

To care is —



inaya

The Problem

A medical journey can be a **long walk through the darkness**, it can be hard to see a light at the end of the tunnel.

Even after a treatment, **trauma can keep following us**. Post treatment depression can keep the darkness with us even when we have recovered and are transitioning back into normal life.

This is the story for many. **Depression following critical illness** is associated with an **increased mortality risk** in the first 2 years following intensive care. In the UK it is estimated that more than **40% of ex patients experience ongoing trauma**.



The Solution

At Inaya, we ask, how might we create a more caring medical journey?

We've found that the act of caring happens in 4 stages, **identify, offer, accept and celebrate**. But often, celebration is invisible. **So how could we integrate celebration into a patients healthcare journey?**

This is why we've designed inaya, a brand that aims to **incorporate celebration as a key part of the care process**. Our design solution is a **physical journal that allows patients to introduce celebration into their own healthcare journeys**.

Inaya is a care service that acts as a platform for patients going through healthcare, offering a physical toolkit to incorporate celebration into their journey, **facilitating human behaviour change**. The physical journal we designed is specific to cancer treatment, however we are aiming to expand this into other treatments with tests we are aiming to run with patients and healthcare workers.



The Impact

Global Wellness Industry is worth \$4.5 Trillion

Preventative & Preventive and Personalised Medicine is worth \$575 Billion

NHS £12.2 Billion spent on mental health

567,000 new cancer cases every year in the UK

Celebration has the potential for a **huge global impact**. We believe **reframing experiences through celebration** tools like gratitude, a sense of accomplishment and reducing stress and anxiety will be powerful.

We are confident that this will have a massive global impact, as many patients develop mental health problems after their treatment. We believe in the **magic of a less medical, more human approach**.

Research

Survey



Our approach is influenced by the **Peak End theory** which finds that humans remember the most intense part of an experience, followed by how that experience ended. So what would happen if the **magic of celebration** was a part of those key memories?

Whilst developing the celebration toolkits we have done extensive primary research, aiming to identify cultural differences and celebratory habits.

67 participants
6 countries

We have also brought in **professional collaborators** to further **solidify and support** our approach using recommended techniques. We wanted to **create a journal that acts as a psychologist in your pocket**.



Helen Orton
UKCP Psychotherapist



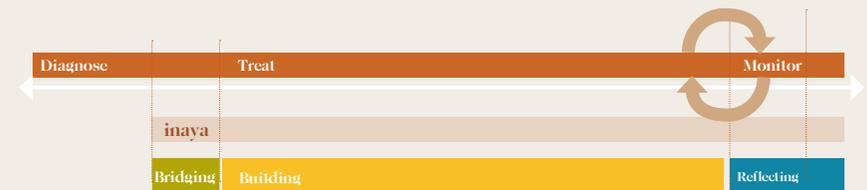
Duygu Turkdogan Albulak
Therapist



Claire Wretham
Spiritual Director
of Marie Curie Cancer Hospice



Patient Journey



Through our research into cancer treatment we have identified **3 major phases** that we could contribute on patients journey, these are; **bridging, building and reflecting**. We've designed our journal to be **used in correlation with these stages**.

What is Inaya?



CARE SERVICE

**Digital & analogue
toolkit**



Inaya Team



Suzanna James
MA Textiles Design



Justin Tsang
MA Intelligent Mobility



Shruti Agerwala
MA Service Design



Emre Kayganaci
MA/MSc IDE



Célia Marchessaux
MA Design Products

Warriors

Why do we feel connected to this project?



