The background of the cover is composed of four large, overlapping geometric shapes: a red triangle in the top-left, a green triangle in the top-right, a yellow triangle in the middle-right, and a blue triangle in the bottom-left and bottom-center. A large white circle is centered on the cover, containing the title and author's name.

Book of Now.

ALIVIUS



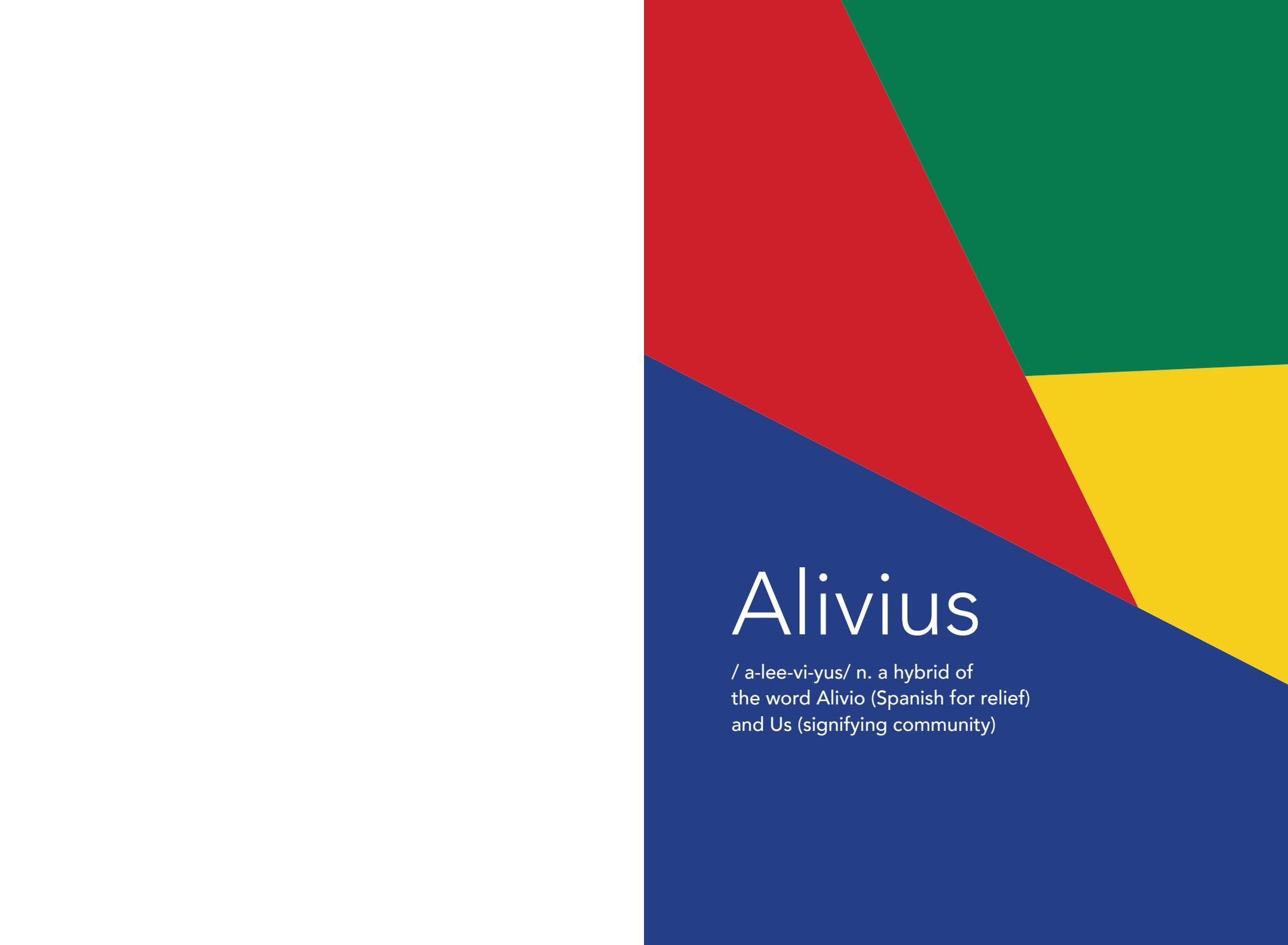
studi**o**5b

Book of Now is an ongoing limited edition series initiated by Studio 5b to showcase our approach to designing for healthcare in the 21st century.

