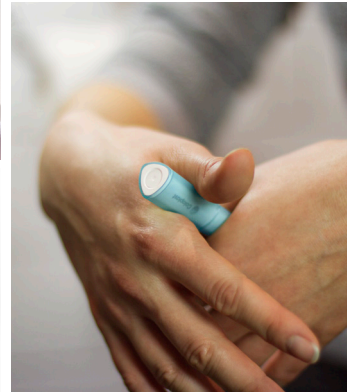
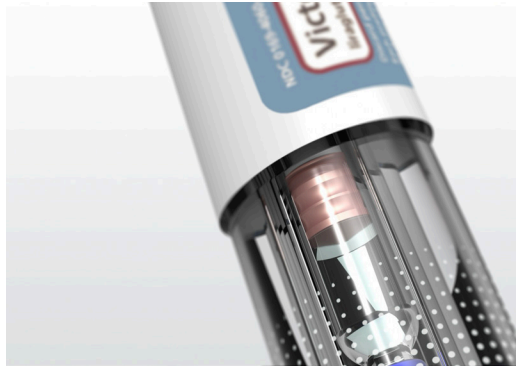


# native

Advancing healthcare through design





# Native partners with pioneering organisations

to transform scientific potential into user-centred breakthroughs – advancing care, outcomes, and business growth.

We are a fusion of world-class capabilities delivering from insight to production.

25+ years independent – founded in 1997, based in UK & USA.

80+ associates from 26+ nationalities.

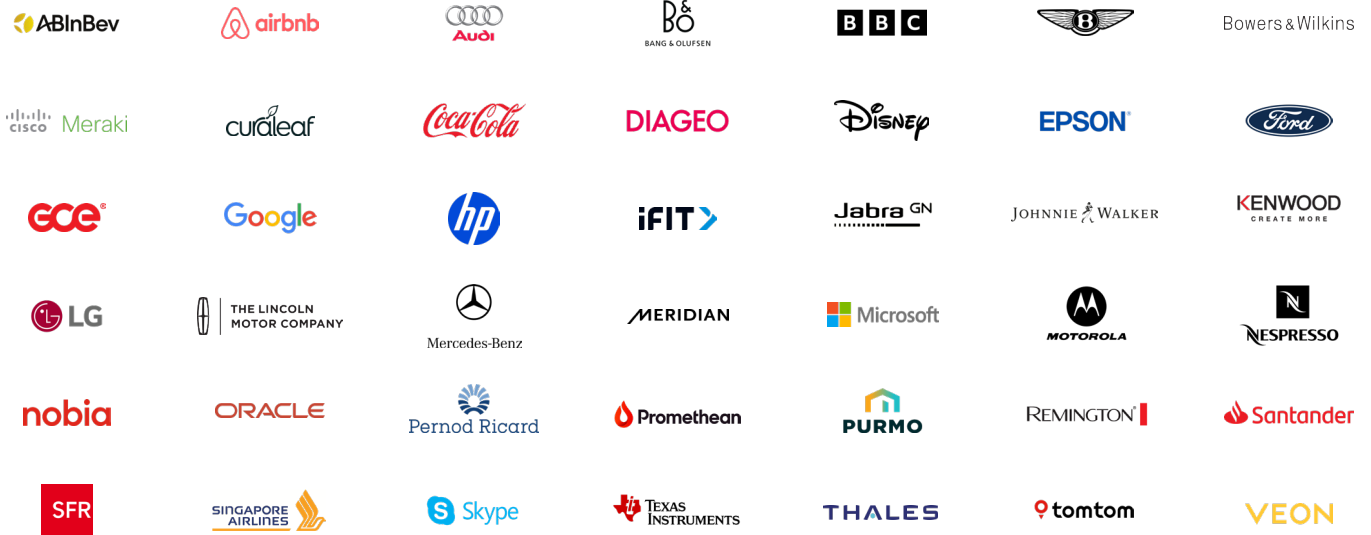
400+ patents & IP created for clients.

Trusted by global leaders across healthcare, consumer, and industrial sectors.

