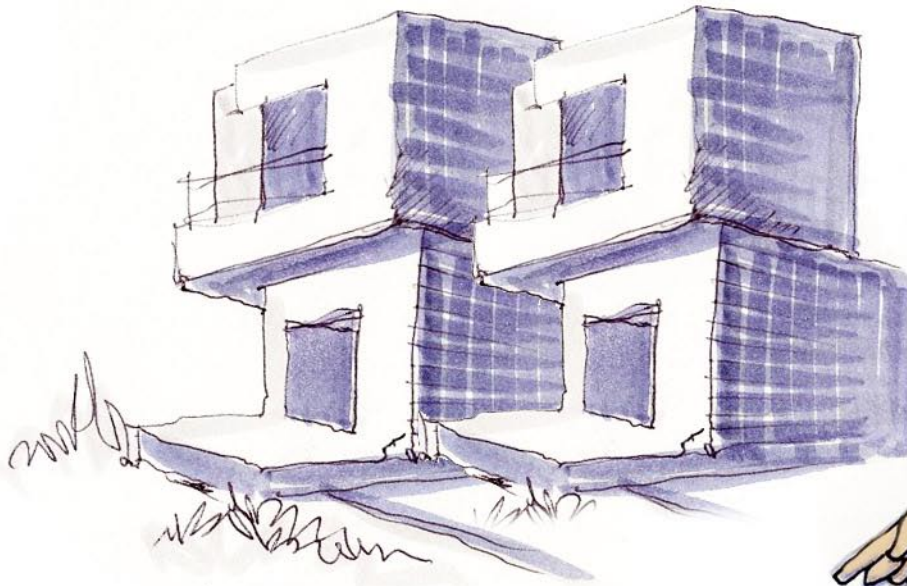


Immersion - the Personal Shopper actually sells Confidence



Immersion - Smart House – with an unconvincing guide



JHayz '09



Immersion - Tattoo shop manager & “high-end” articulated chair set clients at ease



