DOODLE AWAY
Why visuals?

Think

Concentrate

Communicate

Remember

Co-create
Improving Personalized Treatment in Oncology

- Options
- Health
- Individualized treatment plan
- Goals/preferences

Decision-making process:
- A or B

15-05-2023
Style

Iconic

Narrative

Metaphor

Main character
DARE TO DRAW

DOG

STILL A DOG
Making care fit dimensions

Maximally responsive to patients’ unique situation
Minimally disrupting patients’ priorities lives social networks
This requires collaboration in content & manner
This process is ongoing unhurried
Which may impact positively

vpro

npp