Each book is a study on how we applied the principles of Design Thinking to solve a specific healthcare problem. They highlight the insights we uncovered and

summarise the extensive research, strategy and design work done by our team to arrive at beyond-the-pill solutions.

The Book of Now series is designed and written to be read by anyone interested in learning more about patient-centric design for healthcare, and how it is relevant to the world we live in now.



Alivius

/ a-lee-vi-yus/ n. a hybrid of
the word Alivio (Spanish for relief)
and Us (signifying community)

Contents

01 Introduction

Healthcare In Brazil
The Team Suspects A Problem
Design Thinking
Goals Set, Journey Begins
Design Research
Tools Of The Trade

02 Conversations And Understanding

First Listen
Dafne's Story
Dr. Azamuja's Story
Josemara's Story
Flavia's Story
Sergio's Story
A Broken System
The Business Of Good Health

03 Mining For Insights

Design Synthesis
A Trail Of Broken Experiences
Inside The User's Mind
Defining Unmet Needs

04 Scouting For Opportunity

How Might We Make Things Better
Observations And Implications

05 Ideating For Solutions

Working On Ideas
Ideas To Make Life Better
Prioritising Ideas
Alivius Prototype
Consumer-Facing Interventions
Customer-Facing Interventions
Conclusion

06 The Team

Studio 5b
Dr. Reddy's
Emerging Market COE Team
Brazil Oncology Country Team

07 Appendix

Alivius Colombia
Secondary Research

224 References And Web Links

228 Acknowledgement

Introduction

-
- 16 Healthcare In Brazil
 - 24 The Team Suspects A Problem
 - 26 Design Thinking
 - 30 Goals Set, Journey Begins
 - 32 Design Research
 - 36 Tools Of The Trade



Cancer was here long before us.



Earliest known cancer patient was a *Centrosaurus apertus* - a plant-eating, single-horned dinosaur

Dinosaurs had to grow extremely rapidly to achieve their massive sizes. So scientists were not surprised when they identified malignant bone cancer cells in the fossilized remains of a dinosaur that roamed the earth about 70 million years ago.

Cancer was here long before us. Scientists studying the fossils of dinosaurs have discovered the remains of cancer cells in them, a sign that cancer was claiming victims eons before our ancestors even attempted standing on two legs.

Humanity's fight against cancer finds its first mention in ancient Egyptian textbooks on surgery. The prognosis back then, was not good. Ancient Egyptians may have spotted the disease but they had no treatment for it.

Over the years, we have come to understand our foe better, and with increased understanding has come knowledge of how to prevent, diagnose, treat and survive cancer. From surgery to chemotherapy to gene therapy, researchers have made incredible advances in our fight against this disease. And healthcare systems around the world have learnt how to help patients live life to the fullest despite a cancer diagnosis.

Brazil, with its cradle-to-grave universal health coverage, is often held up as a model worth emulating. However, the Dr. Reddy's Emerging Market COE

