



DECODING<THE>CONSUMER

The New Science of Customer Behavior

How'd We Get Here?

- What's changed?
- Who's changed?
- What's next??



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Can Experience and Data Co-exist?





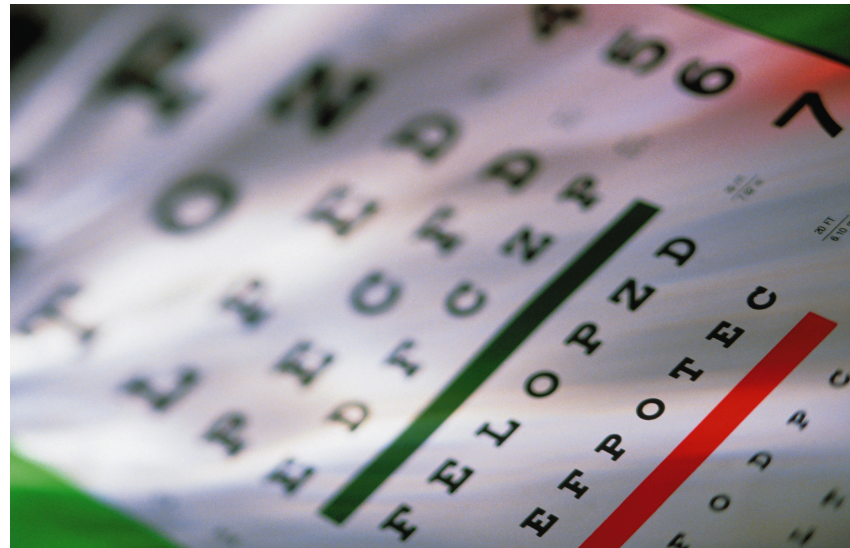
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How Does Data Transform Healthcare?





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What Do People Want From a Healthcare Experience?





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Visualize and Energize What It All Can Mean to You!