JHayz 09

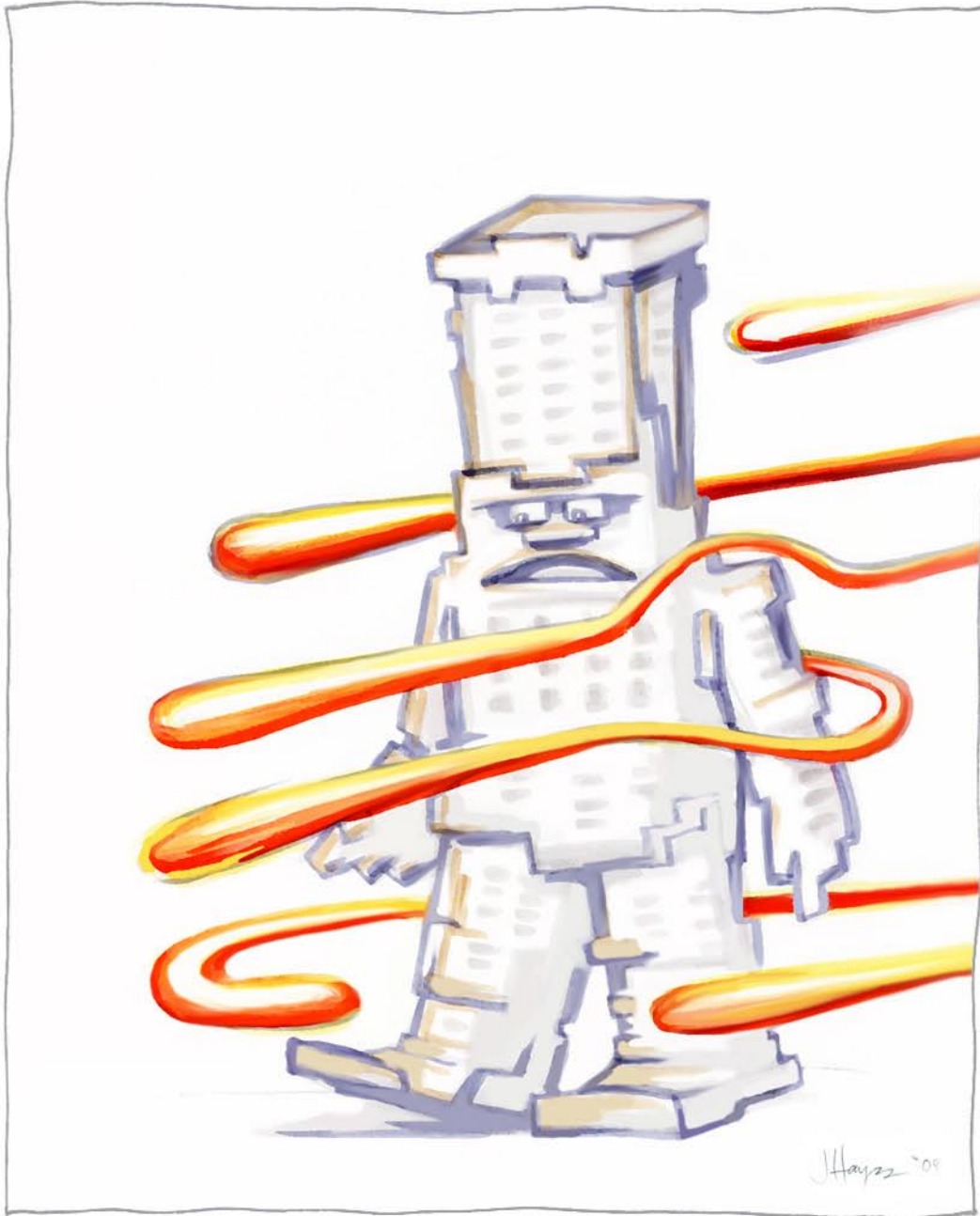


Immersion - Ruby Room