## Healthcare



## Other industries



## 150+ International design awards



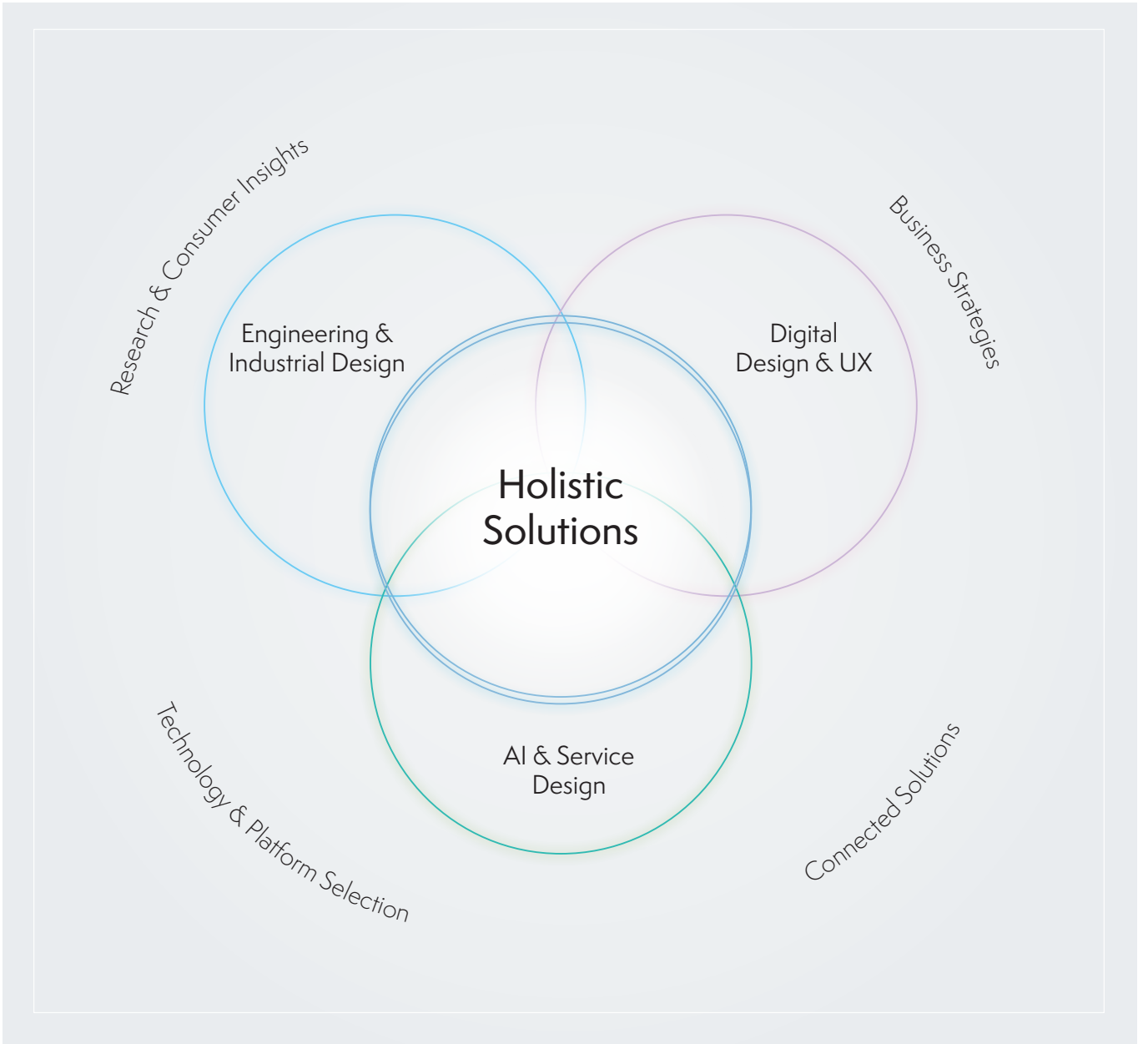
## ISO Certification



# Working closely with clients, to deliver globally recognised design excellence.

Our design philosophy is shaped not by convention, but by curiosity and breadth. We draw on a wide spectrum of global experience to create work that is original, enduring, and deeply aligned with business and user needs.

This diversity of perspective allows us to approach healthcare with fresh eyes and a unique, hands-on methodology.



**We are a consultancy bringing together experts in research, social science, strategy, design, technology and engineering, to turn insight into tangible, scalable value.**

Our ISO 13485-certified, integrated, end-to-end approach delivers exceptional healthcare products faster and with increased confidence.

