



## MASTERCLASS – HUMAN-CENTRIC HEALTH STRATEGY

“Transforming Patient and Health Consumer Experiences with the Healthusiasm Model”

### • OVERVIEW

In the era of empowered patients and health consumers, companies must shift from delivering services to facilitating transformational health experiences. This masterclass introduces a human-centric approach to health strategy, combining the Healthusiasm Model, Life Aspiration Model, and Value Creation Framework. Together, these tools enable organizations to align their offerings with the evolving desires of patients and health consumers, creating deeper connections, fostering trust & engagement, and driving growth.

### • WHAT WILL YOU LEARN?

1. **The Healthusiasm Model** - Understand how companies can integrate health and well-being into their value proposition, surpassing traditional roles to tackle deeper aspirations.
2. **Life Aspiration Model** - Explore universal human desires—such as self-actualization, connection, and purpose—and learn how they apply to patients and health consumers.
3. **Value Creation for Health Consumers** - Discover how to co-create meaningful experiences that meet patient needs while generating value for your organization.

### • KEY HIGHLIGHTS

1. **Healthusiasm: Every Business is a Health Business** - Learn why and how integrating health and happiness is the next frontier for innovation and business success.
2. **Life Aspirations in Health Strategy** - Dive into the core aspirations that drive patient behavior and align health initiatives with the deeper desires of patients and consumers.
3. **Value Creation for Health Stakeholders** - Develop strategies that combine health innovation, personalization, and empowerment to create Customer Transformations
4. **Real-World Applications and Interactive Exercises** - Engage in practical workshops using real-life case studies and build actionable strategies tailored to your company's unique challenges.

### • DETAILS

**Duration:** Half-day or Full-day options available

**Format:** Interactive with case studies and actionable takeaways

**Facilitator:** Christophe Jauquet, keynote speaker and thought leader on human centricity

Download the templates [here](#).