Sylvie Cior

Heart surgery survivor



Ilkay Kayganaci

Cancer survivor

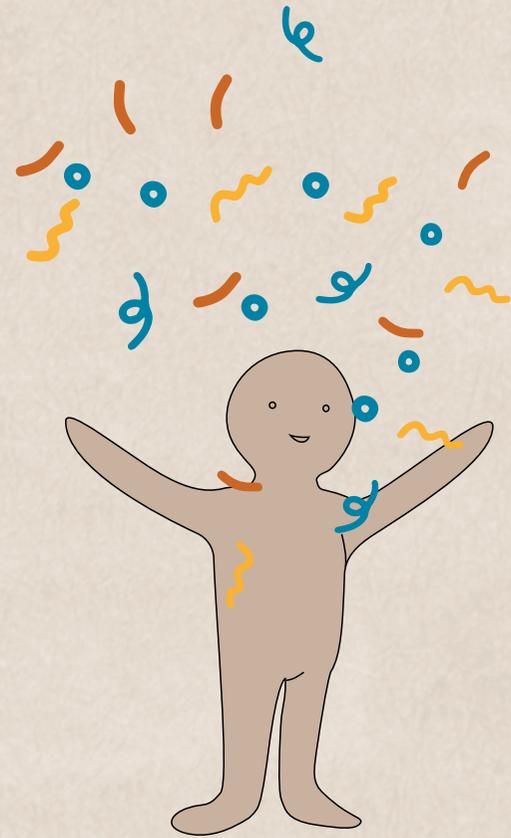


Cathryn James

Chronic disease fighter

& Mothers

to care
is_
to celebrate





Inaya

**Integrate celebration in
the medical journey
of the patient**



**Why is celebration
invisible?**



Ethical dilemma

How can celebrating be truly caring?
How can celebrating become a way to care?

Brene Brown
The Power of Vulnerability TED

HAPPINESS
doesn't exist without
SADNESS

DUALISM

To learn
to celebrate
we have to learn
to mourn

'Practice gratitude and joy in moments of terror'
– Brene Brown



Claire Wretham
Spiritual director
of Marie Curie Cancer Hospice

MOURNING

//

CELEBRATING



**How could we consider
'celebration' as a
leverage point for safety
and healthcare?**

~ Global Wellness Industry is worth
\$4.5 Trillion

~ Preventative & Public Health is
worth **\$575 Billion**

~ NHS **£12.2 Billion** spent on
mental health

~ **What if a % of that was
spent on celebration?**

Online & physical toolkits



inaya

[ABOUT US](#) [DIGITAL TOOLKIT](#) [PHYSICAL TOOLKIT](#)

[OUR IMPACT](#) [CONTACT US](#)

welcome to the platform for caring
celebration.



Survey



inaya

Welcome to our short survey
about celebration and health.

