

Healthcare is an industry built for the sick. It's all about curing the disease and managing the condition: less *health*-care and more *illness*-care. Any discussion of prevention comes a distant second to patching up short-term problems – especially in times of crisis.

For us, health isn't something that can be prescribed in a pill. It's a vast, interconnected system of behaviour, lifestyle and environment. How we live and where we work. What we eat and how we sleep. The air we breathe and even the way we clean.

Design-led research is a bridge between it all. A way for looking at the whole problem, from a wholly different perspective. For looking past the symptoms, and working with the person. For creating better ways of living and working, not new medicines.

It's an approach with a powerful vision – where caring for the health of the individual leads to deep-rooted collective change. We're looking to a future where doctors are a last resort, the emergency option. Imagining a world without chronic disease, when we can all be healthier in body, in mind and in society.

Together, we can create truly healthy lives. We can change the world.