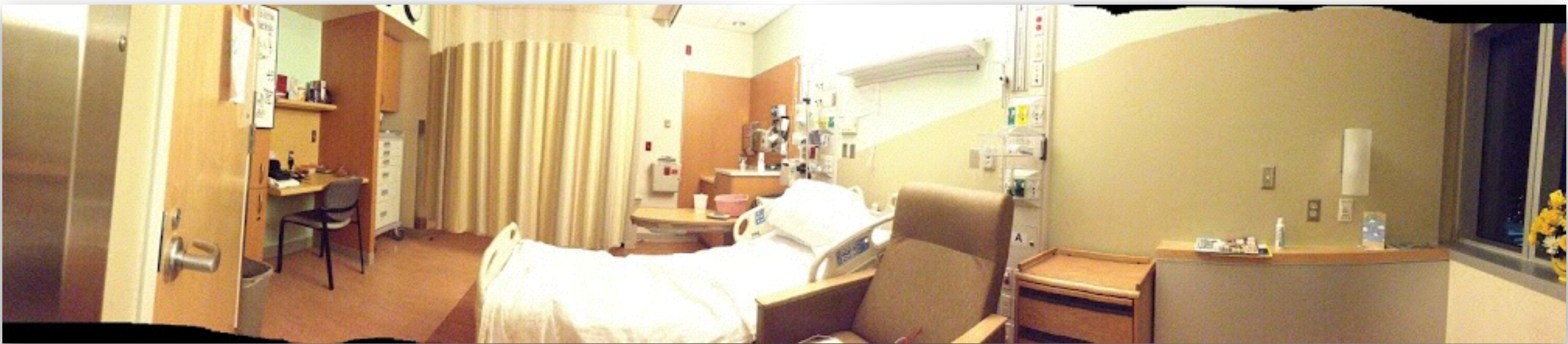
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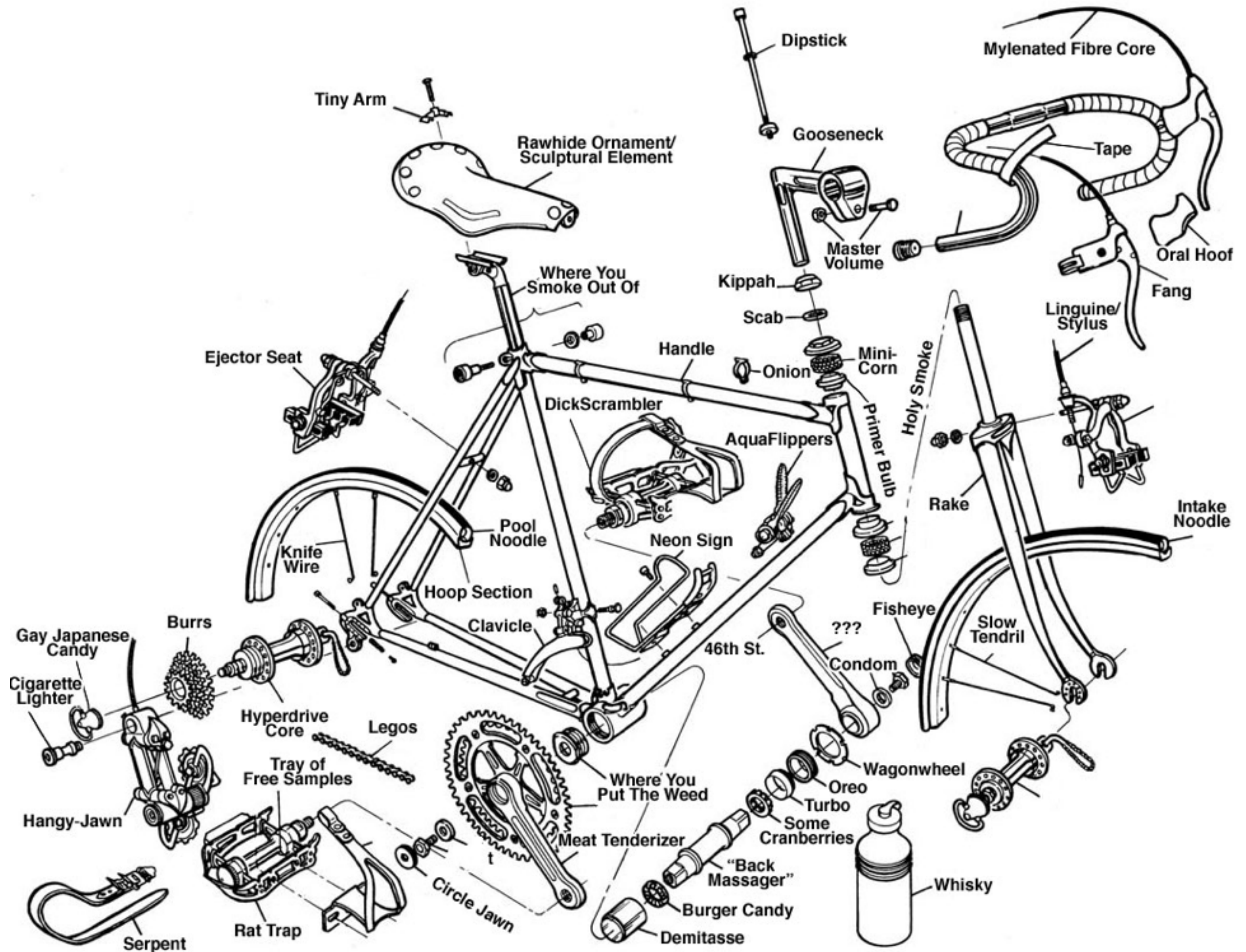
# Agenda

- Requisite Cancer Story
- Deconstructing the Story
- Looking for Guiding Principles
- Avoid the “User”
- Invitation to World Domination

**“Those are my lymph  
nodes; my eyes are up  
here”**











# The More Information/Water Fallacy

**Embedded:** Being *in a team* at the point of need

**Contextualized Care:** Learning styles vary

**Empathy:** Increased need for cultural and communication skills

**Transformative Engagement:** Make a difference

# Guiding Principles

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Doctors, Nurses, Students, Administrators,  
Patients, Families, Community Health, Health  
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Better Health

More Efficient Care?

