



# PROBLEM STATEMENT

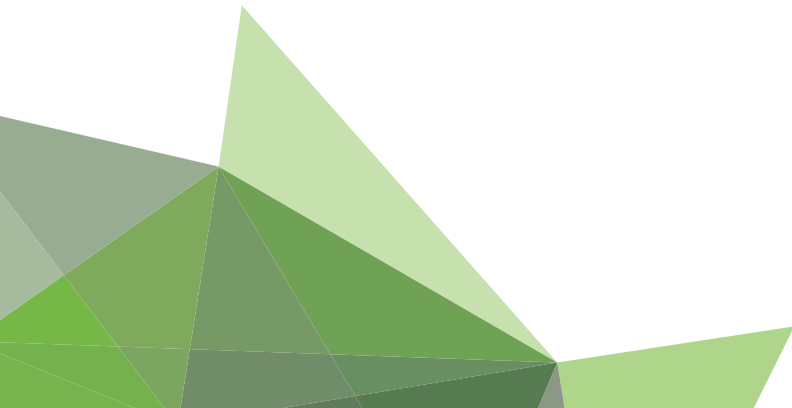
Divided health care systems sacrifice the interests of the patients.

# BENEFITS OF NON-CONVENTIONAL MEDICINE

➤ Used by 54% of Canadians.

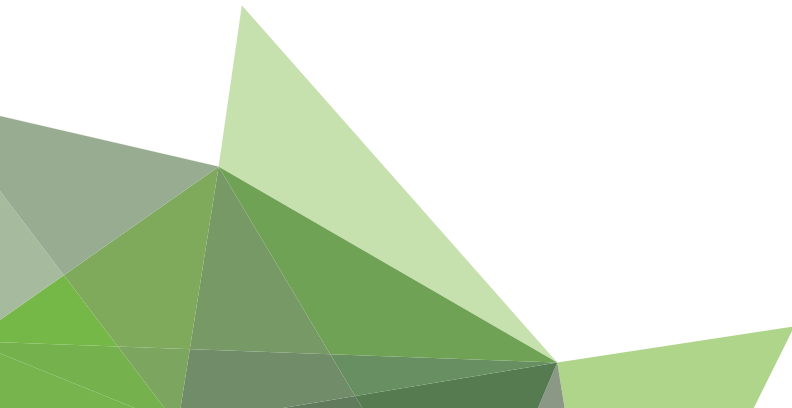
➤ \$7.84 billion spent on these treatments.

➤ Only 24% of Canadians consult practitioners.



# VISION

- ▶ Serpentine Research and Care Facility aims to increase access to effective and efficient health care and provide the best patient experience by facilitating an integrated medical system.