From first sketch to final specification, our multidisciplinary team works side-by-side – honing feasibility, desirability and viability in parallel.

Moving beyond concept, we build and iterate integrated hardware and software prototypes to prove safety, usability, performance and market fit early in real-world settings.

The result: de-risked decisions, shorter development cycles, aligned stakeholders and stand-out product innovation with measurable impact and long-term value.

# Human-centric research and strategy.

Our human-led approach to research helps identify real issues, not symptoms, through deep listening and observation.

We immerse ourselves in the lives of customers and client organisations and place people at the centre of our research to understand unmet needs and implicit motivations.

Our discipline combines qualitative ethnography and quantitative methodology to discover issues, define problem areas and validate assumptions.

With this we define propositions, helping to build businesses and new product categories.

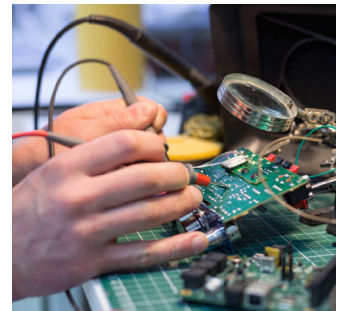
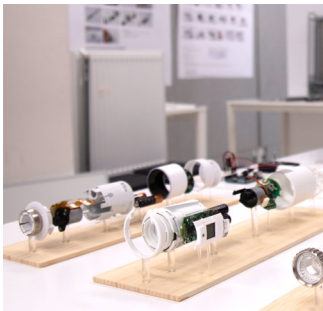
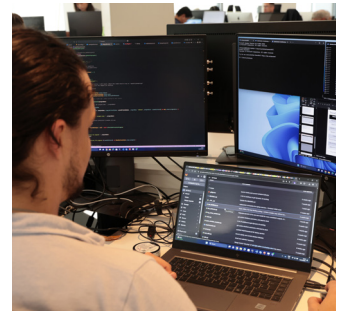


# Technology.

Our in-house technological expertise allows us to prototype and build complex integrated systems, spanning digital interfaces, embedded electronics, and full-stack software.

We cover a wide technical spectrum, including fully embedded systems – spanning web and mobile development, edge computing, device firmware, and electronics prototyping. Our breadth lets us develop and test solutions in the real world, not just in theory.

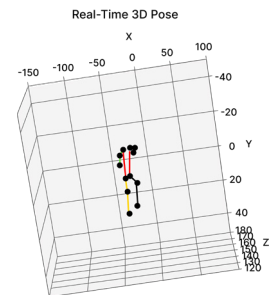
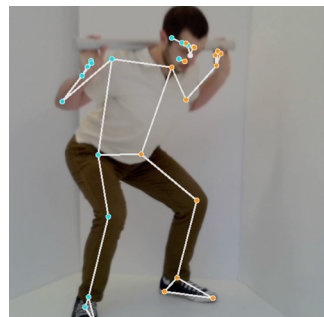
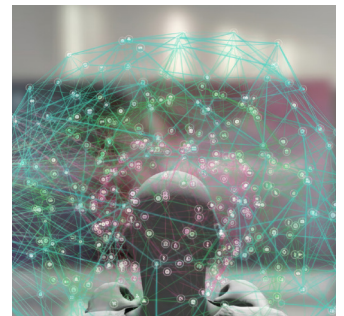
Because all disciplines sit under one roof, the team moves fast – turning ideas into functional, testable prototypes with short iteration loops that de-risk innovation.



# AI.

Native offers deep expertise in applied AI, helping clients move beyond experimentation to create intelligent, deployable products.

From selecting and refining the right models to integrating AI into real-world applications, we specialise in turning advanced technologies into usable tools. Our experience spans computer vision, natural language processing and interfaces, audio transcription, and on-device AI using both large and small language models.



Our integrated practice gives us a deep understanding of how to embed AI into hardware and software ecosystems, whether running on single-board computers, custom devices, or across cloud platforms.

Our AI toolset expands daily as we move fast and make exceptional products together with our clients.

### Dev tools



### LLMs



### Hardware



### SLMs



### Computer vision



### Audio



### Specialist models



### Design tools





## Design.

We don't just shape products, we holistically design complete experiences.

We do not distinguish between code and copy, between interaction and industrial design. We simply exist to produce world-class outcomes for our clients. This is only possible when every element of a solution is delivered with elegance.

