



NO SMOKING

NORD IMAGINATION

5





**“The good news is, you’re the healthiest person
I’ve seen all day. The bad news is, you’re the
healthiest person I’ve seen all day.”**





Derek Bacon





RIGHT

DECISION

WRONG

im

possible







*Do you know what I'm
going to build for you?
An igloo!*



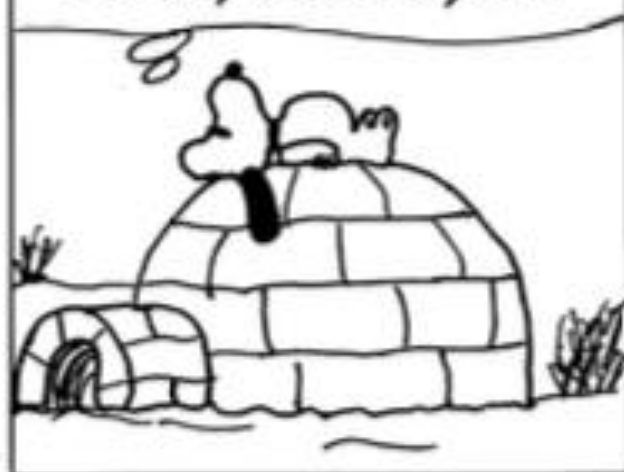
*I think this will be just
the thing for you to have
during the cold winter
months...*



*There you are ol'
buddy... try it out!*



*I'm not quite sure that I
see any advantage...*



PATIENT-CENTERED CARE

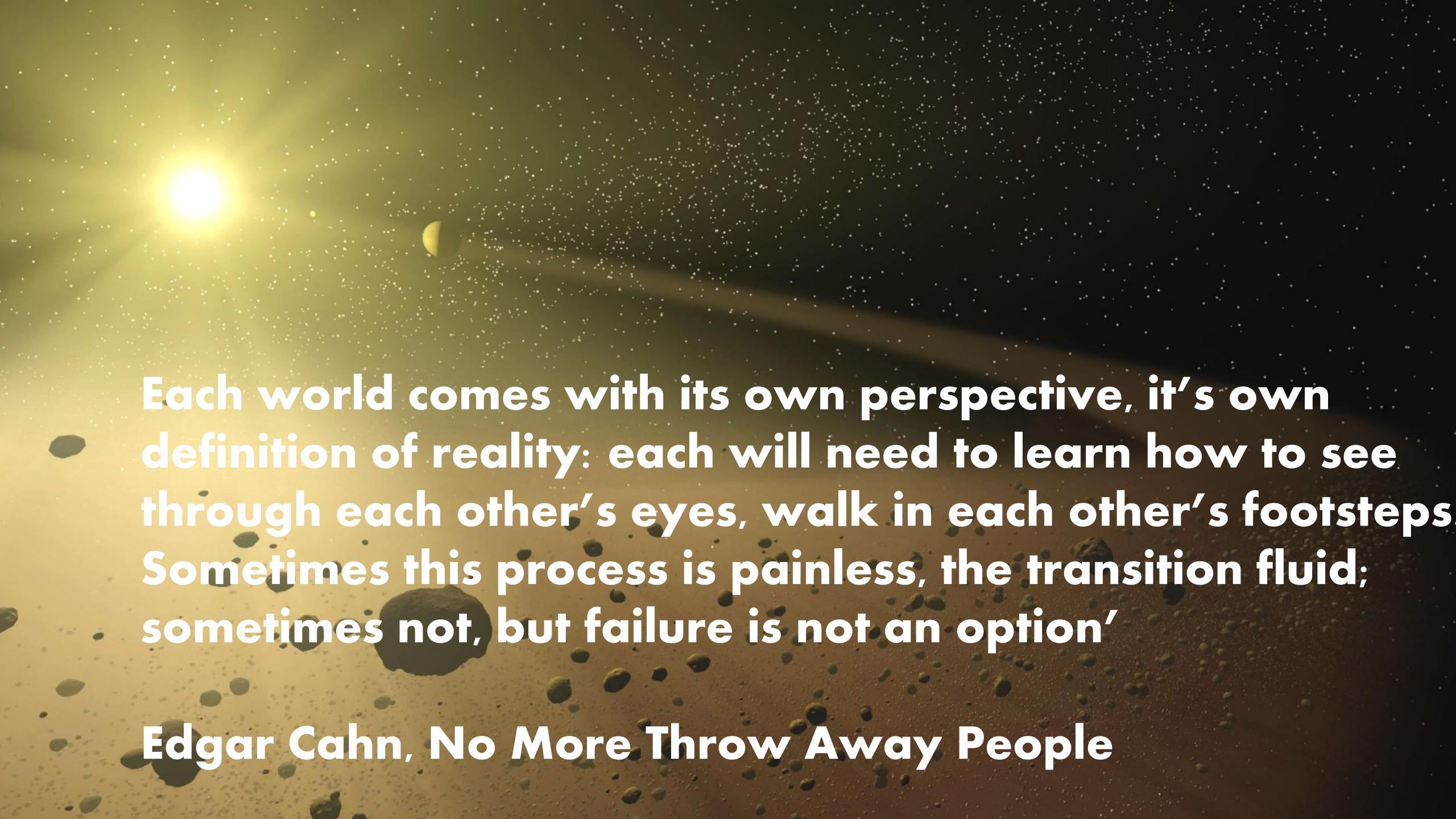


Concept by Sachin Jain, Art by Matthew Hayward © 2014 All Rights Reserved



Comfort
Zone

Challenge



Each world comes with its own perspective, it's own definition of reality: each will need to learn how to see through each other's eyes, walk in each other's footsteps. Sometimes this process is painless, the transition fluid; sometimes not, but failure is not an option'

Edgar Cahn, No More Throw Away People