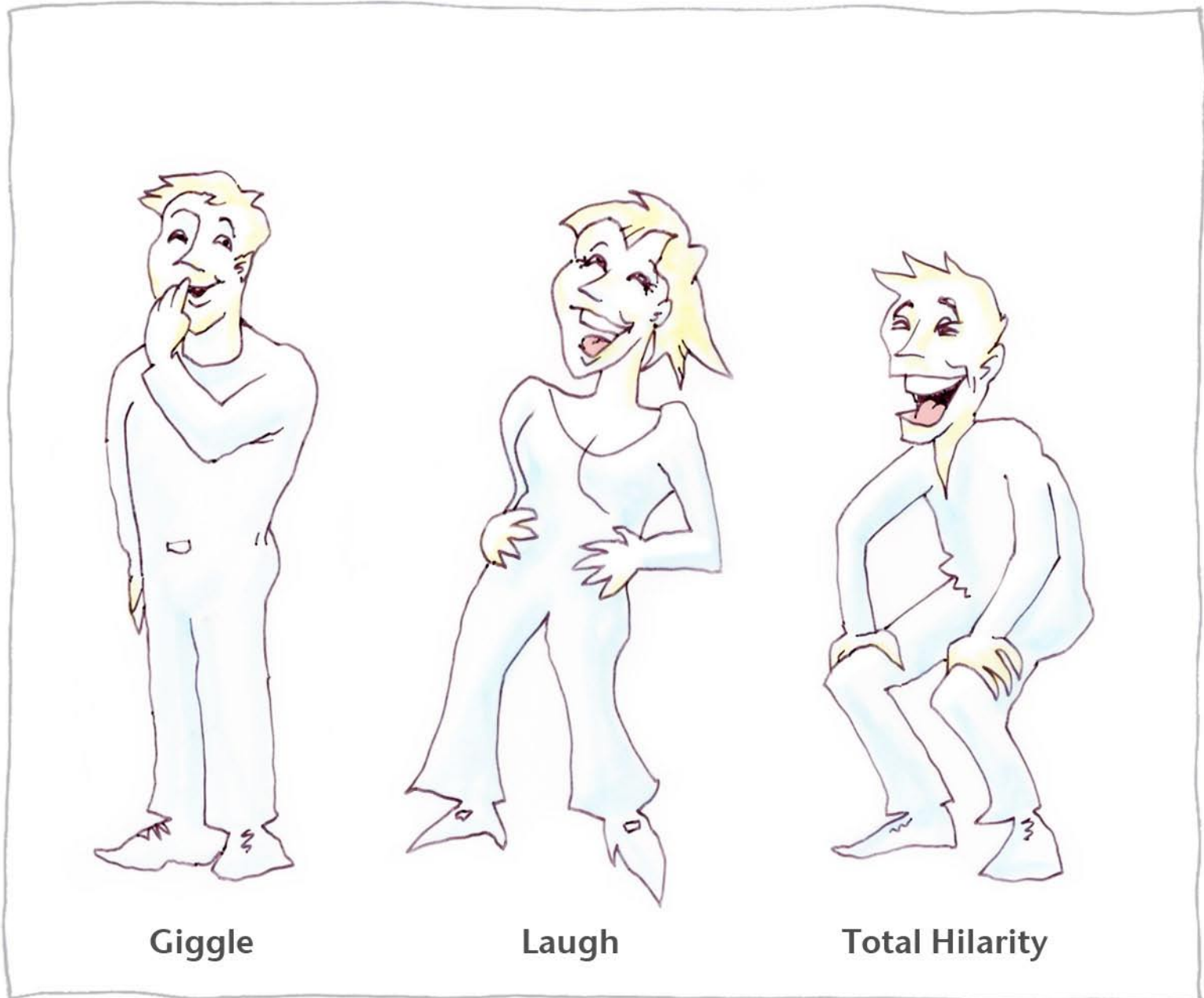
Everything from crystal healing & aroma therapy to haircuts