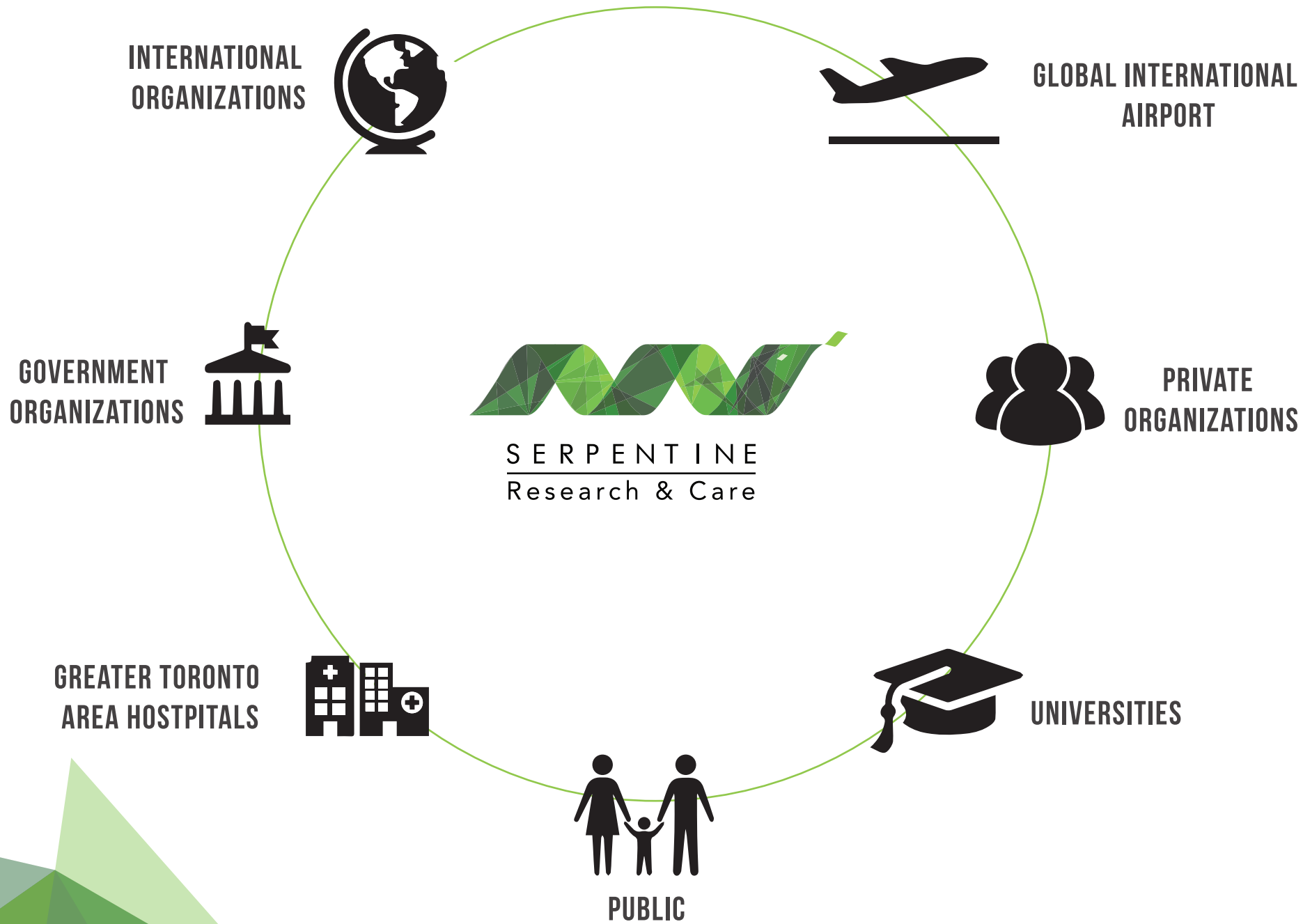


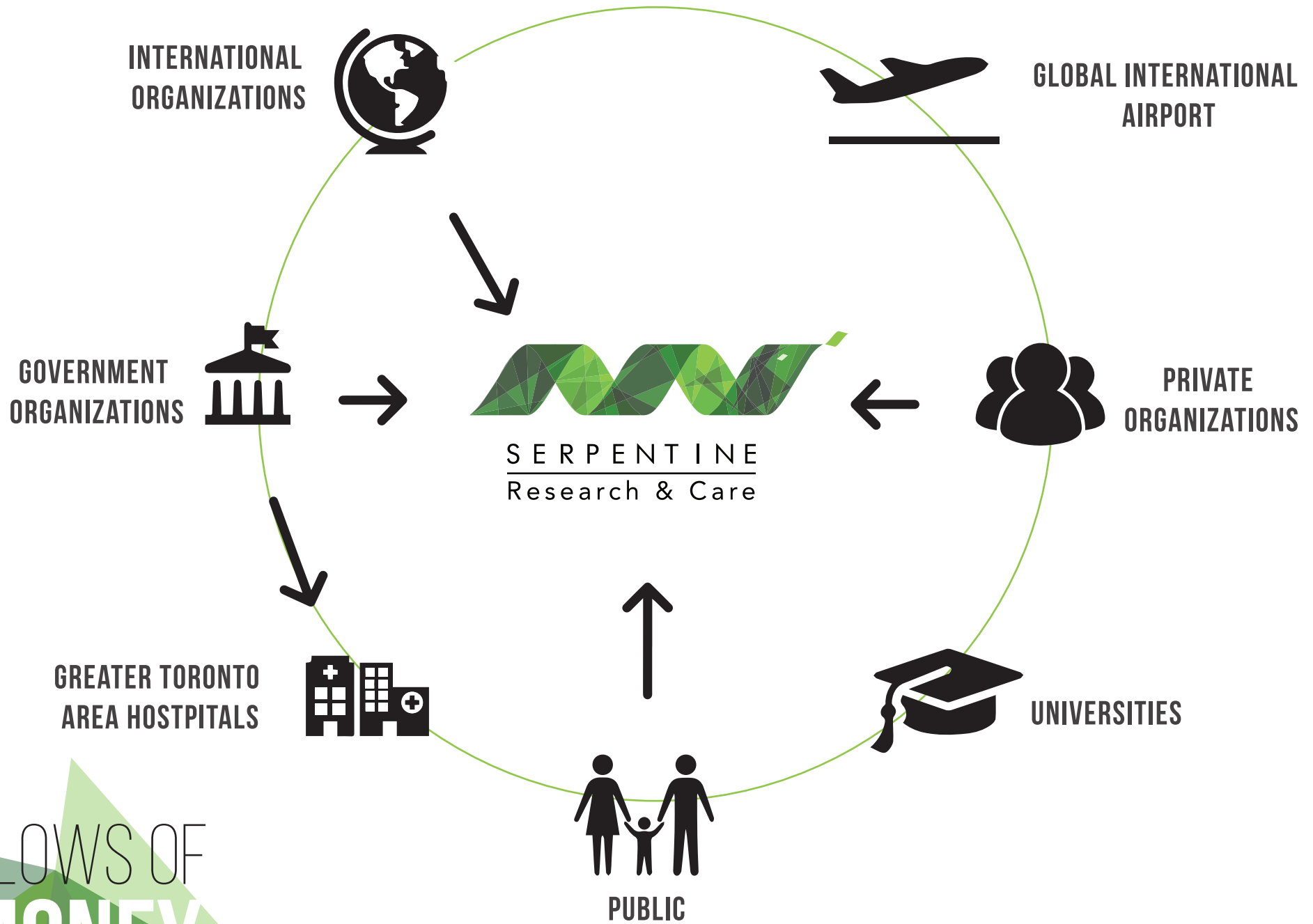
# MISSION

- Systematically EVALUATE non-conventional treatments.
- Conduct RESEARCH to strengthen knowledge base and change perceptions around non-conventional medical care.
- Fully INTEGRATE our work into conventional health care and hospital infrastructures.