**‘What does celebration
mean to you?’**

67 participants

6 countries



Helen Orton

UKCP Psychotherapist

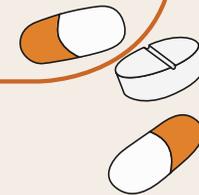


Duygu Turkdogan Albulak

Therapist

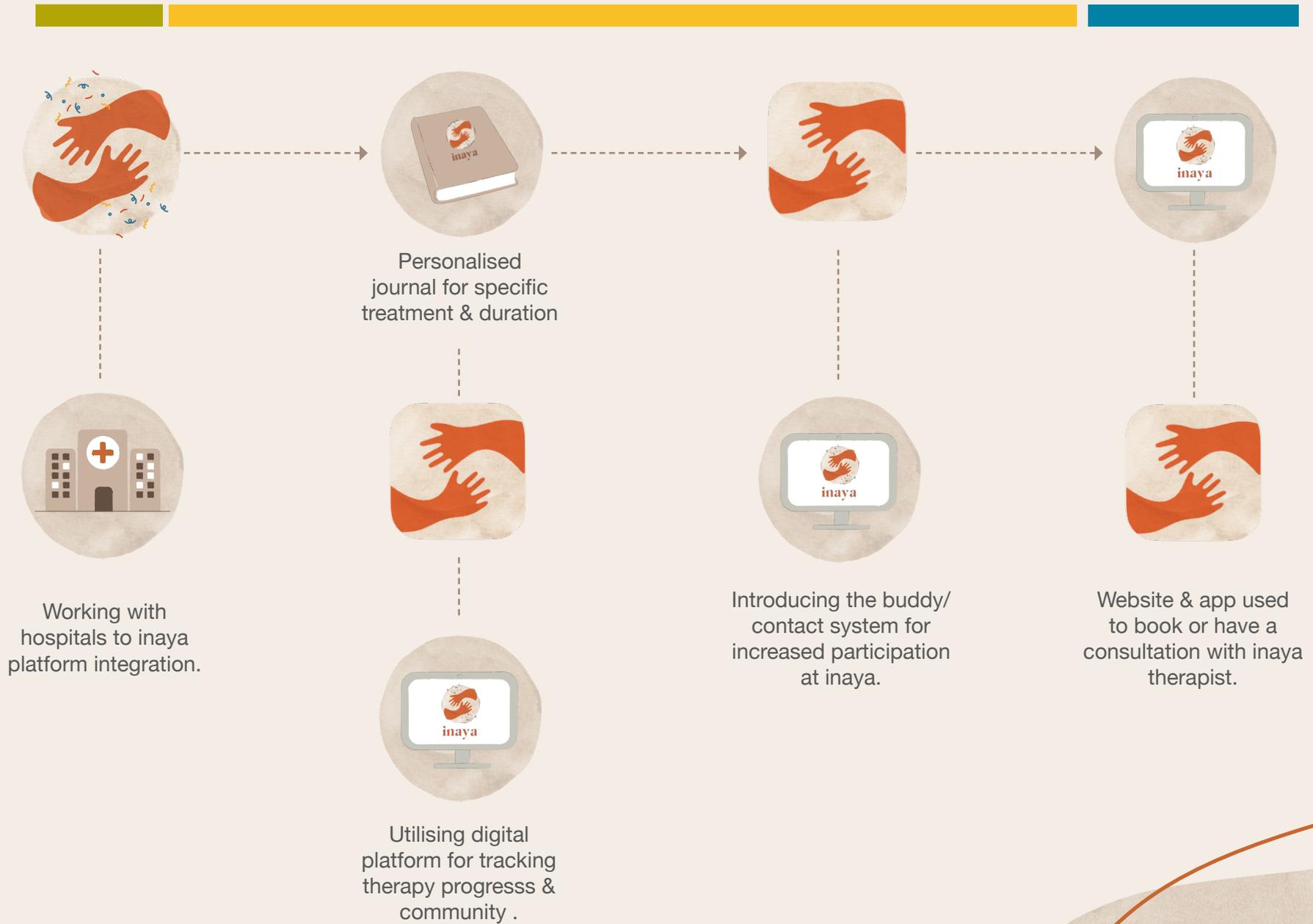
**CBT method
Positive Psychology**

**fight addiction to
antidepressants**



**«Using our book is like having a
psychologist in the pocket'»**

System map





inaya

introduction



Contents

01 Introduction	02 Bridging
03 Building	04 Reflecting
05 Stickers	06 Letters



Time for some reflection.
What are some of the new challenges and opportunities you
will face during your treatment? What are you grateful for?

Challenges

Opportunities

Gratitude

inaya

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**You are the main character
of this journey.**

You have the power to re-frame your experience.



Bridging



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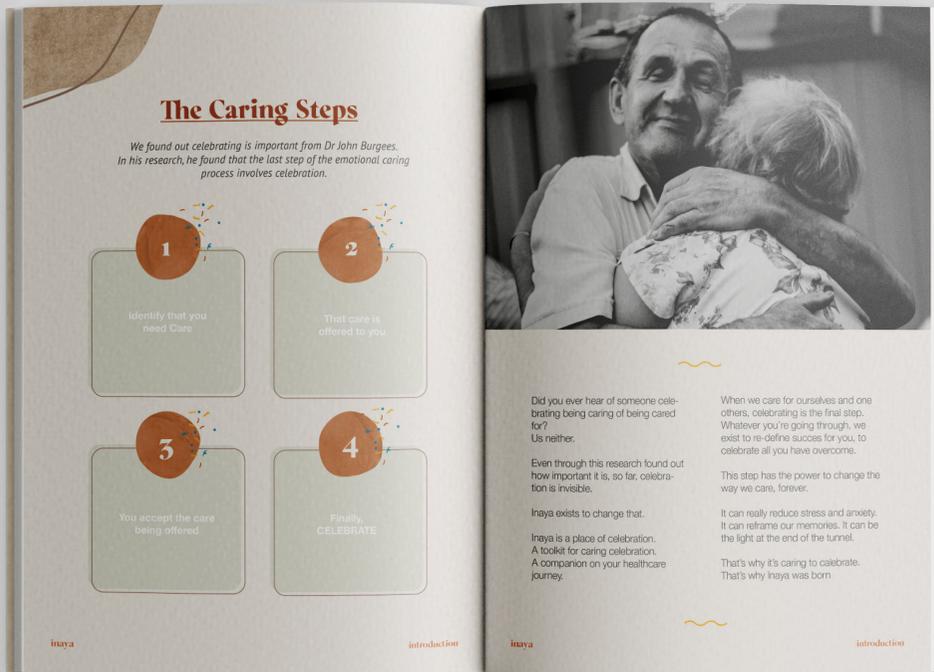
There is a
for eve





Introduction

In the introduction, we want to introduce the benefits and the power of celebration.