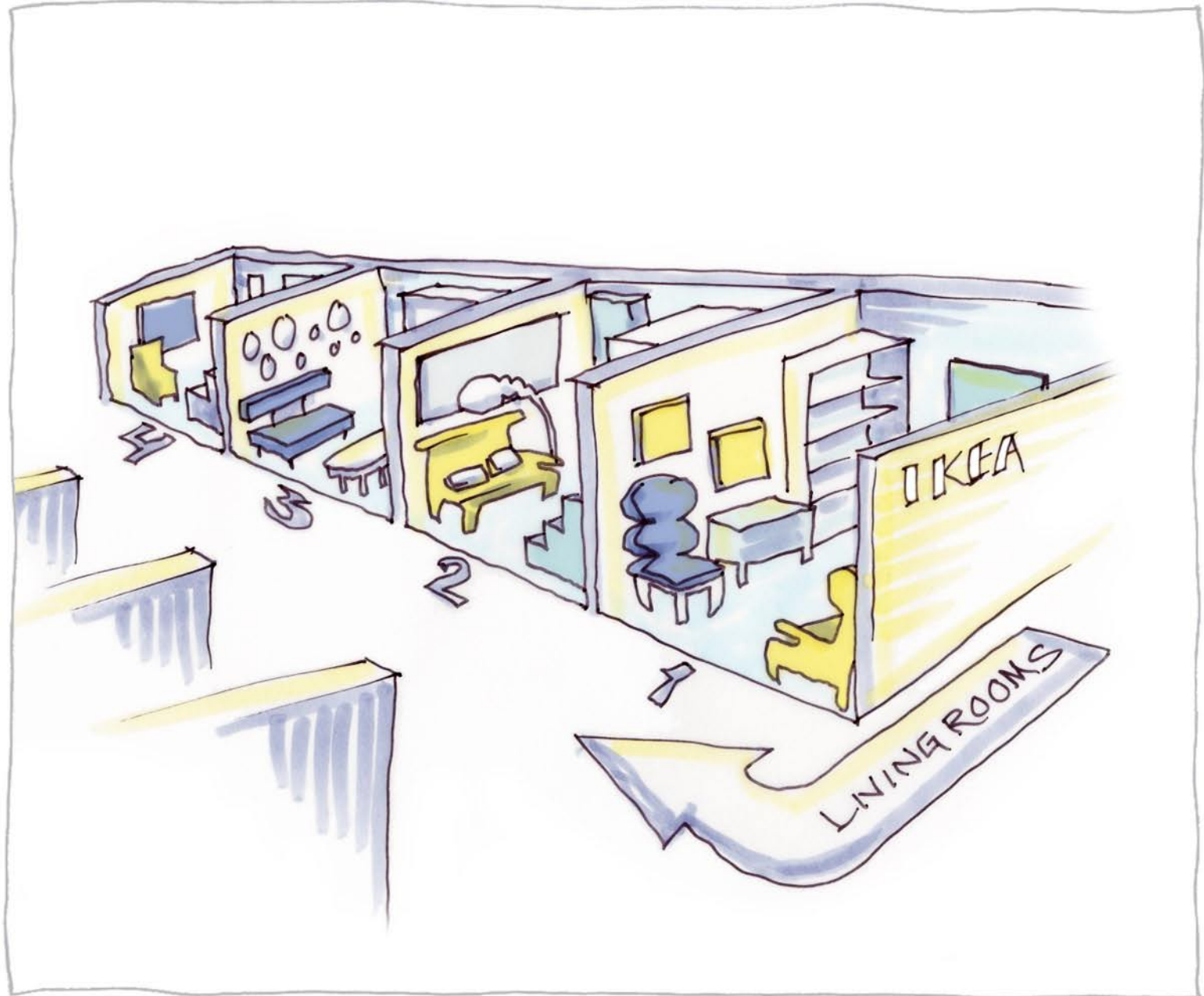
I fear... being outmaneuvered in the field
as Microsoft was by Apple - ideas & competition zoom by