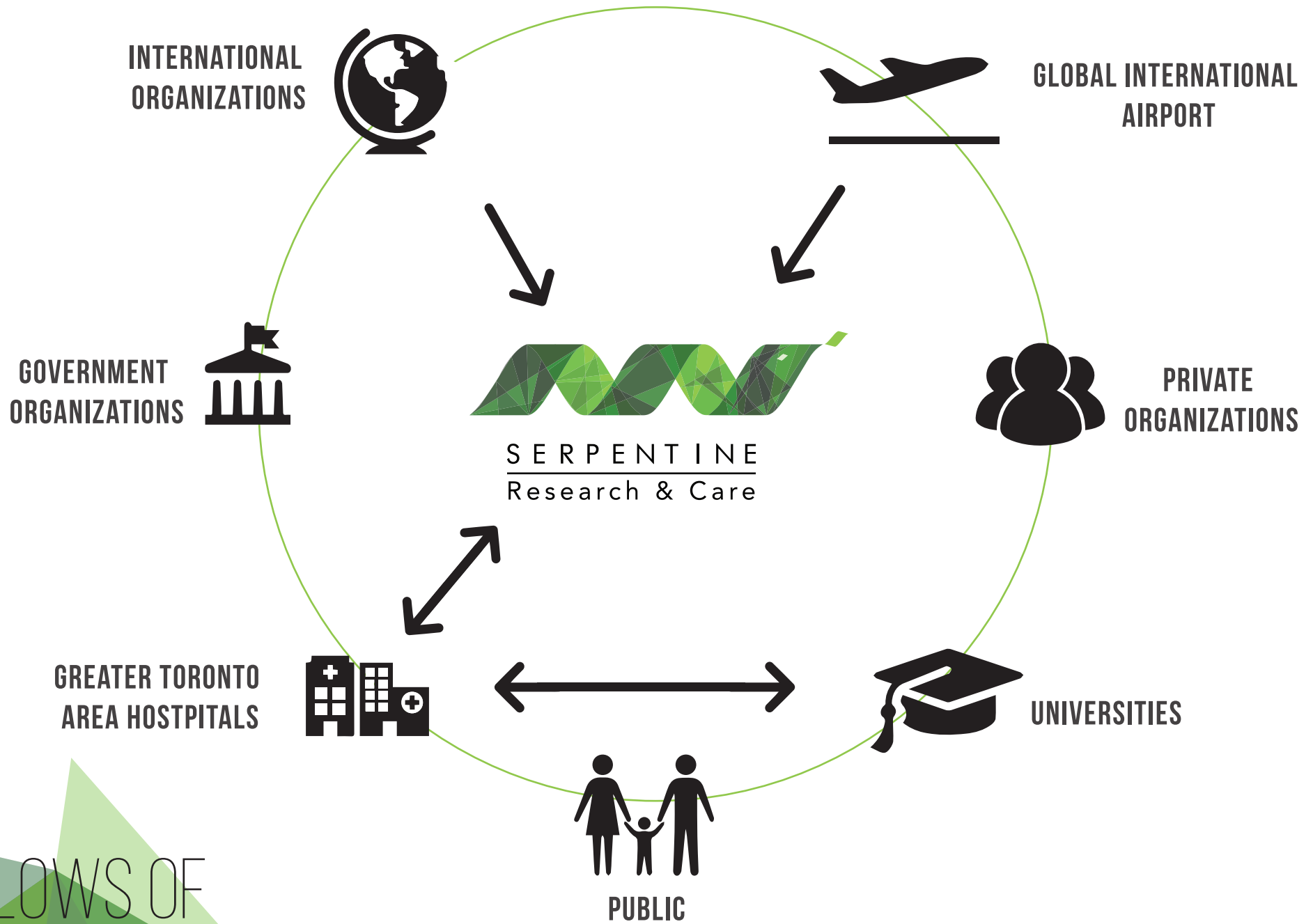
**KEY PARTNERS**



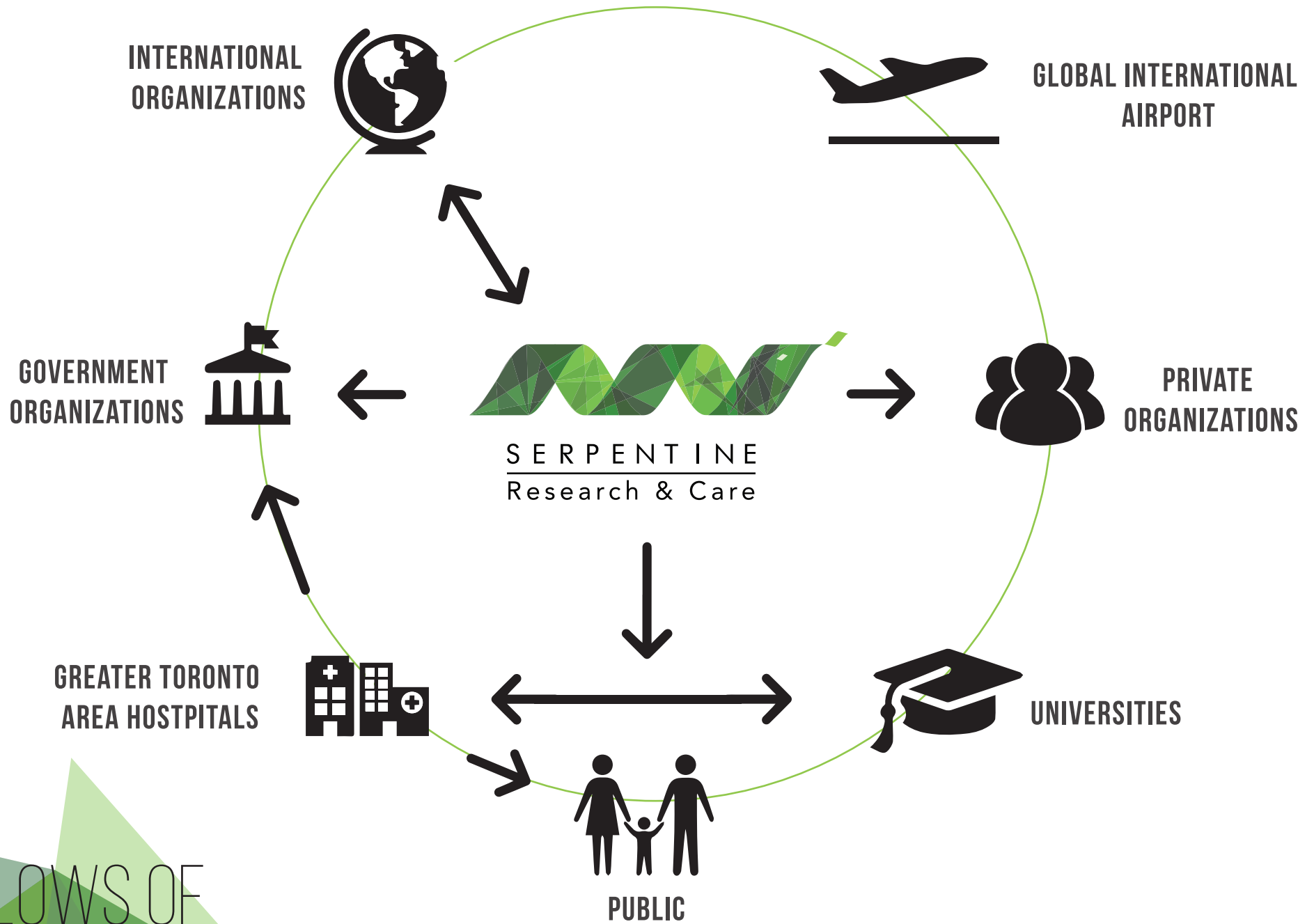


# FLOWS OF MONEY





**FLOWS OF  
RESOURCES**



**FLOWS OF  
KNOWLEDGE**

# SWOT

## **STRENGTH**

- Huge Market currently using complimentary medicine
- Access to multicultural talent pool of practitioners due to location
- Negative perceptions of “over-medicated society”

## **WEAKNESSES**

- Lack of reputation
- Stigma of alternative medicine
- Not covered by OHIP

## **OPPORTUNITY**

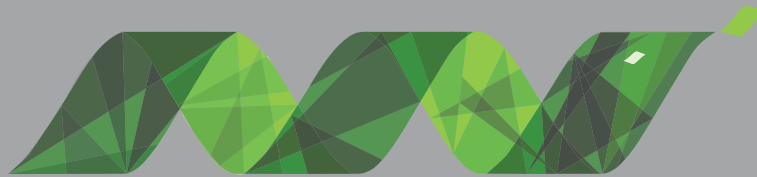
- Increased illness due to climate change
- Stigma of alternative medicine
- Not covered by OHIP
- Improved efficiency through advanced technology

## **THREAT**

- Funding
- Pharmaceutical companies
- Very little regulation

# MEASURES OF SUCCESS

- Redefine conventional health care system to include successful complementary treatments at every hospital.
  - Conduct evaluations of all alternative therapies.
  - Establish satellite care centres for travelers in global international airports.



