



Design and Change

And Benefits



FS/IS 792392

Contents

1	Design and Change	5
1.1	Benefits.....	5

Our Values

Ethical Healthcare's sole purpose is to deliver positive and meaningful social impact on key societal challenges in the areas of health, well-being, and welfare.

Our values are at the core of everything we do, the behaviours we demonstrate and the improvement and changes we seek to deliver to our partners.



Equality and equity: we are never exploitative.



Integrity: we always act in line with our values and



Happiness: we strive to make our clients, our colleagues and ourselves happy in our work and lives.



Honesty and Transparency: we are always open and honest and fully transparent in everything we do.

Document Administration

Current Status	
Version:	0.1
Date:	14/01/26
Status:	Final
Approvals:	
Owner:	Liz Simms
Review Cycle:	
Last Review Date:	
Changes Made:	
Notes:	

Revision History

Version Number	Status	Reason	Issued by	Issue Date	Last Review Date

Approval History

Version Number	Approved by	Approval Date

1 Design and Change

Ethical Healthcare's approach to transformation is underpinned by a deep understanding of human factors, including physical, cognitive, social, cultural, and emotional factors that make up the complete user experience.

EHC's Design and Change practice is made up of a team of behavioural scientists, system designers and communications experts to understand user needs, reshape strategy and process and shift culture.

Our work starts with user needs and helps deliver system-wide change. There is a lot of insight out there about how best to shift people's behaviour that simply is not applied to digital health.

Our Design and Change Practice ensures our work empowers staff to embrace opportunities and alleviates some of the pressure they are under.

1.1 Benefits

- User-centred solutions that address physical, cognitive, social, and emotional needs
- Expert team of behavioural scientists, system designers, and communications specialists
- Evidence-based methods to drive meaningful behaviour change in digital health
- Culture and process redesign for lasting organisational impact
- Empowers staff and eases pressure during transformation
- Supports system-wide change, not just isolated improvements.