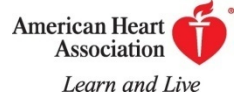


# Challenging the Culture of Health

---

MARC BOUTIN, JD, CEO

NATIONAL HEALTH COUNCIL



# Do No Harm

---



# Culture Change

---



*“For the reformer has enemies in all those who profit by the old order, and only lukewarm defenders in all those who would profit by the new order.”*

*- Macchievelli*





# Trend: Chronic Conditions

---



# Trend: Science

---





# Trend: Data

---



# Personalized Health

---



**Fusion of Data &  
Behavioral Science**





# Culture Change

---

INSPIRATION  
INFORMATION  
INTIMIDATION





where technology and  
creativity meet



FLAME 2

Product	TC BANK
Title	DREAM RANGERS
Agency	OGILVY & MATHER TAIWAN
Produced by	PHENOMENA
Duration	3 MIN
Date	16 JANUARY 2011
Note	ENGLISH VERSION
Tape No.	MSOP - 12



# Living Your Best Life Possible

---





# Thank you!

Marc M. Boutin, JD  
Chief Executive Officer

[www.nationalhealthcouncil.org](http://www.nationalhealthcouncil.org)

