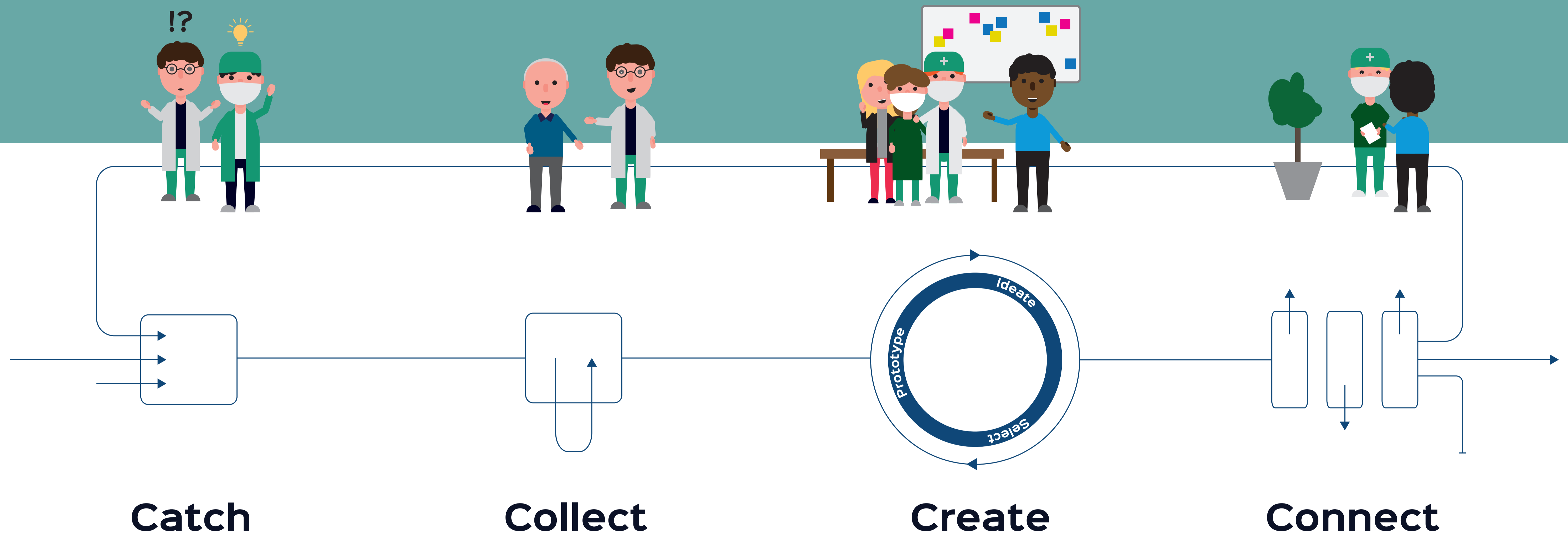


Towards Fast and Engaging Health care Innovation *by Design*

Innovation is failing within a Dutch University Medical Centre . The biggest reason is that the front end of the innovation process has not been organized. The 4C-model presents an innovation framework to structure the pre-development stages of the innovation process which can be used to start the transformation towards fast and engaging innovation by design.



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11-06-2021
MSc Strategic Product Design

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