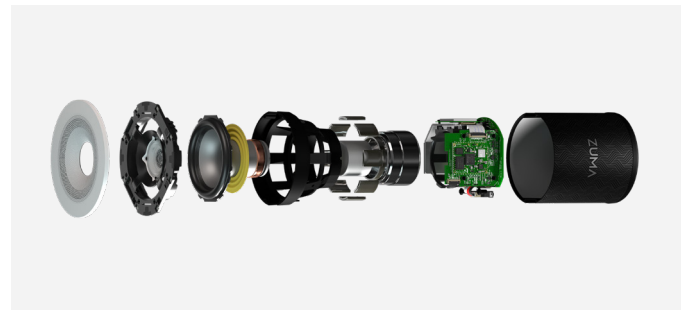
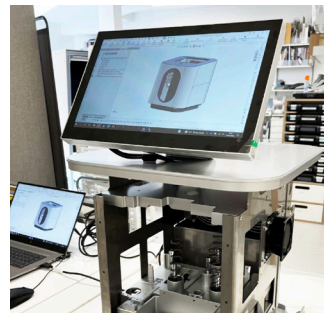
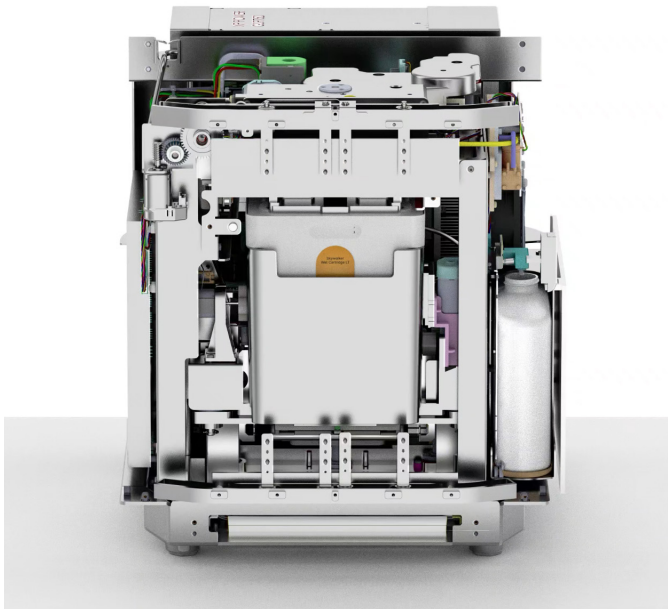
Our ensemble of industrial, experiential, service, brand and visual designers combines their exceptional skills to create products and services that set new benchmarks of quality, design, and user experience.

# Engineering.

Native has a long history of engineering innovation, working from micro consumer electronics to automotive and industrial scale.

Our expert team of technical designers and engineers leverages our extensive in-house workshop capabilities to design, build and test across a wide range of materials and processes.

Engineers collaborate fluidly across physical and digital domains, frequently integrating control software and technology to bring rigs to life and test ideas more fully.



# We believe design is crucial to advancing healthcare – by connecting and humanising innovation.

True value creation in healthcare extends beyond clinical efficacy. Our approach is to apply design strategically and early in the innovation process, so it becomes a harmonising force that aligns clinical, commercial, and regulatory objectives into a connected system for true breakthroughs.

*"If two healthcare companies offer equivalent solutions at a similar cost, the one delivering a more intelligent, elegant and human experience will prevail every time."*

Marcus Hoggarth,  
President & CCO, Native Design

Patients, technicians and clinicians expect solutions that are not only effective but also intuitive, empathic and trustworthy. Our integrated design innovation approach provides the structure that binds these dimensions together, transforming functional or scientific excellence into emotional resonance, differentiation and market impact.

The following pages provide examples of how we use integrated multidisciplinary design in partnership with pioneering organisations to advance healthcare.



# A holistic approach to continuous glucose monitoring.

Native partnered with Trinity Biotech, headquartered in Bray, to engineer a next-generation continuous glucose monitoring (CGM) ecosystem, combining breakthrough design, advanced sensing and AI to make continuous health monitoring universally accessible and affordable.