S E R P E N T I N E  

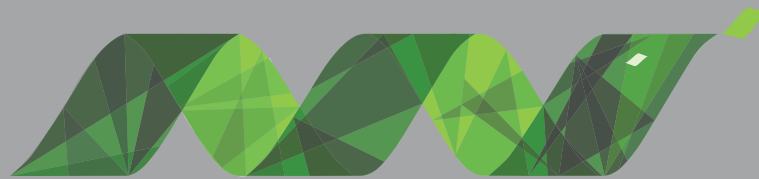
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Research & Care

**EVALUATE**

**RESEARCH**

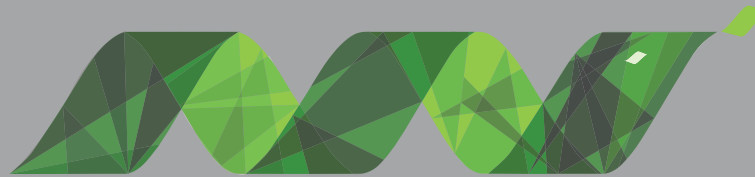
**INTEGRATE**



S E R P E N T I N E  
Research & Care

**EVALUATE      RESEARCH      INTEGRATE**

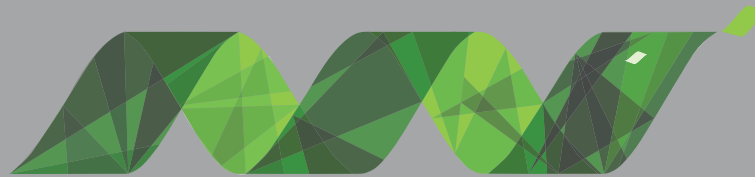
We will reach out to organizations and international experts to discover possible non-conventional treatments that could use further investigation.



S E R P E N T I N E  
Research & Care

**EVALUATE      RESEARCH      INTEGRATE**

A team of doctors, interns, and interdisciplinary experts will study the treatments to better understand and improve them.