Harry's morning warm up - Yogic Laughing



Retail we like - Ikea - where you can try on a life

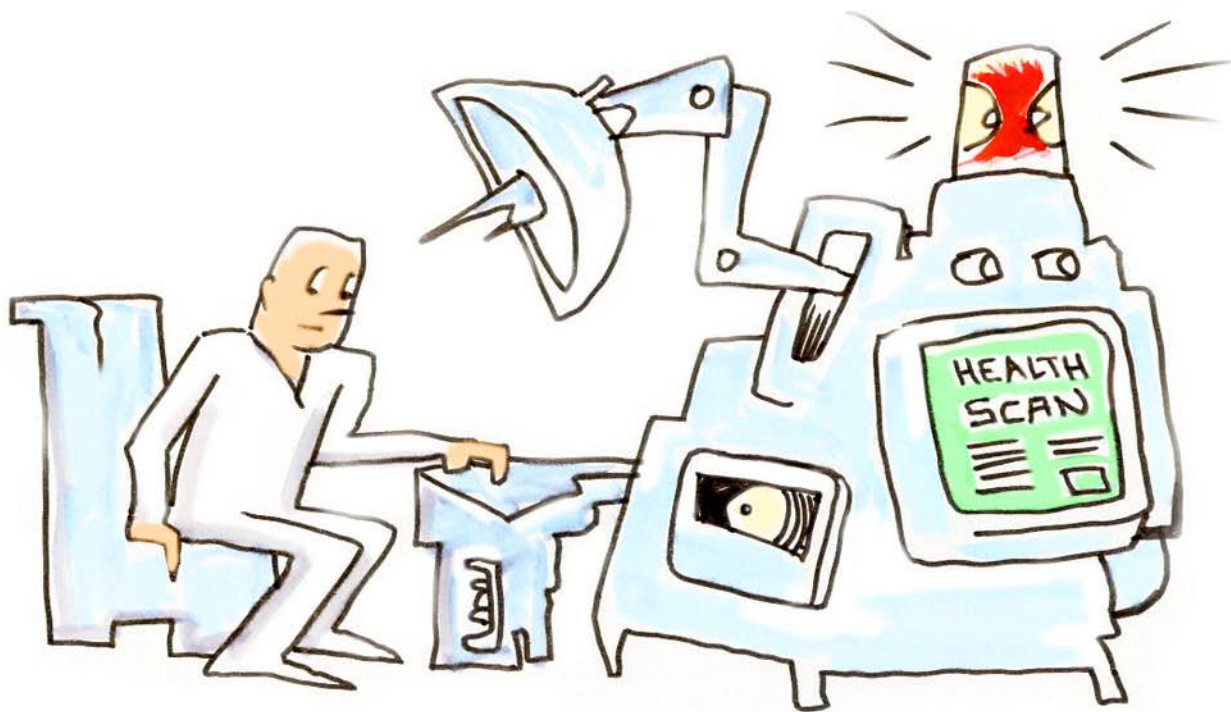


The power of wishing

I wish... Our clients never felt alone

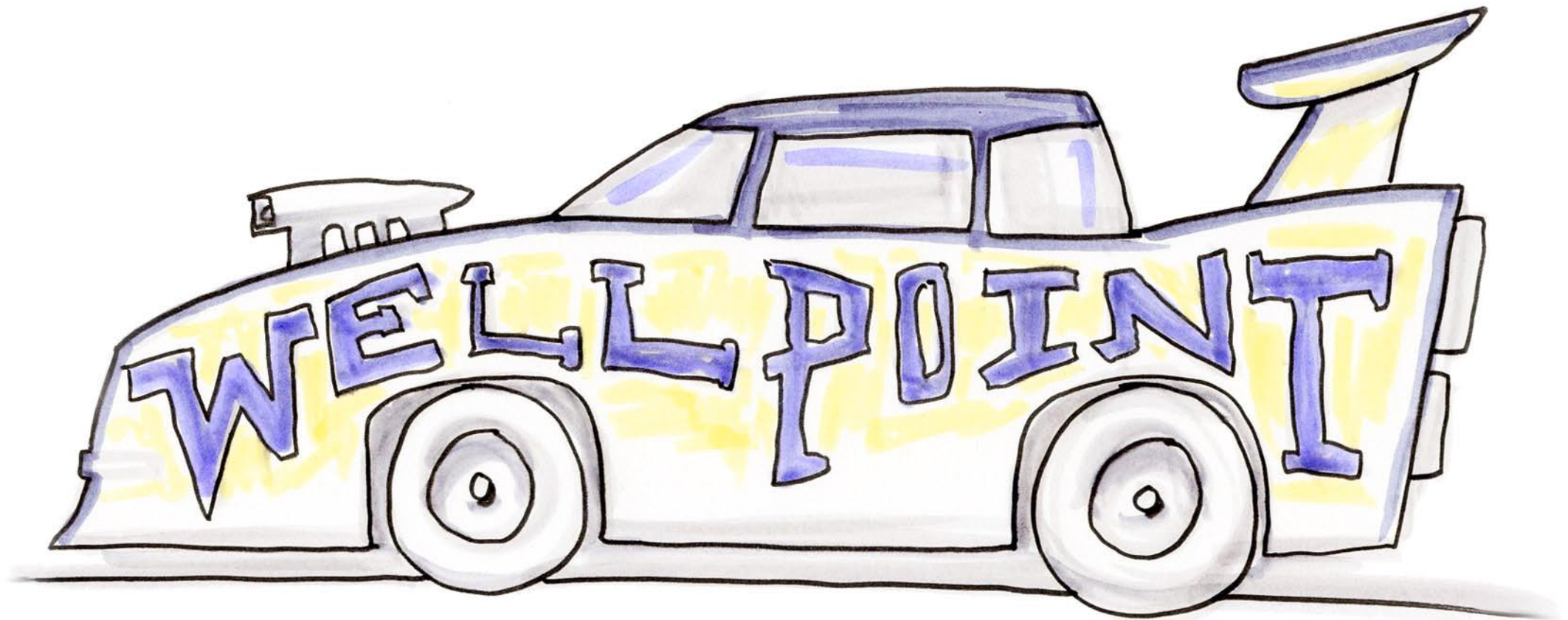


I wish – we could offer Star Trek technology
it recognized you, responded to voice commands



Jeff Hayes '09

I wish...Wellpoint was a Hot Rod... had that "New Car Smell"



