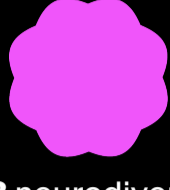


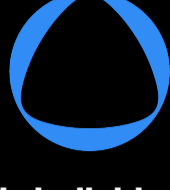


Transforming care and patient experiences

Why This Matters



1 in 3 neurodivergent individuals **avoid medical care** due to negative sensory or communication experiences¹



Autistic individuals can be particularly sensitive to the taste, textures, and smells of formulations of medicines²



While Gen Z'ers and millennials make up just over a third of the adult population in the United States, they drive more than 41 percent of annual wellness spend³

1 in 5 people are neurodiverse⁴

Opportunities for Innovation

Customer Experience (CX) Solutions

Sensory-smart upgrades transform healthcare environments from overwhelming to inviting

Employee Experience (EX) Solutions

Redesigned systems help neurodivergent staff perform at their best

SEE:

Visual intake tools with illustrated procedures, contrast-optimized medication labels, sensory signage zones



SEE:

EHR dashboards with visual symptom triage, color-coded shift tools, low-contrast lighting

HEAR:

Acoustic zoning in waiting/exam rooms, text-over-audio instructions, sound-dampening flooring



HEAR:

Ear-safe alert systems, noise-modulated break rooms, scripted support for challenging moments

TOUCH:

Adaptive device grips, haptic feedback on wearables, skin-safe packaging for medication application



TOUCH:

Ergonomic and sensory-friendly medical tools, gloves with smoother tactile response

SMELL:

Fragrance-neutral protocols in treatment spaces, scent-controlled diagnostic zones



SMELL:

Segregated airflow systems between treatment and staff areas, unscented break areas

UNDERSTAND:

AI-powered medical explainers, visual prescription instructions, body mapping in medical routines



UNDERSTAND:

Just-in-time protocol nudges, task simplification flows, onboarding with sensory learning modes

What Neuroverse Delivers

For Clinical & Hospital Settings

- "Sensory" design services
- Body mapping tools for biopenetration
- AI-driven communication preferences



For Home & Wellness Environments

- Visual planning aids
- Cognitive-friendly apps for habit tracking and self-regulation
- Remote care UX audits and personalization support



For Leaders in Wellness

- Programs for healthcare professionals, patients, and caregivers
- HCP and staff training modules
- Full CX audit



The Business Case



Autism-related costs—including healthcare, support services, and lost productivity—were forecast in 2015 to reach \$461 billion annually by 2025.⁵

The Future Is Personalized Care

Inclusive healthcare isn't just ethical—it's essential. Without it, you lose trust, adherence, and lifetime loyalty. With it, you unlock efficiency, retention, and wellness for all.

Let's rethink the healthcare experience together.

HAVAS

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