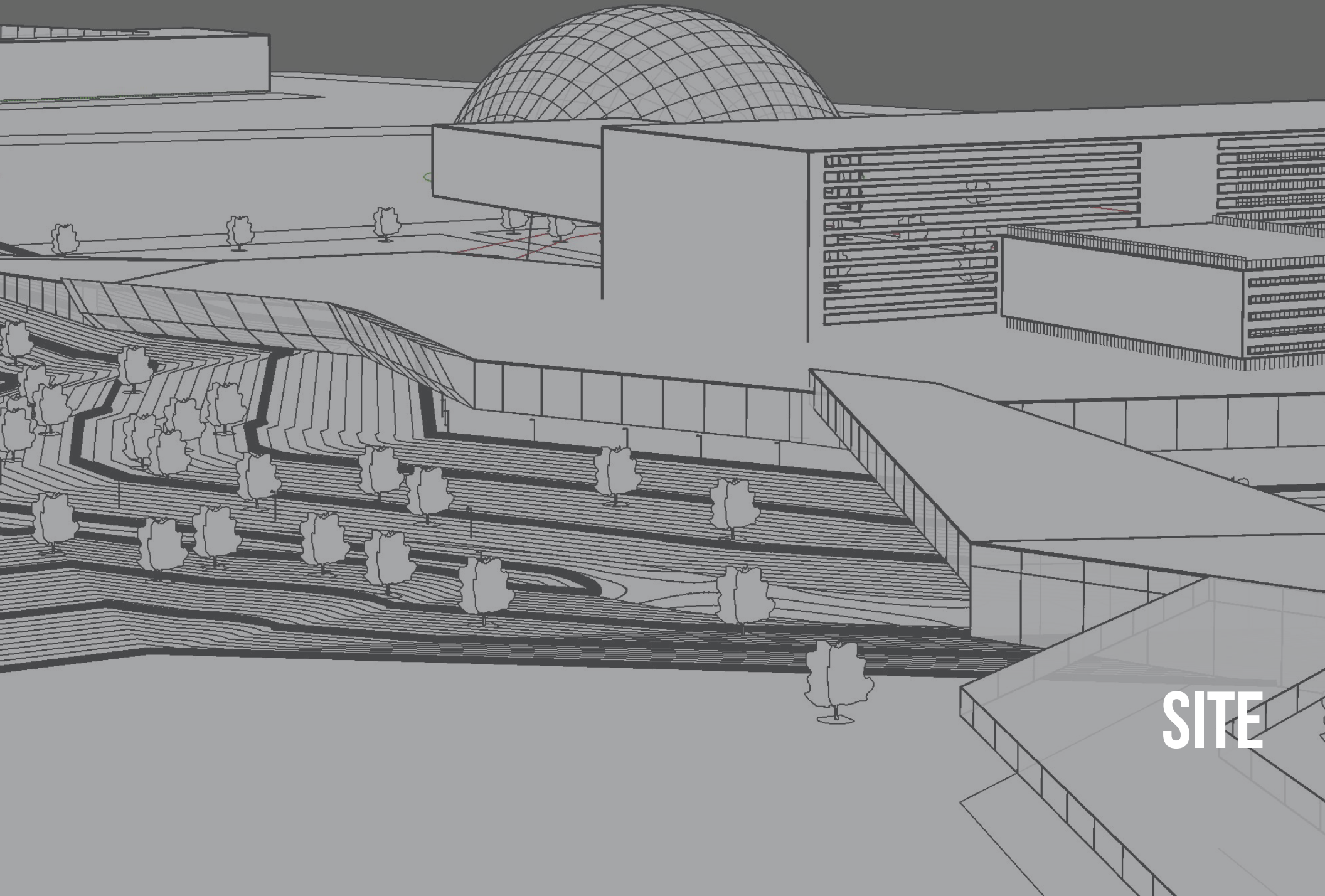


S E R P E N T I N E  
Research & Care

**EVALUATE      RESEARCH      INTEGRATE**

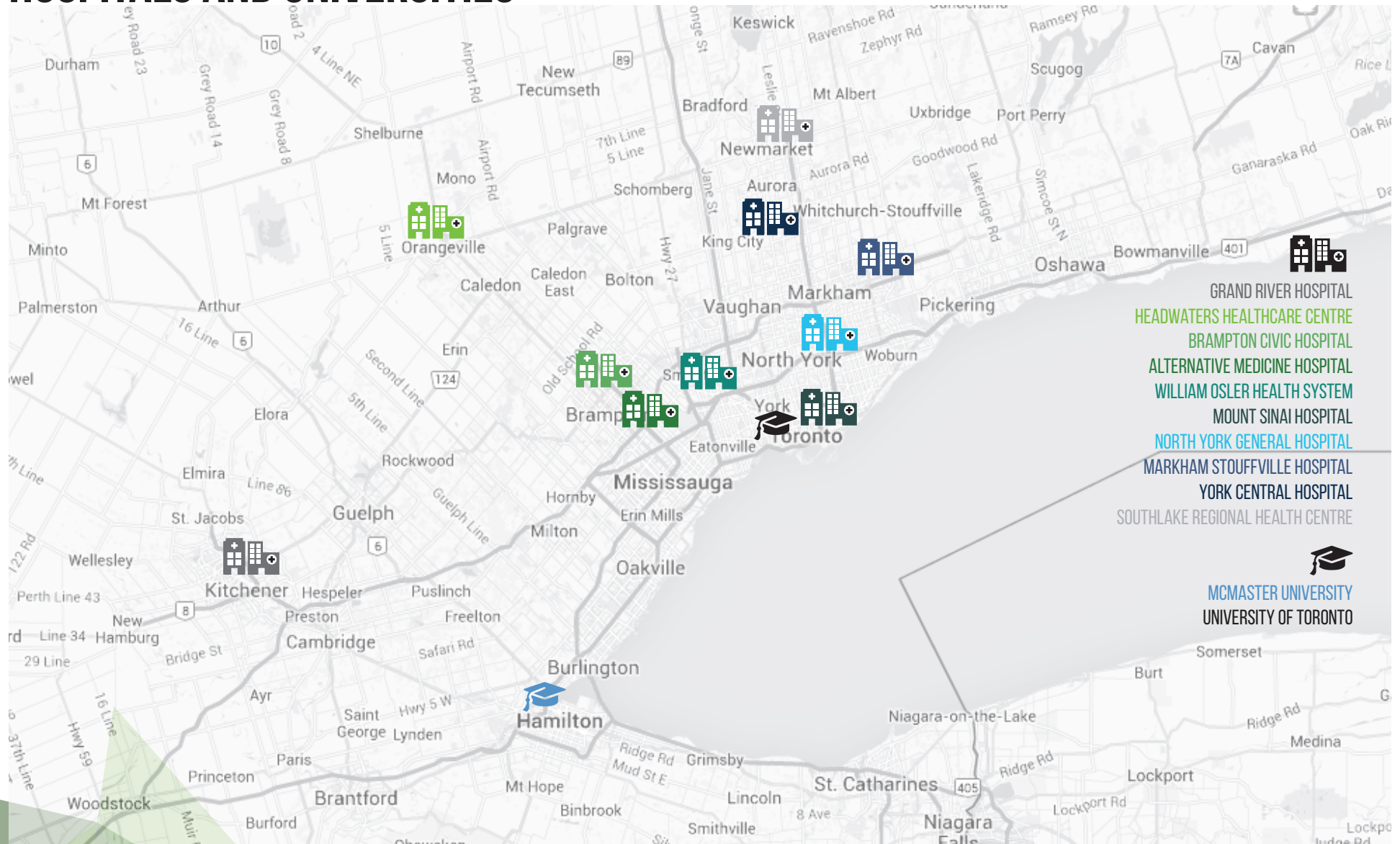
The research will lead to an expanding knowledge and acceptance of the treatments to introduce them into conventional GTA hospitals.





