

# Discover the Power of Asking, “What Matters to You?”

## Have a Finger on the Pulse of What Matters

### 1 Know What Matters

#### **Understand what truly matters to patients and employees.**

Engage end users by asking what matters to them. Discover and document data that is in their own words.

### 2 Co-Design Better Experiences

#### **Standardized survey data can be months old and does not provide actionable feedback.**

Through “What Matters to You” (WMTY), gain real-time feedback, highlight what is going well, and identify areas to be improved...and why.

### 3 Focus Improvement

#### **Focus resources on what matters.**

Increase value and drive results for all stakeholders.

### 4 Drive Change

#### **Increase employee retention and watch patient and employee experience scores improve.**

Create a culture that fosters improvement through the voices of its stakeholders.

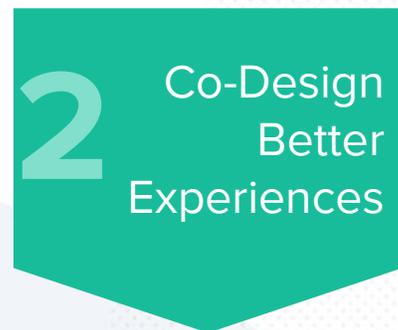
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# Style Guide 2019

## Logos:

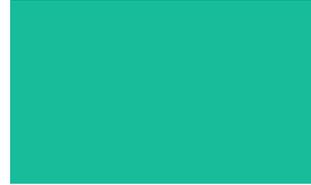


## Colors:

Primary



#405383ff

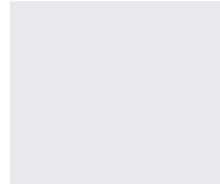


#18bc9bff



#1a264d

Secondary



#40538320



#dbbb5e



#ee5189ff

## Typography:

Need to find: Fallingskybd

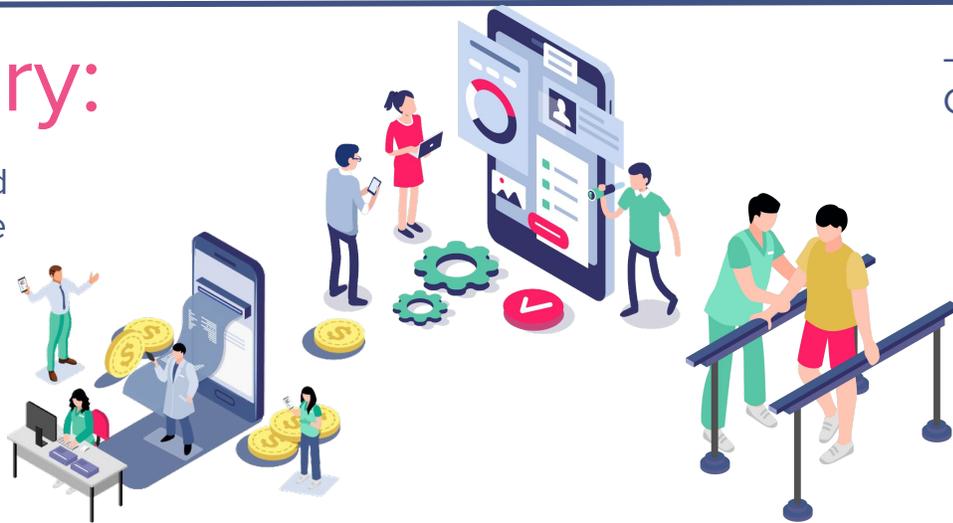
Proxima Nova

Roboto

## Imagery:

–Bullets & Call Outs

–Isometrics and Icons should be used to break up any copy or text



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Activate stakeholders voices to co-design improved experiences. Watch patient and employee experience scores skyrocket.

Increase retention and create a culture that fosters improvement through the voices of its stakeholders.

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