Cheaper?

Transparent?

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**M.A.K.E.**

Motivation

Access

Knowledge

Environment

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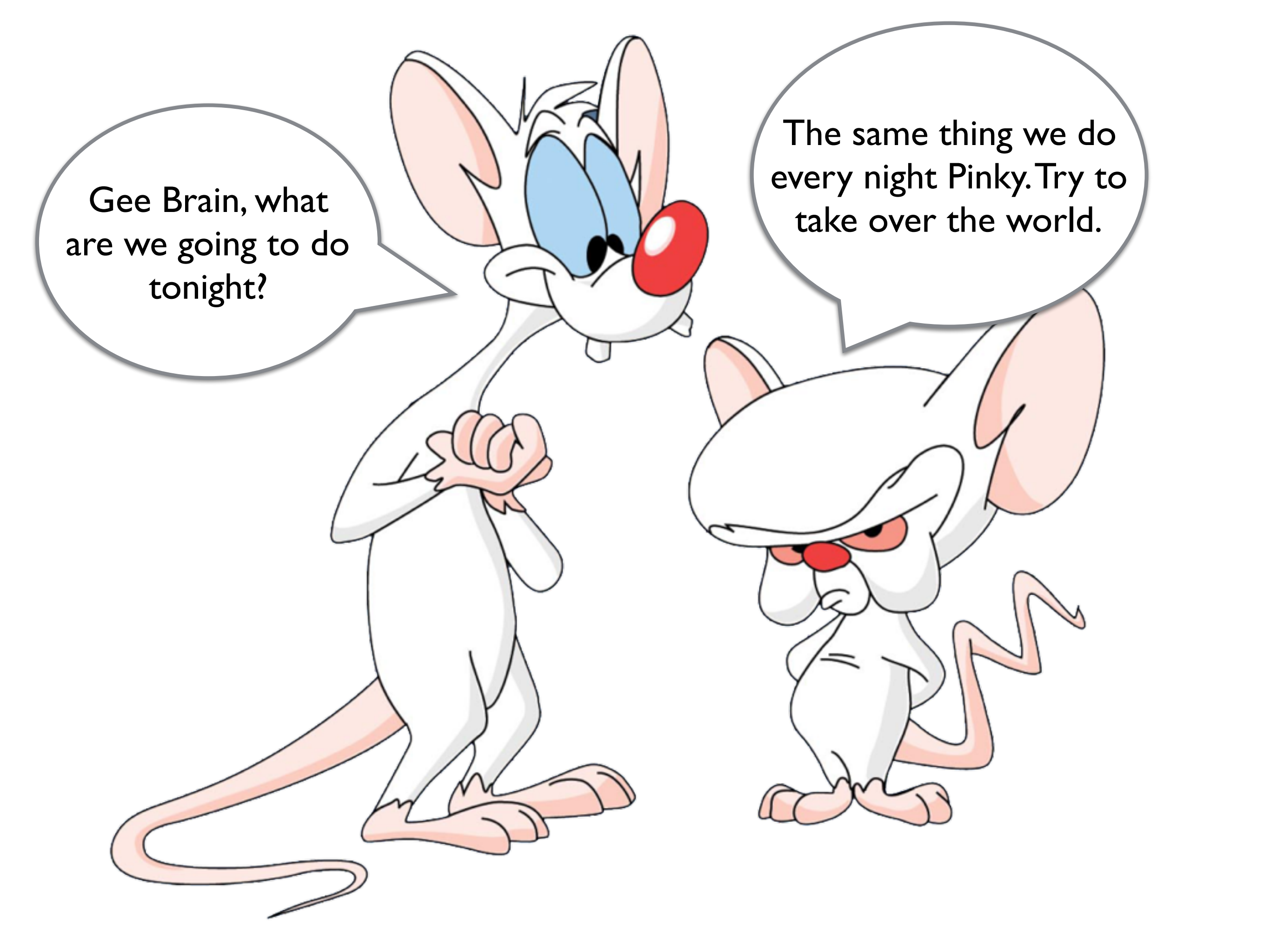
Not Just Basic Research

Every Diagnosis is New Knowledge to the Patient

# Avoiding the “User”

- Patient-Centered Care Could Really Suck
- Avoiding the Problems with “User-Based”
  - Confirmation Bias (pick your user)
  - Belief that Users can be Aggregated
  - UX and Data Driven Predetermination
  - Users/Consumers/Customers





Gee Brain, what  
are we going to do  
tonight?

The same thing we do  
every night Pinky. Try to  
take over the world.

# Communities in Conflict

- Patients need effective and affordable care that keeps them healthy
- Doctors are finding their role and status under assault
- Pharmaceuticals, to Insurance, to Imaging are in a war of Doing Good and Doing Well
- Librarians as Models of Credibility, Compassion, and Facilitators