*"We are confident that the steps we are taking, with our impressive partners, with an emphasis on a great user experience, enhanced data capture and insights, and reduced cost through more reusable components, will lead to a differentiated product and a higher value proposition."*

John Gillard, CEO

- **Multi-sensor integration.** Embedded new sensing capabilities, such as heart activity and body temperature, without increasing 'CGM+' size versus competitors.
- **AI at the core.** Defined an AI-native platform that transforms data into real-time analytics and actionable insight.
- **Reducing monthly costs with intelligent design.** Engineered a modular applicator system that dramatically reduces costs and waste.
- **Concept to trial in 11 months.** Partnership delivered full system design, from concept to in vivo testing, through our uniquely integrated design-UX-engineering model.
- **Scalable commercial pathways.** Designed to scale across clinical, wellness, and digital health markets.

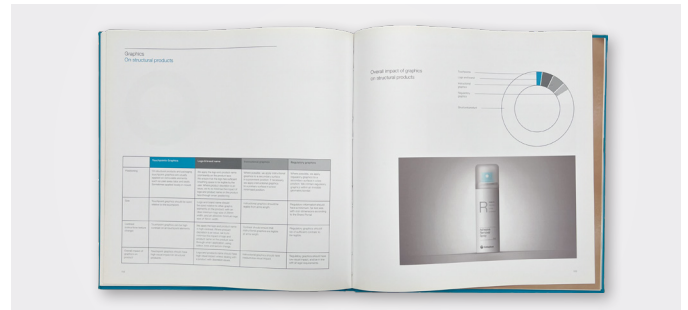
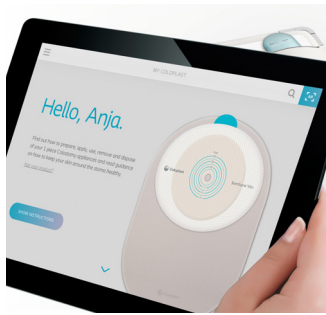




# Unified design DNA for dignified, industry- leading intimate care.

Our work across all of Coloplast's products and services reinvented the world of intimate care – transforming the business from traditional medical supplier to leader in patient-centred healthcare.

- **Restoring dignity through empathetic design.** Created a new design language system built from patient insight, turning medical devices into symbols of confidence and freedom – exemplified by SpeediCath Compact Eve, which redefined female intimate care.
- **Patient-centred global leadership.** Delivered a unified brand and product experience that elevated Coloplast to a best-in-class patient reputation.
- **Design as a growth engine.** Contributed to EBIT margins rising from 18% to over 30%, and market cap growth from €2B to €20B over 10 years.
- **Lasting Impact.** Recognised by Forbes as one of the world's most innovative companies, Coloplast continues to lead the future of intimate care.





illumina®

## Transforming breakthrough genomics into an exceptional lab experience.

Together with Illumina – the global leader in sequencing – we designed a new era of clarity, usability, efficiency and trust in the lab.

- **Concept to launch in 18 months.** Rapidly transformed complex genomic technology into intuitive, human-centred tools by deeply understanding lab workflows.
- **Full ecosystem design.** Created a cohesive design system uniting hardware, software and service into a bold next-gen sequencing platform.
- **New lab experience benchmark.** Streamlined workflows, minimised errors, and enhanced data legibility – delivering ‘the Ferrari of sequencing machines’, as described by users.
- **Innovation made tangible.** Delivered over 75 patents and a Red Dot award-winning portfolio.

native



**Baxter**

## Designing the future of life-critical care.

Our multi-year collaboration developed a new approach to human-centric innovation without adding to the burden of life-critical routines.

- **Designed for life.** Immersed in the daily realities of patients and clinicians, we identified unmet needs across the care pathway.
- **Systems thinking at scale.** Developed a unified design strategy spanning divisions and products.
- **Intelligent impact.** Delivered breakthrough innovations covering everything from cyclers to IV bags, helping to reduce errors by 40%, cut costs by 70% and improve patient comfort.

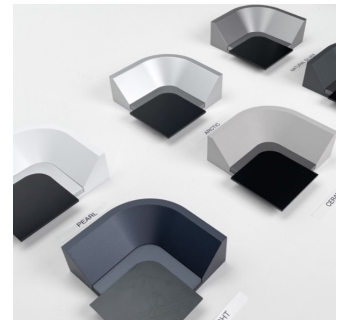
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# Strategic design for the next frontier of biological insight.

