

ANATOMY is an award winning insight and strategy consultancy that works with client organisations in the business of healthcare, technology and innovation. We help clients innovate and grow by:

/ Identifying innovative opportunities to design to improve the human experience for customers

/ Visualising feasible solutions for business differentiation based off human centred design

/ Working with organisations to embed cultural change to inspire people centred innovation

A LEGACY OF SUCCESS

Over the past 8 years, our founder and MD continues to lead the way in human centred design driven practices. Now focused on Health, Medical, Wellbeing programmes, the team draw on their insight and expertise across sector from work for the likes of Coca Cola, Mercedes Benz, Nokia, Johnson & Johnson and many more, We embed design thinking practices to organisations enhancing new product and service development.

MEDICAL EXPERTISE

Gerontology, Diabetes, Orthopaedics, Intensive Care, Rheumatoid Arthritis, Haemophilia, COPD, Neurology, Wound Management, Surgical Devices, Respiratory Medicine, Sports Medicine & Nutrition.

MARKETS EXPERTISE

US, China, UK, France, Germany, Italy, Denmark, Sweden, Spain, Portugal, Australia, New Zealand, United Arab Emirates, South Africa, Japan, Brazil.

AWARDS | PUBLICATIONS | PRESENTATIONS

/ IDSA Finalist in Medical & Scientific Products 2012
/ Design for Emotion by Van Gorp and Adams: PICO™ Case study
/ KOL speaker at SAWC (Atlanta), EWMA (Vienna), WUWHS (Yokohama) 2012, CPC (Paris) 2013

PEOPLE

We have built a multi-disciplinary associate team with expertise in:

Design Strategy
Experience Design
Service Design
Human Factors
Formative Usability
Innovation Management
Health
Medical Anthropology
Strategy
Trends
Packaging Design
Industrial Design

SECTORS

Med/Pharma
Technology
Health & Wellbeing
Surgical

LOCATIONS

Brighton, UK

WE HAVE:

Defined a strategy for a western Med/pharma leader to break into China

Worked day and night with Smith & Nephew to get a medical device from Proof of Principle to market in the EU in less than 12 months. Winning Finalist in IDSA, IDEA12.

Developed a future vision of Orthopaedics and service design for long term patient outcomes.

Redefined a FTSE50 company cash cow in medical care, for a \$350mn global turnover product.

CLIENTS

Johnson & Johnson
Smith & Nephew
Novo Nordisk
Design Council
Avery Dennison
Cancer Research UK

FOUNDER

Matt Pattison,
MSc, BSc, BA, MCSP

CONTACT

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