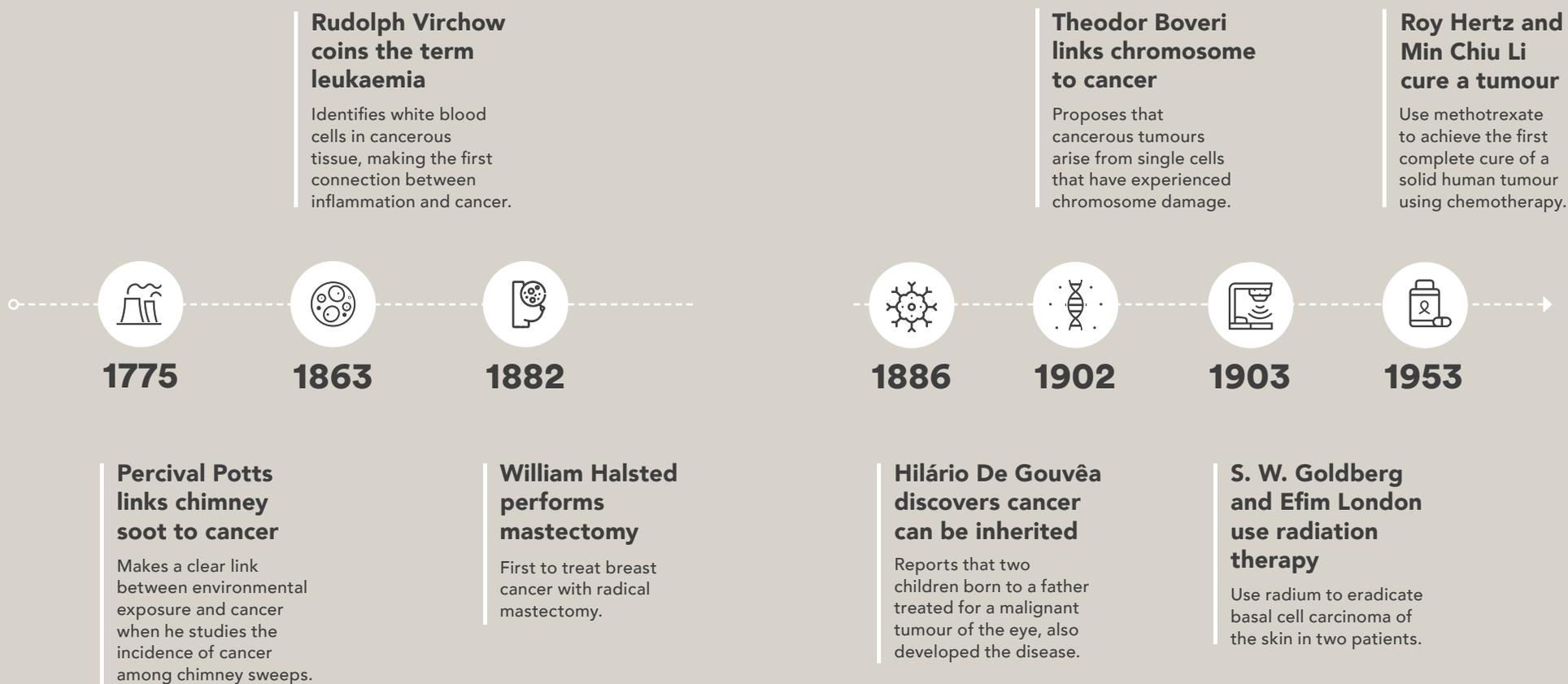
Team¹ suspected that there were problems even within this evolved healthcare system that were causing needless suffering.

In the spring of 2019, our team from Studio 5b landed in Brazil to execute a design-led research project. The Studio 5b team, in collaboration with the Emerging Markets team and the Brazil country Team, studied the patient journey from the first sign of cancer till treatment, and spoke to everyone involved in the process. Our goal was to use the learnings and apply the principles of Design Thinking to come up with solutions that would reduce pain points for patients, their caregivers and healthcare workers.

This book is a record of our conversations with the cancer survivors and caregivers who are battling the odds, and the healthcare workers going above and beyond what is expected of them. It is a chronicle of the insights we discovered about living with cancer, and the people who try to ease the journey. It is a workbook on how we used Design Thinking to make a small contribution in humanity's fight against the disease.

1 EMERGING MARKET COE TEAM at Dr. Reddy's is responsible for the business in Brazil, Colombia, Russia, India, Malaysia, South Africa, Thailand, Ukraine, and Vietnam.

Milestones in the history of cancer research



Everyone
has the right
to live a
healthy life.