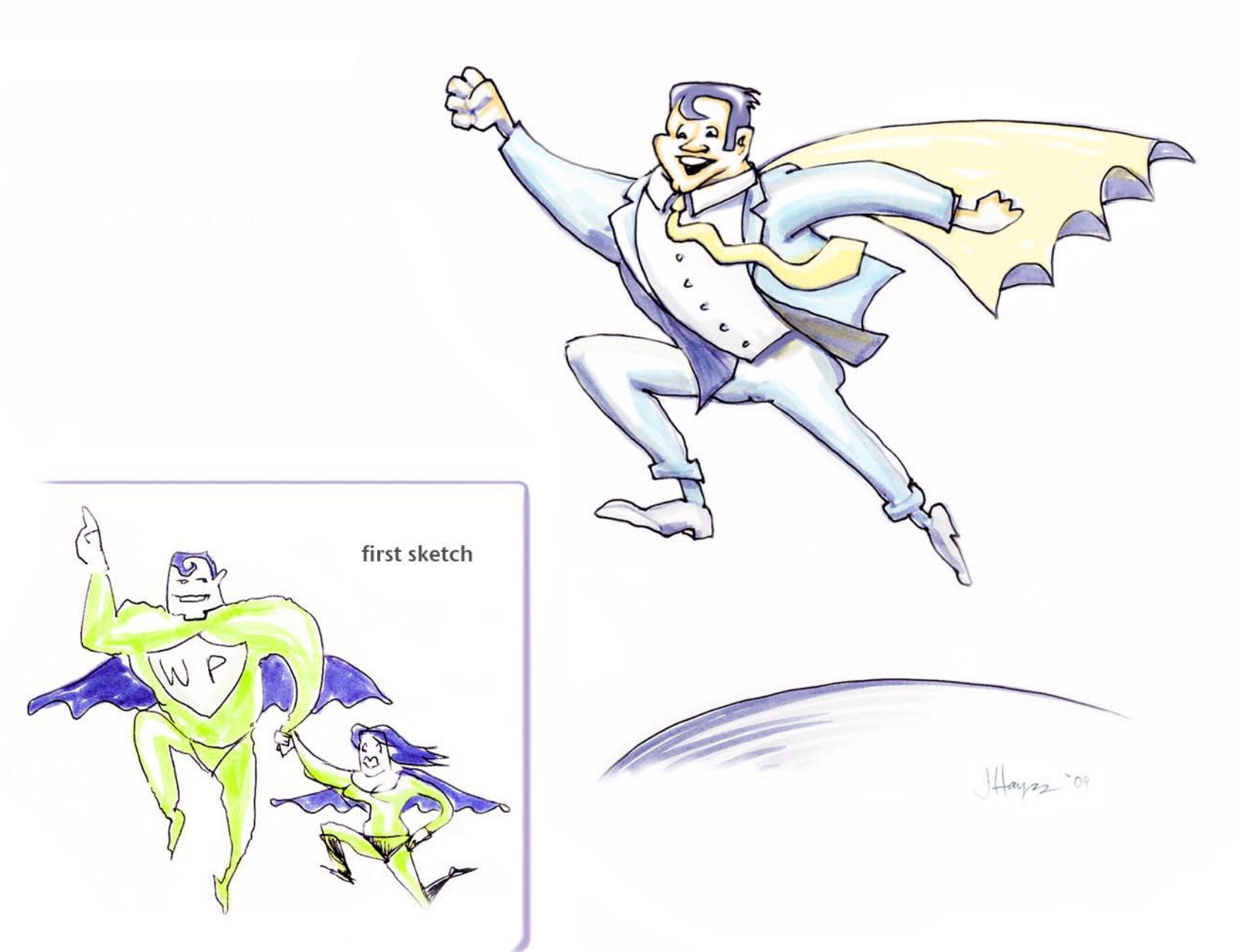
7/8/09

I wish... WP was an oasis in the healthcare industry
was the Emerald City of Oz, where the answers are



I wish... we could make our clients feel “Super”