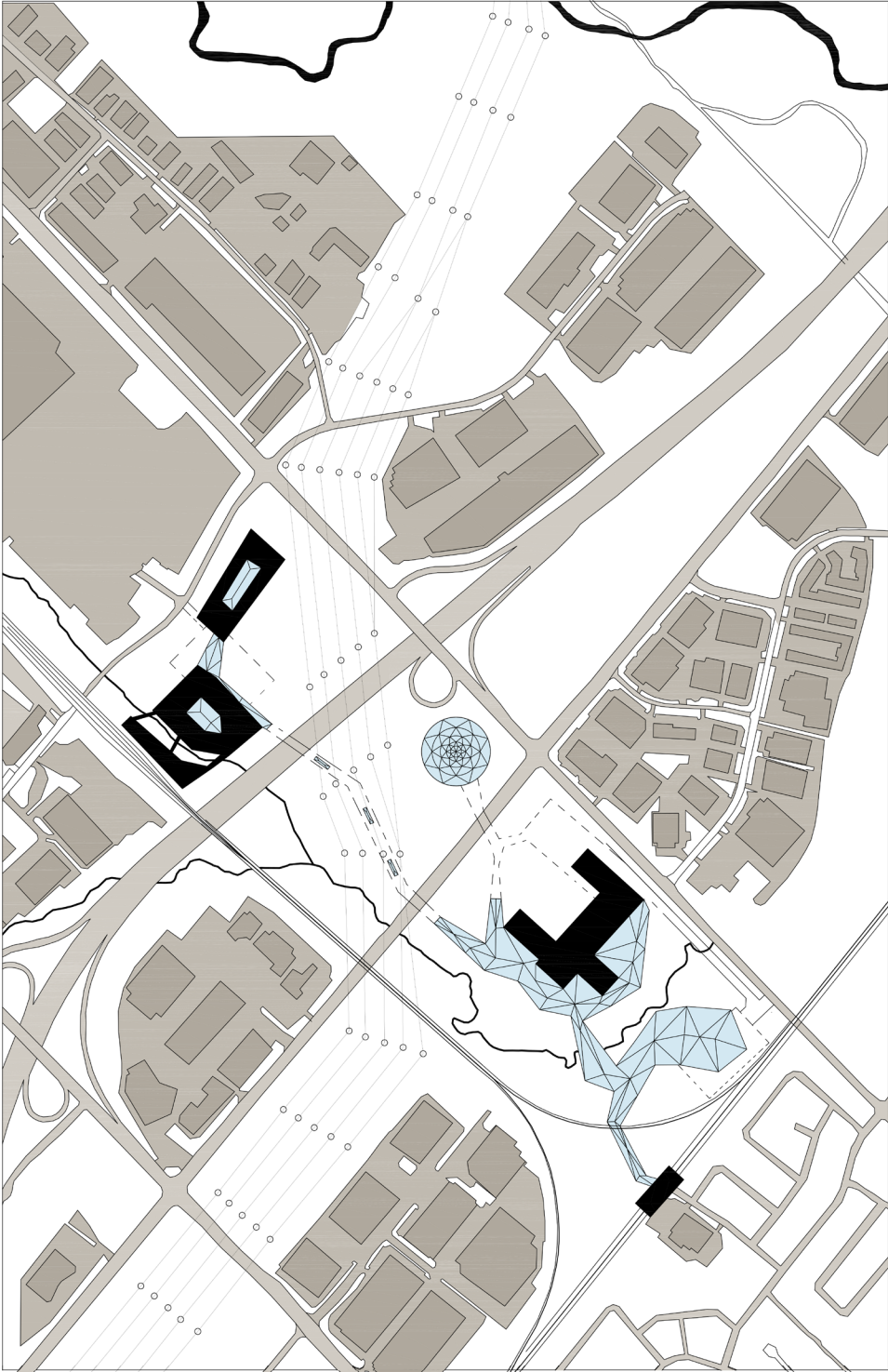
**SITE**

# GREATER TORONTO AREA MAP HOSPITALS AND UNIVERSITIES



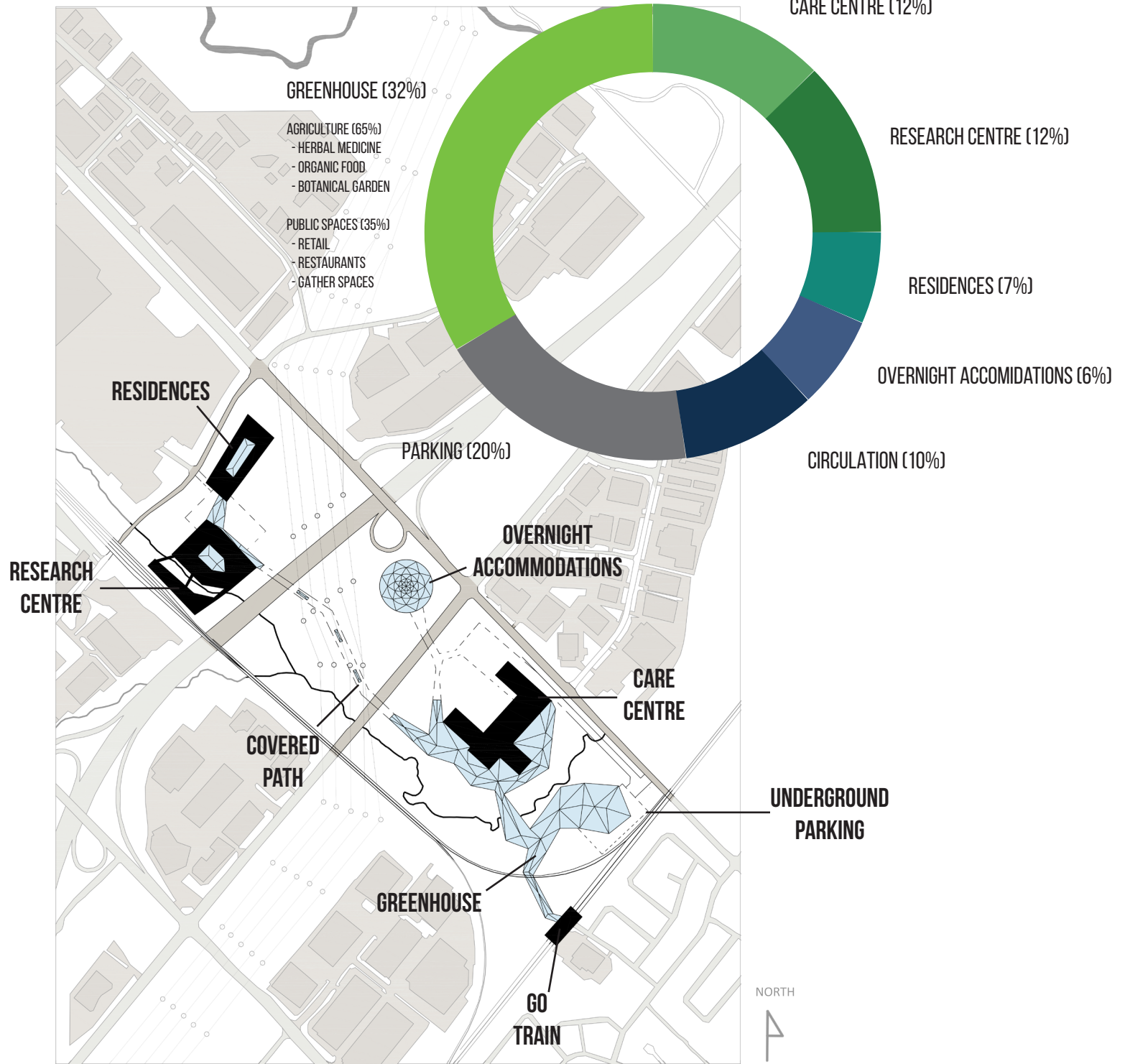
We chose this site because of its proximity to these assets.