Bridging

The bridging stage aims to communicate positivity with messages as well as acknowledge the challenges, opportunities and introducing gratitude practices.

For example, we provide a timeline they can fill out to help develop an awareness of being present and building a hopeful outlook for the future.



Building

The building stage aims to support the patient to build their own celebration rituals. Through some resources and activities, we invite the patient to grow their understanding of the value of small celebrations and acknowledge the effects on the journey.

We designed a range of interactive pages to bring joy such as this one which is meant to be cut into confetti to celebrate at any time, anywhere ! But also, The frustration and control pages, or a calendar that provides a caring space to express feelings in order to process the patient's emotional journey.



Reflecting

The reflection section helps develop a positive and reflective approach to the journey of recovery, by clarifying physical, mental and spiritual needs along with reinforcing celebration as a daily habit.

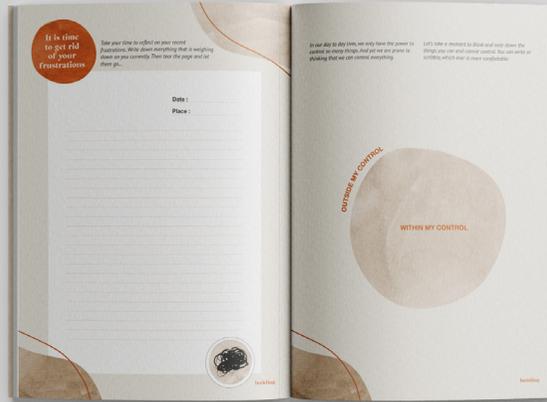
This section guides you through in the process of acknowledging self-growth and learning through self-discovery. It maps your achievements while paying attention to your body, mind and loved ones. A collection of stickers in the journal help you express yourself while motivating you to try new ways of celebration.