And the healthiest



I wish... we could send all our customers to a Spa

And had a upgraded service/ gold plan



I wish... we could make unpleasant experiences enjoyable

Goodie bag from the Dentist



I wish... you could “try on’ a health plan: Maternity



Take a closer look at Wellpoint – Get to know our Doctors

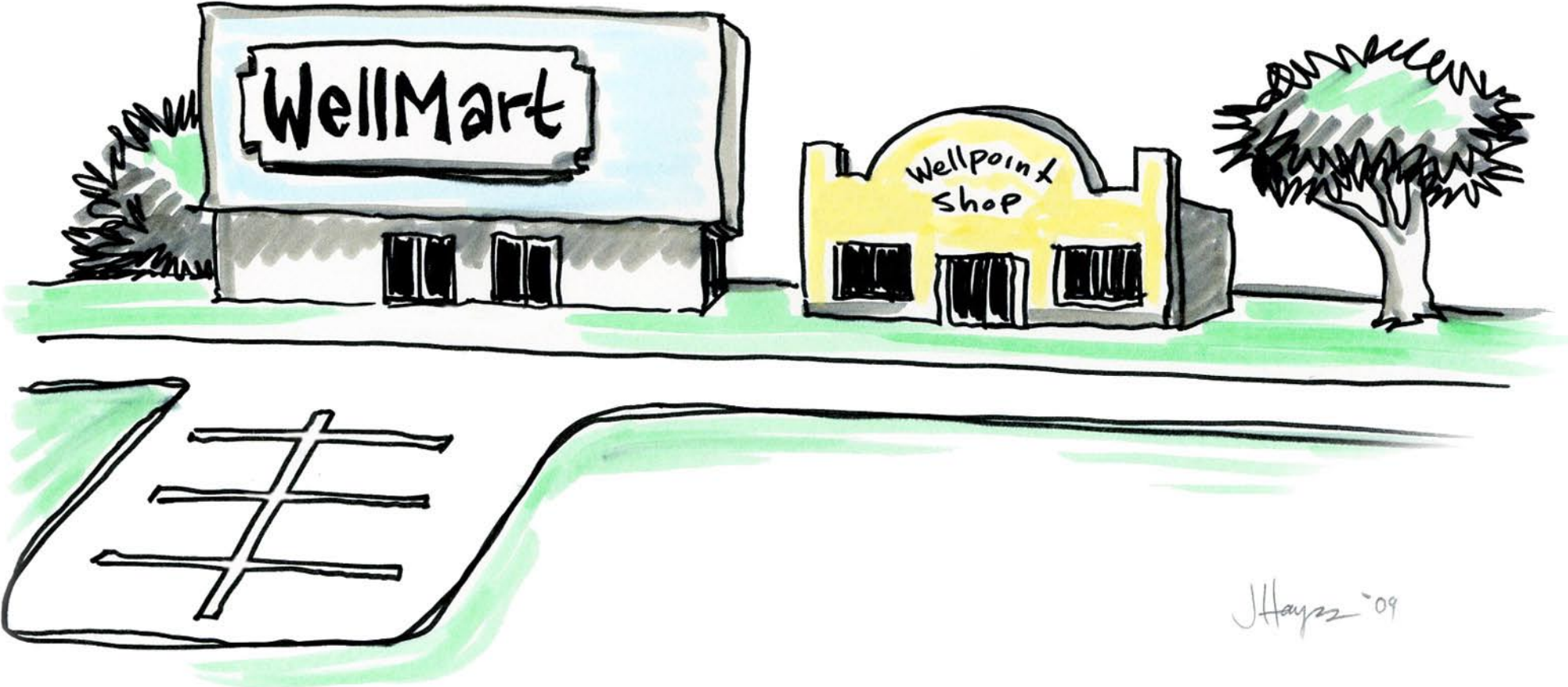


JHayes '09

Insights -Become embedded in the community

Partnerships

Storefront / Boutique



JHayes '09

Communicate with clients through all channels