We transformed cutting-edge single-cell analysis technology into an intuitive lab experience – accelerating development of a production-ready instrument, consumables and software ecosystem.

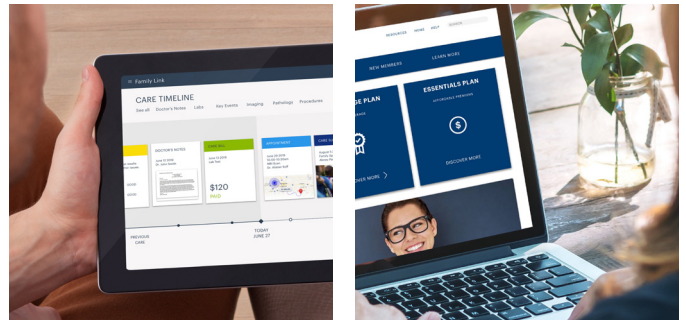
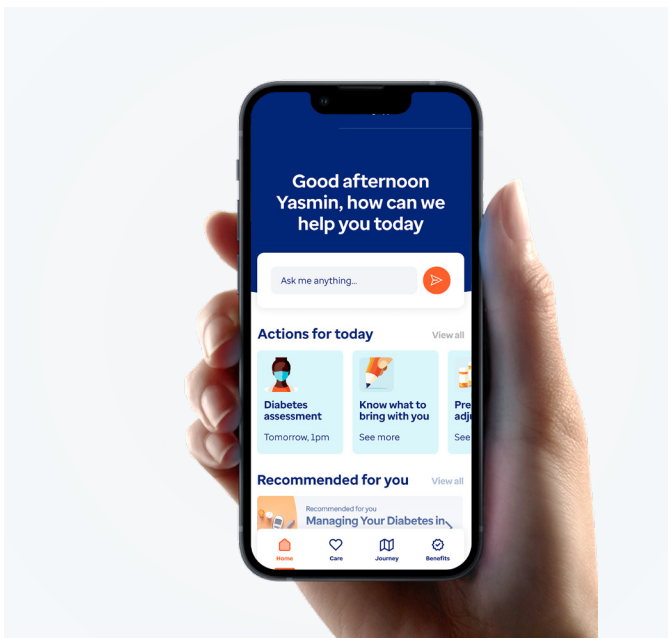
- **Future-proofed for scientific evolution.** Defined a scalable architecture and design system to accommodate Cellanome's ongoing innovation.
- **Maximised throughput.** United instrument, consumables, and software to deliver consistent workflow and reduced user error.
- **Production confidence.** Delivered production-grade CAD models, design specs, and detailed UX/UI flows – accelerating manufacturing development.
- **Tangible product vision.** The solution demonstrated Cellanome's level of future ambition and was an instrumental asset in securing \$150M Series B funding.



# Integrating care for insurance members with complex needs

People with complex, chronic or overlapping conditions account for 70% of US healthcare spend. Through in-depth research with experts, care teams, and members, we uncovered opportunities to redesign the insurance experience around their real-world needs.

- **From insight to industry shift.** Helped launch the Special Needs Initiative, a coordinated model that blends empathy-driven services with operational efficiency.
- **Systems that connect.** Defined and aligned physical, digital, and service touchpoints into a single, coherent care experience.
- **A new benchmark for care.** Strengthened UHG's industry position and set a new standard for integrated, value-driven care.
- **Strengthened customer relationships.** Reinforced UHG's commitment to member experience innovation, with major enterprise customers adopting new digital platforms shaped by the Native partnership.

