From Bringer of Doom to Bringer of Hope

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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

• To Improve Society through Facilitating Knowledge Creation in our Communities
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The Notion of Communities is Growing

Doctors, Nurses, Students, Administrators, Patients, Families, Community Health, Health Insurance, Employer…
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Better Health
More Efficient Care?
Cheaper?
Transparent?
Guiding Principles

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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