Bridging p.1



Building p.1



Reflecting p.1



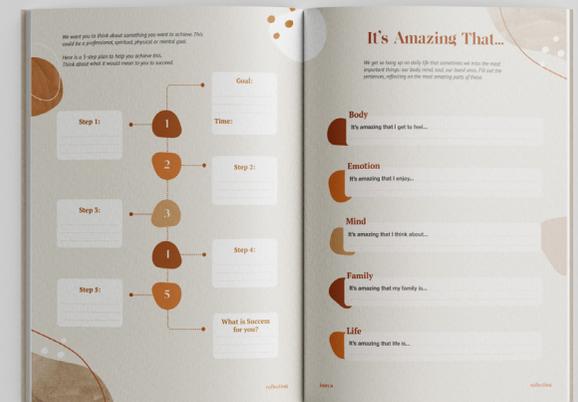
Bridging p.2



Building p.2



Reflecting p.2



Bridging p.3



Building p.3

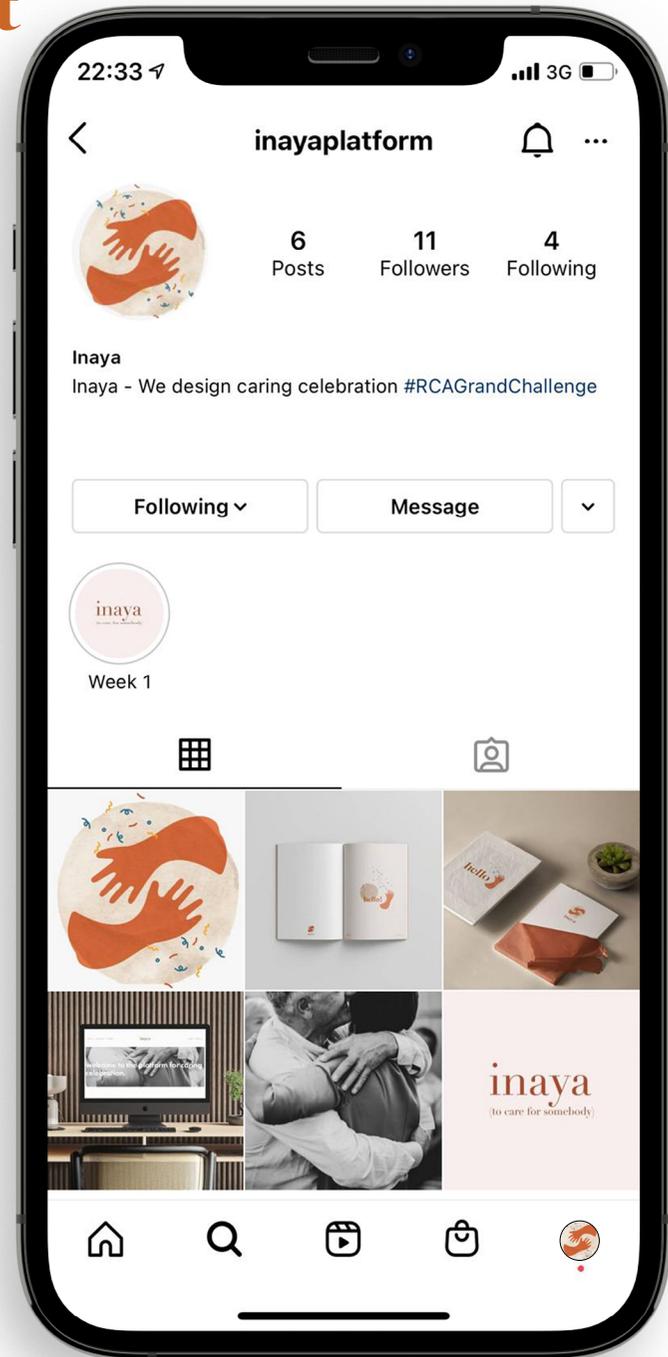


Reflecting p.3



Digital toolkit

we believe to care is to celebrate.
celebration is care.
inaya is a place of celebration.
a toolkit for caring celebration.