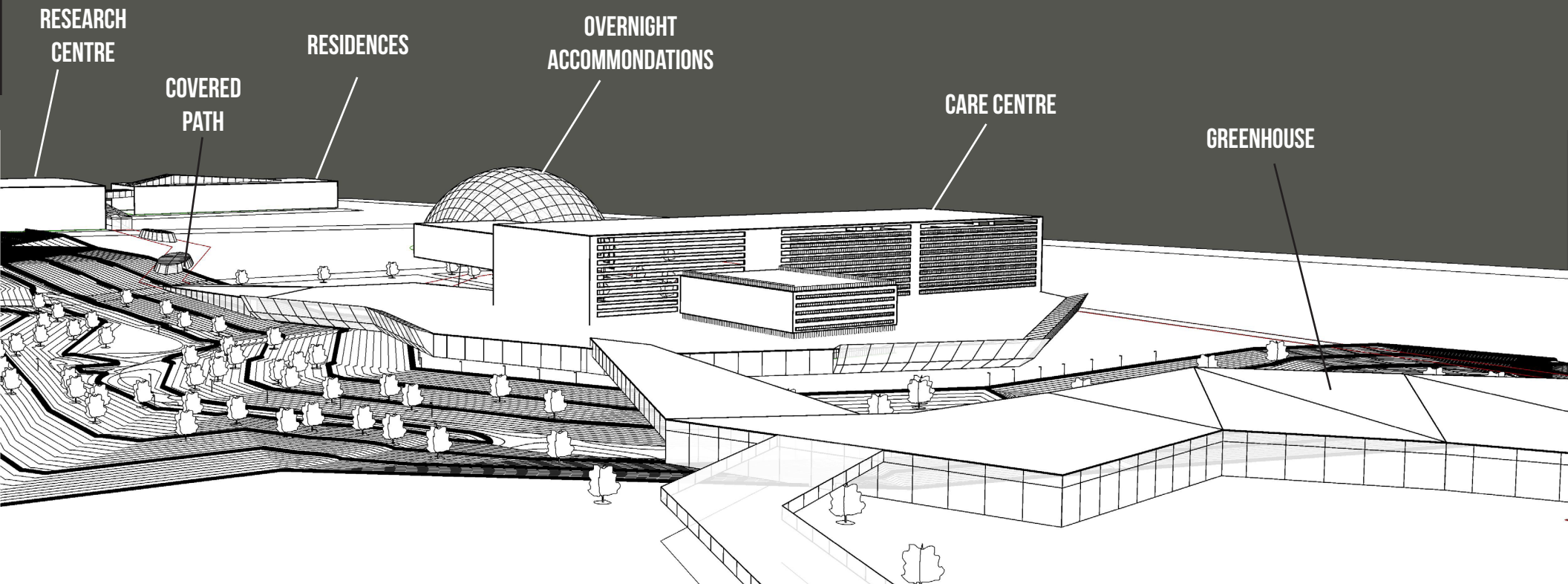
# SITE PLAN



250M

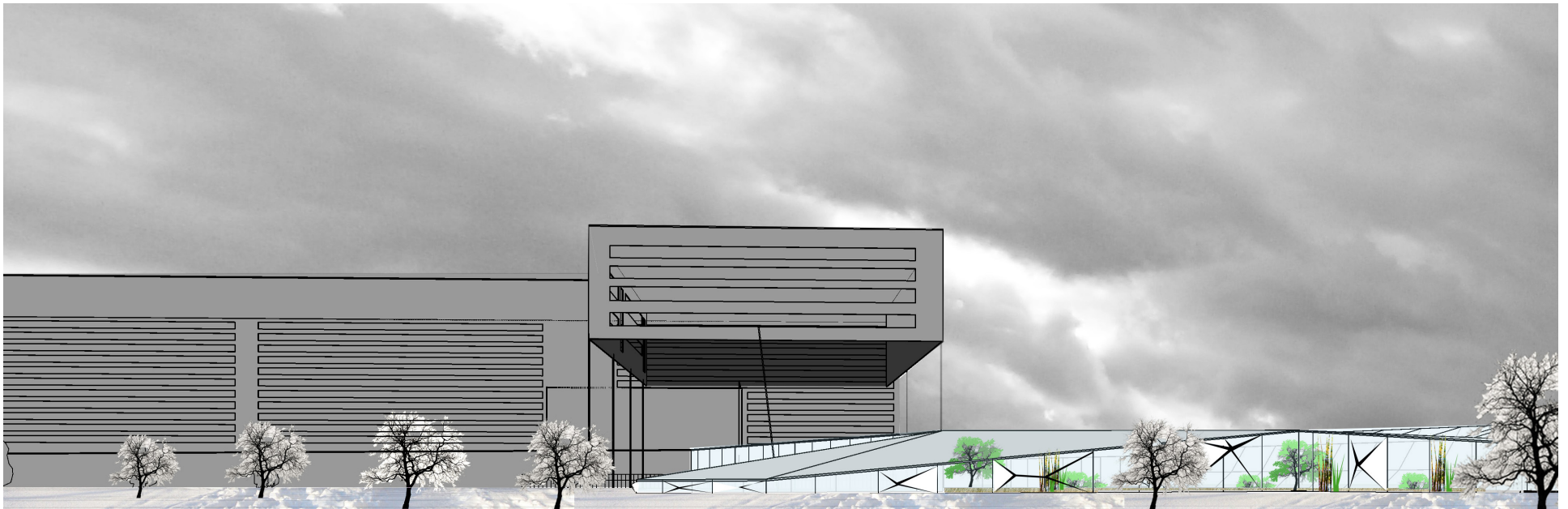
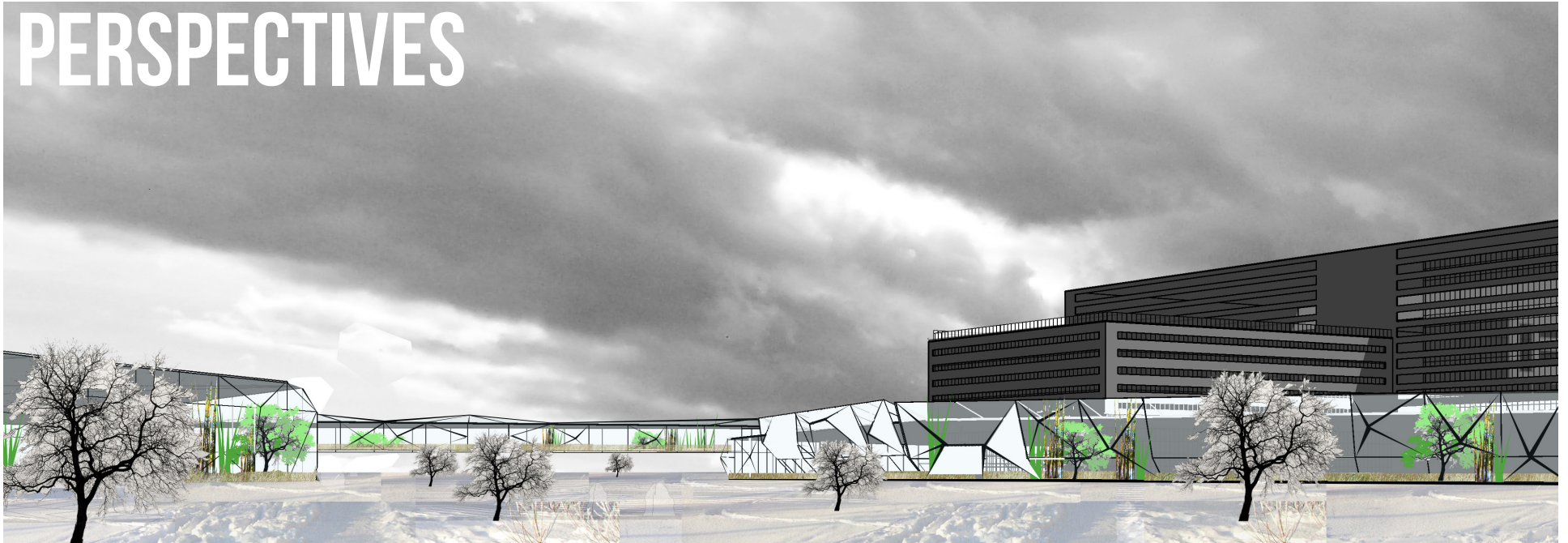






