





# Handouts

## You are the CMO team from a pharmacy competitor...

**How do you use creativity to respond? Some things to think about.**

- Think about the consumer need state you want to solve for.
  - What problem you are solving for consumers. Is it healthcare? Health? Convenience? Something else?
- Think about the insight.
  - Why do people choose you?
  - Why would they choose you more if you could do for them?
- Think about what companies like Apple and Fitbit are doing.
  - What service, information and connections enhance how consumers experience your space?
- Think about significant technology trends.
  - Voice Interface
  - Artificial Intelligence
  - Internet of Things
  - Blockchain

**Use the flipchart to capture your thinking.**

## Flipchart 1 – Pharmaceutical Retailer

What is the overall value proposition? (what unmet need are you meeting? What will you be the best/only company to do?)

How do you tell:

- Your customers?
- Your employees?
- Your Board of Directors?
- Your shareholders?
- The market?

## Flipchart 2 – Healthcare Company

What is the overall value proposition? (what unmet need are you meeting? What will you be the best/only company to do?)

How do you tell:

- Your customers?
- Your employees?
- Your Board of Directors?
- Your shareholders?
- The market?