**What are the
key benefits
of our solutions
for our users ?**

RESOURCES

Learning new tools
and skills

STORYTELLING

Emotional
processing

COMMUNITY

Developing a feeling of
belonging

Impact



inaya

PERSONAL

Motivation

Sensitivity

Hope

Holistic recovery

SYSTEM

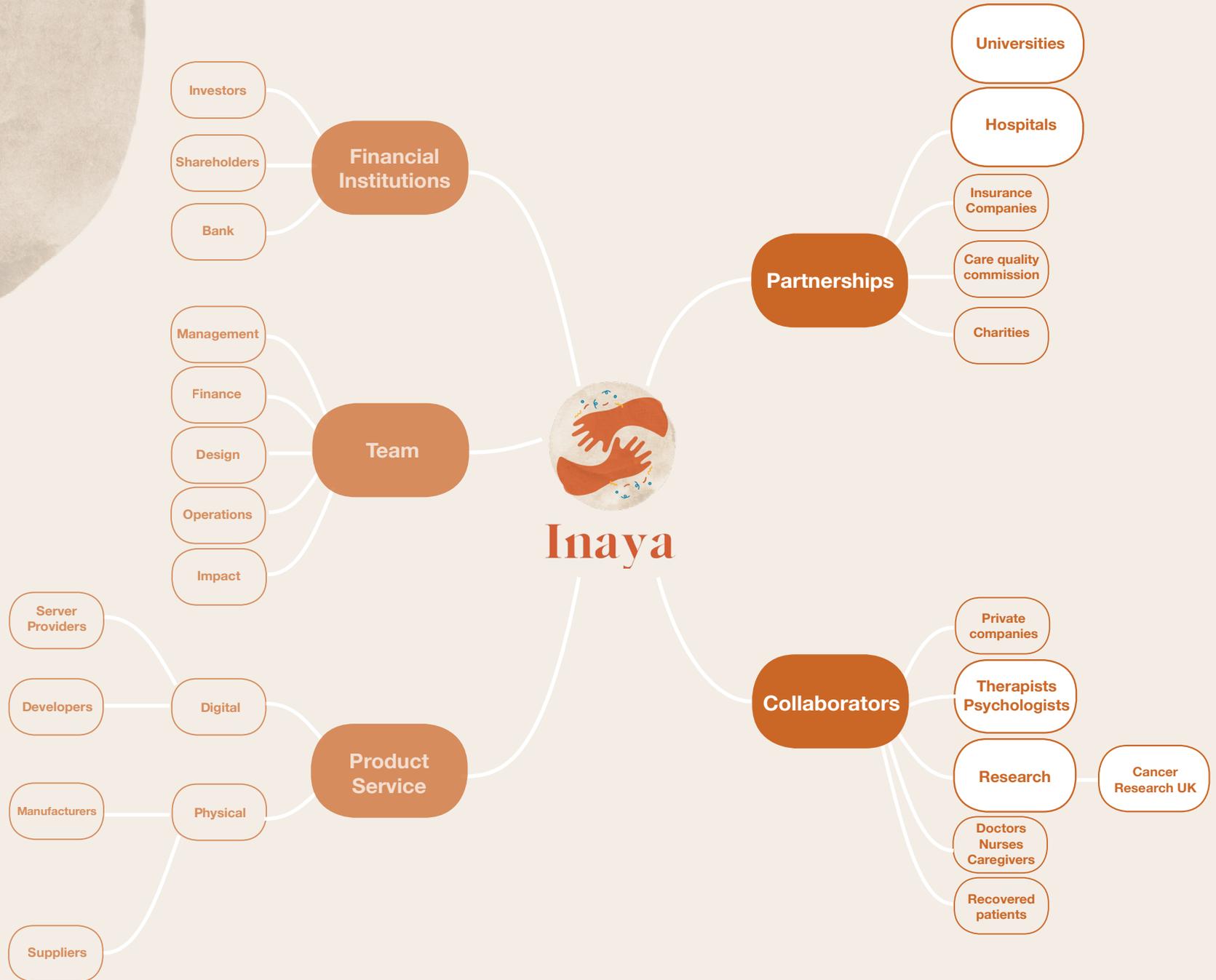
