

vision 2025

Kaiser Permanente: Vision 2025 Overview

VISION 2025

Vision 2025 seeks to describe how the future may emerge and provide a point-of-view on how KP collectively will achieve its mission in that future.



- Understand Consumer Landscape
- Develop and Validate Consumer Personas
- Financing / Industry Context



- Establish Design Principles
- Define KP Opportunity Areas
- Establish Health Model Hypothesis



- Validate Health Model
- Develop Roadmap for Vision 2025
- Establish Vision Narrative

FUTURE VISION AND MODEL

Vision



Target Audience

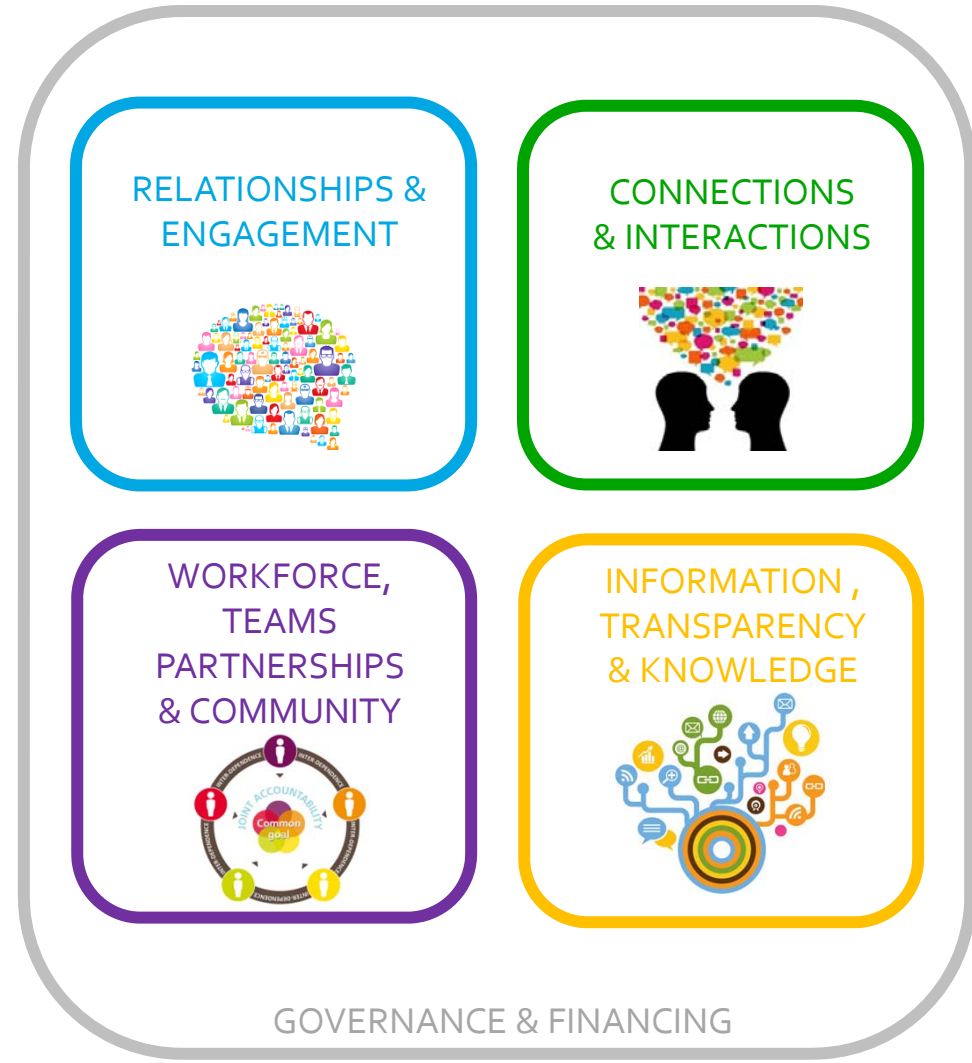


Scope and Position



Aspiration and
Desired impact

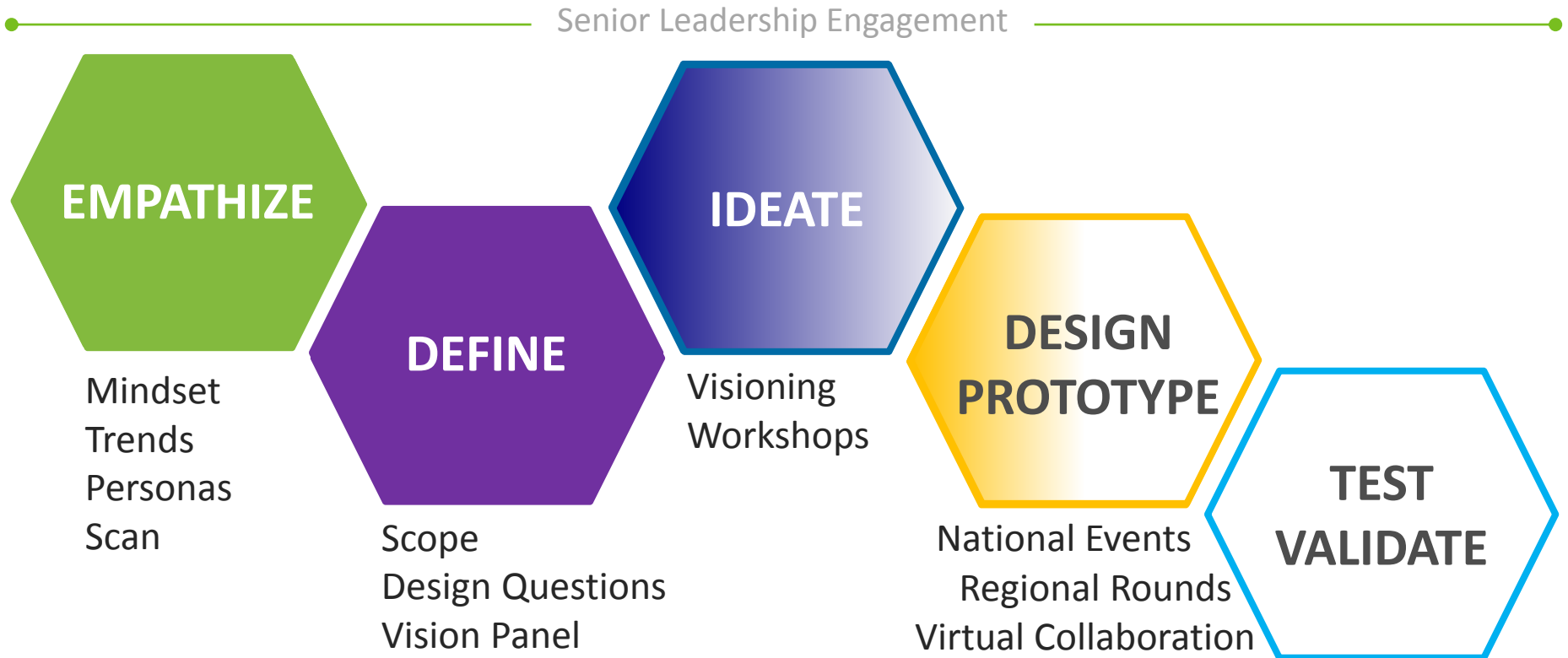
Health Model



GOVERNANCE & FINANCING

DESIGN THINKING APPROACH

Human-centered design thinking is a proven innovation process



Redefine Market Space

Nearly Unattainable Goals

Journey over Destination

Embrace Other Related Efforts

Make Engagement Inclusive yet Different

BHAGs and a VISION

“I’m going to democratize the automobile...When I’m through, everybody will be able to afford one, and about everybody will have one.”

-Henry Ford, 1909



To become a world leader at connecting people to wildlife and conservation.

-San Diego Zoo



Organize the world’s information and make it universally accessible and useful.

-Google, 2004



A computer on every desk and in every home.

-Microsoft, 1980



BOEING

Become the dominant player in commercial aircraft and bring the world into the jet age.

-Boeing, 1950



landing a man on the moon and returning him safely to the earth

TOP CONSUMER TRENDS...



Most Pervasive

SIMPLICITY

TRUST

SEAMLESSLY CONNECTED

POWER OF THE CROWD

PARTICIPATORY

PRICE SENSITIVE

VIRTUAL & AUGMENTED

MEANING MATTERS

PRIVACY vs QUANTIFIED

NO MORE MIDDLE MAN

PERSONAL + PREMIUM

Segmented / Uncertain

2025 MARKET PROFILE