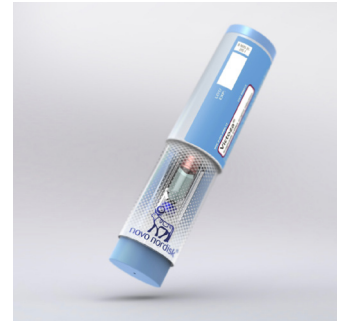
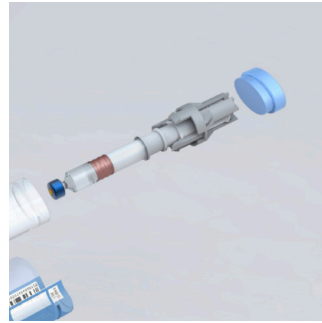
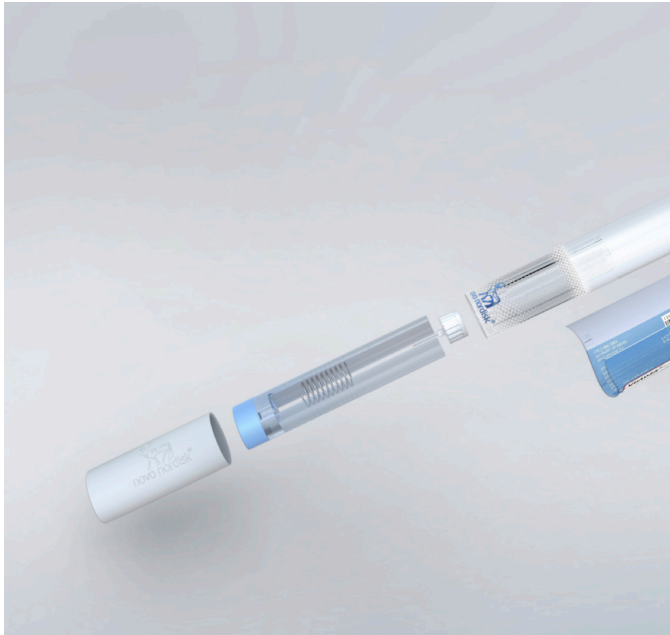




## Boosting knowledge and adherence through empathy.

By uncovering the emotional barriers behind patients abandoning diabetes medication in the first month, we designed an engagement platform that supported patients through this critical phase and enabled open dialogue with clinicians.

- **Science-backed habit formation.** Created a highly accessible service that provides knowledge and motivation in the form of delightful daily experience 'rewards', across software, hardware and print.
- **Connected treatment system.** Developed a valuable service for all stakeholders – raising patient awareness about medication and their condition, whilst providing clinicians with invaluable insights to guide care.
- **Driving sustained adherence.** By meeting patients where they are, both emotionally and behaviourally, barriers to adherence could be overcome.
- **Design-driven growth.** Contributed to Jardiance dominating the SGLT2 inhibitors market with over 55% share in 2024.



Working with Novo's in-house team, Native developed a new design system for the FlexTouch insulin pen range – delivering a best-in-class user experience while uncovering innovative ways to reduce the system's carbon footprint.



## Sustainably advancing the FlexTouch experience.

- **Refined through empathy.** Grounded in deep research into patient needs to rigorously address every aspect of the product experience.
- **Sustainable by design.** Engineered material efficiencies and a new recycling system, resulting in major plastic savings – without compromising performance or reliability.
- **A platform for progress.** The new design system set a foundation for future innovation across Novo's delivery portfolio.

# We believe design is crucial to advancing healthcare – by connecting and humanising innovation.

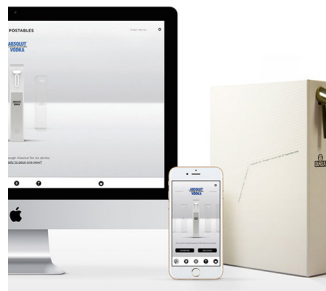
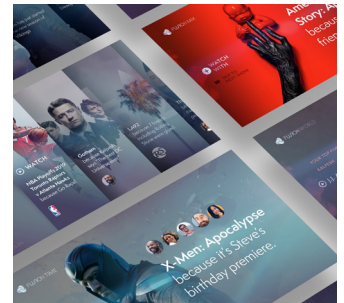
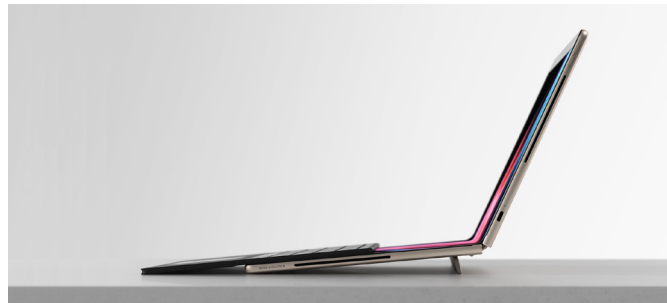
If you're exploring ways to advance your healthcare solutions, we'd love to exchange ideas on how design can accelerate innovation and strengthen confidence in development.

Let's continue the conversation.

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