Built in support

New method for patient care

Savings on Mental Health

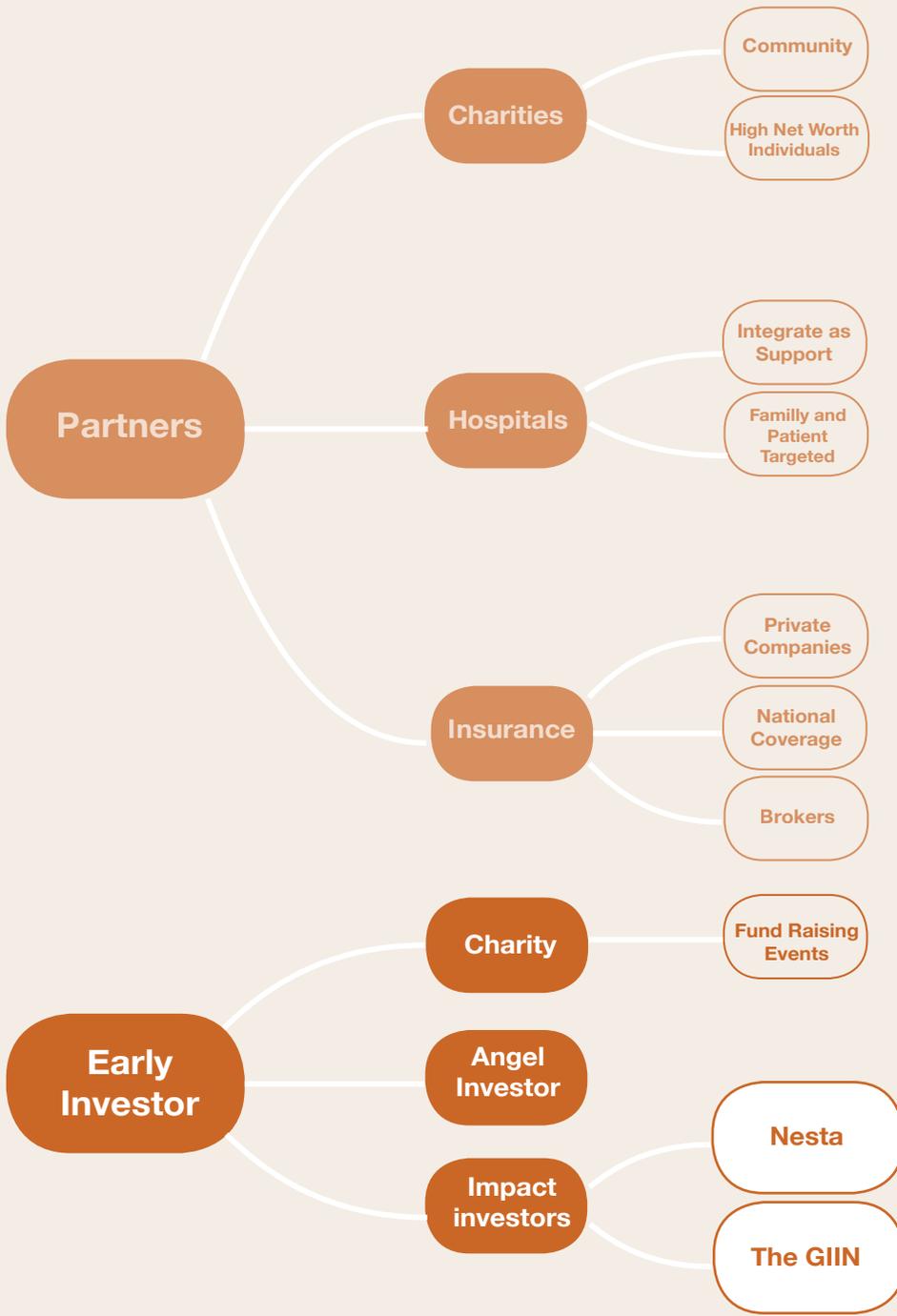
Stakeholders

- Partners
- Collaborators

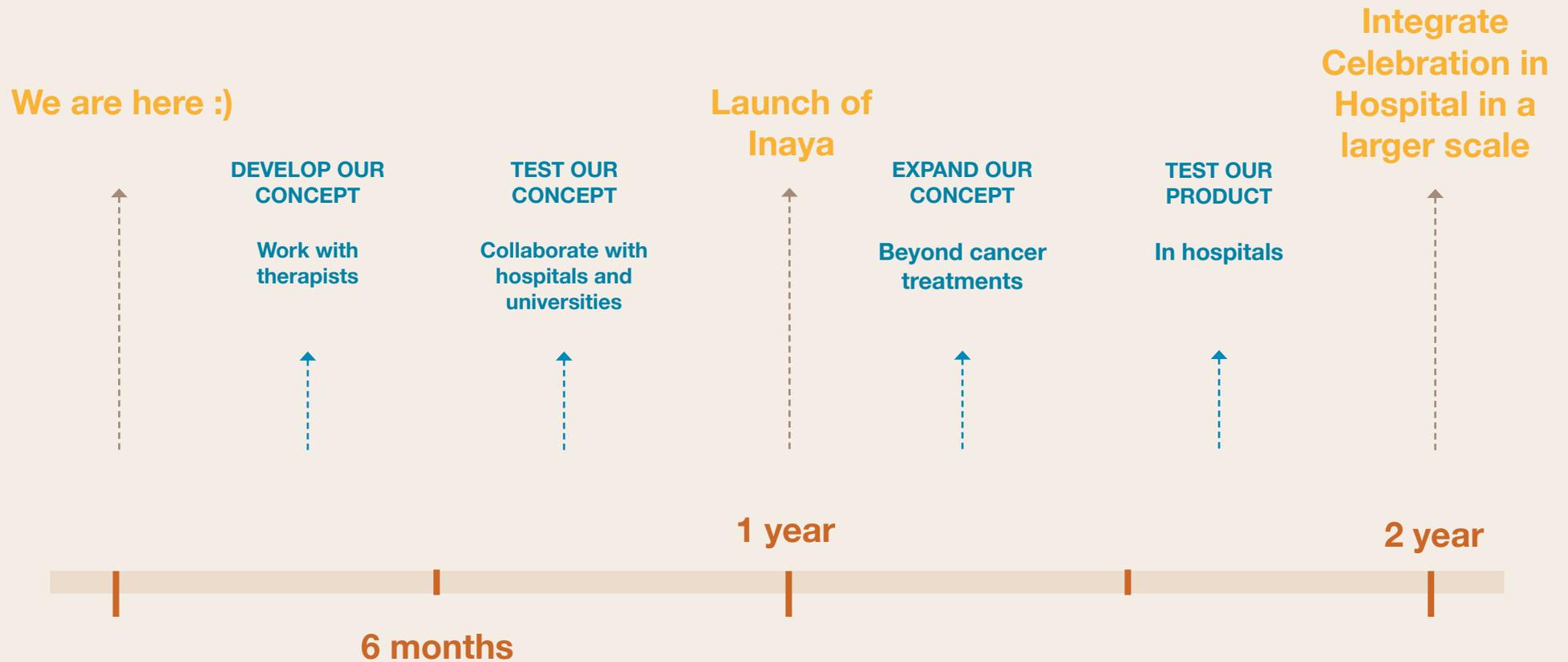


Fundraising

- Funders
- Investors



Timeline





We are



inaya

Less medical
more human

 @inayaplatform

 www.inaya.life