11/16/09

Wellpoint guides clients through jungles of paperwork



JHayes '09

Holding Hands with the client

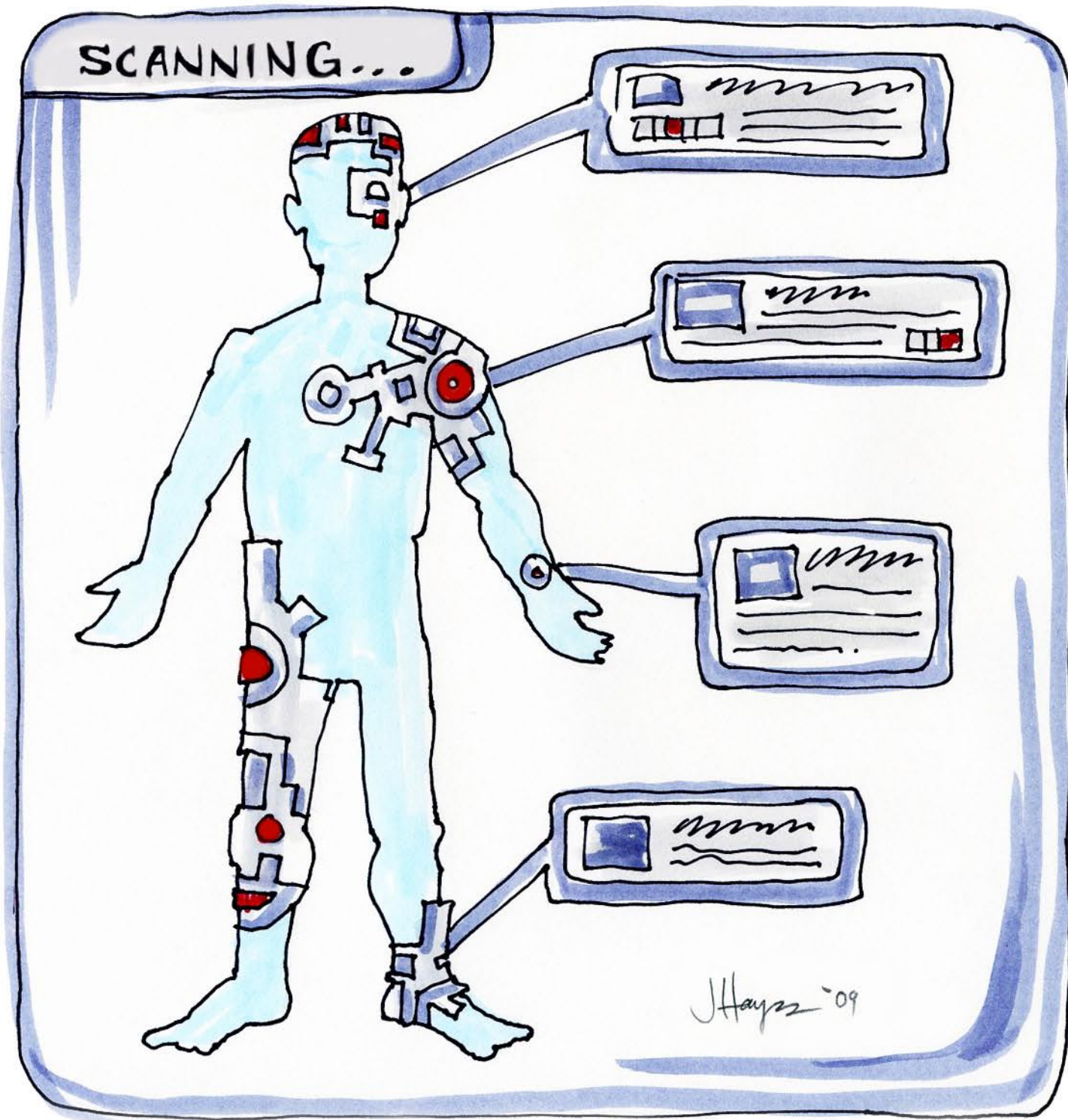


Make all answers available by phone

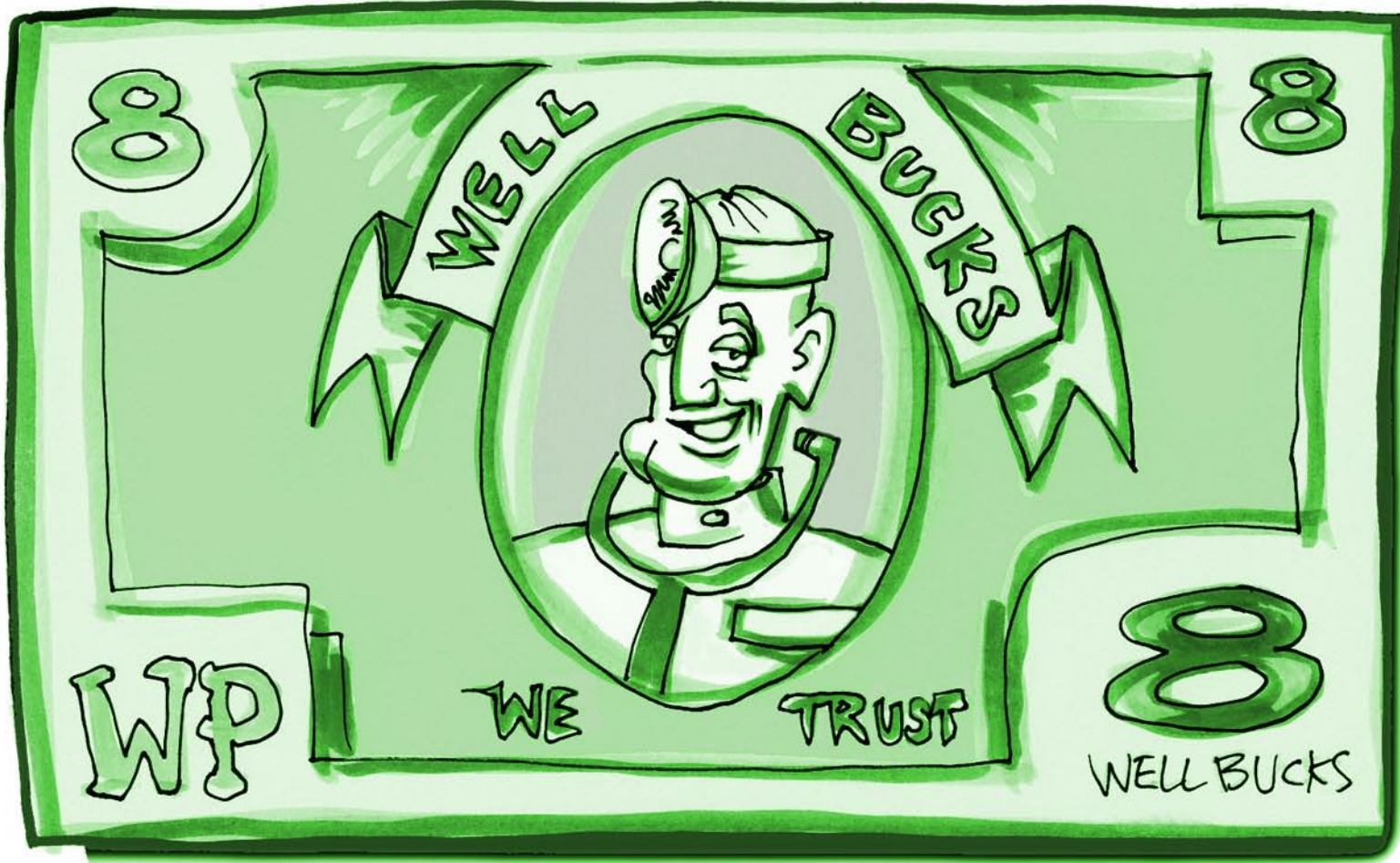
Concierge service, help desk, gives client confidence and control



The future of Medicine, 2019 - body scans, replacement parts



WellBucks



JHayes '09

Wellpoint "SpeedPass" at the Doctors office



For Connie's blog - the Person in the Pit



Kat the Catalyst – gives us a big push!