# OVERALL FACILITY

# PERSPECTIVES





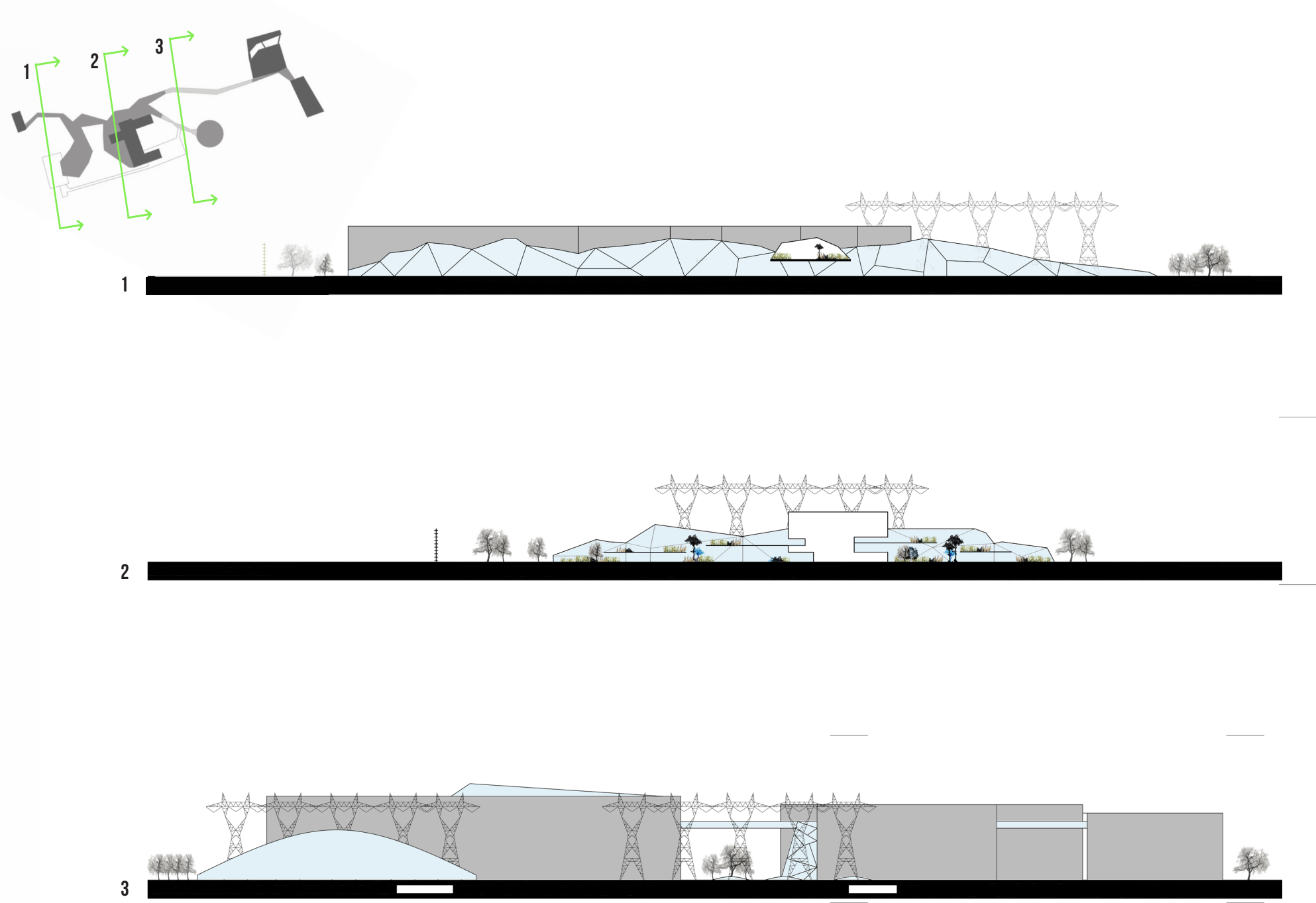
↑ RESIDENCES  
← PARKING  
→ RECEPTION

**GREENHOUSE**



**COVERED PATH**





# SECTIONS

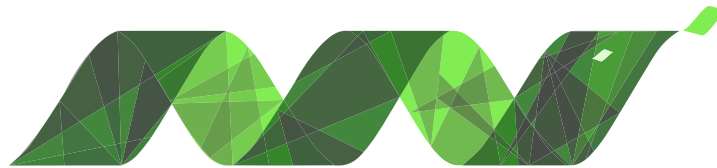


**USER PERSONAS**

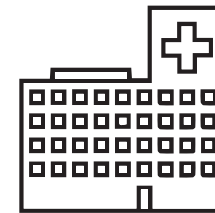
# 2014



# 2020



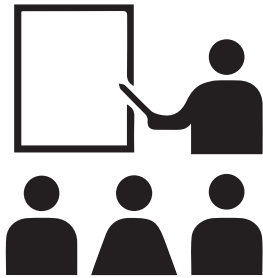
# 2035



## **JEFF - THE PATIENT**

42 years old  
Ontario MPP (Member of  
Provincial Parliament)  
History of asthma, attacks  
and conventional treatment  
since childhood  
Lives in Breslau, ON

2014



2020



2035



**ABIGAIL - THE INTERN**

27 years old

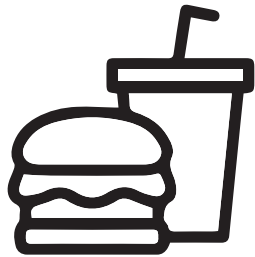
PhD Candidate

from Harvard, Biology

From Croydon, England.

Lives in Boston, MA

2014



2020



2035



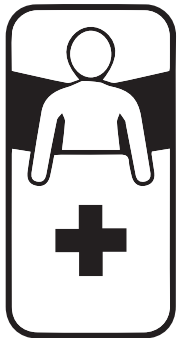
**ARJUN - THE LOCAL**

52 years old

Works as a lawyer in Malton

Lives in Heart Lake, ON

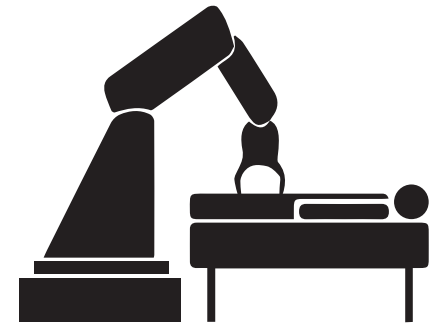
2014



2020



2035



**SYLVIE - THE TRAVELLER**

60 years old

Retired

Slightly overweight, smokes

Lives in Nantes, France.

Travelling to visit daughter  
in Montreal, QC

**ONE SYSTEM  
ONE EXPERIENCE**

