



Gordon Stannis leads TwistHealth. The Health and SelfCare Consortium. A small group of large, privately insured US companies working closely together to enhance access, improve outcomes and decrease costs for themselves, their employees, and families.

Gordon has spent his entire career helping large companies innovate, accelerate, and grow by applying the principles, skills, and methods of Design Thinking (HCD) to Business. He began his career in the automobile industry working for companies like GM, Prince and BMW in CA. While at BMW he began consulting with large, multinational, non-automotive corporations in a wide range of sectors like Telecommunications, Computers and Healthcare.

Gordon returned to MI to lead breakthrough innovation initiatives at Herman Miller for 4 years, founded several successful Innovation Firms that served Healthcare Companies and recently launched TwistHealth in July of 2021. TwistHealth will be based in the GR Innovation Park upon the completion of the DMMIB in mid 2022. Through deep collaboration with its Consortium Members TwistHealth will apply the proven principles, methods and skills of Design Thinking to create better health and selfcare solutions for employers, their members and families.

Headline (from my POV) on what are the most exciting Innovations in Health and SelfCare

Some quick thoughts

- **New UXs** (Using HCD and Digital to enhance and integrate Remote, in-person, and hybrids Health and SelfCare experiences.
- **Digital Health Tools “Validated”** (Processes for proof of efficacy that protects the public AND does not bog down innovation)
- **Semi-Personalized Medicine:** Example: Adyn (An online / mail order service that uses a person’s unique hormonal and genetic profile to scientifically identify which version of a medication will provide the best outcome for “you”)
- **Real Time, Personal Health and Wellbeing Insights and coaching:** More capabilities from Apple, Withings, etc.
- **More to come**