oliven labs

EXCITING NEWS FROM OLIVEN LABS!

August 2025

Making An Impact In Healthcare.

Oliven Labs is a human-centered research, design, and strategy agency focused on transforming healthcare from the inside out. We put the needs of people at the forefront of healthcare innovation, because we've seen first-hand that real change comes when we design for people, not systems.

Before we get into some exciting updates, we want to thank the friends of Oliven Labs (you!) for the ongoing support. Over the last six months, we've expanded our network and kicked off some truly impactful projects with our amazing colleagues. The Oliven Labs community is larger than ever, which means we're helping more people than ever before—and that's something to celebrate.

We're making a real impact in healthcare with our leading partners. Here's a look at what's underway:

Strategic Initiative: Partnering with Children's Wisconsin to create a mental and behavioral health impact visualization showcasing the reach and results of the $20 million Jeff Yabuki Mental and Behavioral Health Fund. The piece illustrates how this investment is expanding access to care for youth and families, while supporting future fundraising and raising awareness of its real-world impact.

Read more →

Patient Experience Improvement: Supporting Children's Wisconsin in a system-wide initiative to enhance care delivery across high-impact service lines. Delivering ROI-driven journey maps for speech therapy, imaging, and orthopedics—grounded in patient insights—to align teams on opportunities that streamline operations, improve experiences, and drive measurable organizational outcomes.

New Product-to-Market | Expanding Customer Reach: Leading research, design, and strategy for two breakthrough products. For **Ready Rebound**, a first-responder health and recovery platform, we're building a data-driven, transparent return-to-work solution—giving chiefs, HR directors, and leadership the insights they need to track recovery progress, make informed staffing decisions, and get firefighters, police officers, and EMTs back to serving their communities faster. For **ConnectureDRX**, we're designing and delivering a first-of-its-kind Active Analytics product—equipping agents, managers, and executives with real-time, role-specific insights and proactive tools to better guide seniors through this Annual Enrollment Period, meeting key milestones in adoption and business impact in its first release.

Product Strategy & Market Positioning: This year we collaborated with Pager Health's product leadership to define a go-to-market strategy, prioritize investments, and sunset legacy tools. Our goal is to realign the platform, better serve partners, and sharpen its competitive edge.

Thanks for being on this journey with us. We're glad you're here.

Kristine Howell

New Research: Are Your Patients' Experiences Living Up to Your Vision?

Our team is excited to share a recent project in partnership with Children's Hospital Wisconsin!

We developed a new series of research articles addressing key challenges in today's evolving patient experience landscape. The series focuses on improving care delivery across the full healthcare journey by bridging the transition from in-office experiences to digital tools and balancing the convenience of technology with the need for real human connection.

Our research offers actionable frameworks, design patterns, and real-world examples that healthcare teams can use to move from insight to implementation. In fact, some of our early readers in health systems and digital product teams have used the findings to shape roadmaps, improve workflows, and rethink how they engage patients across devices and settings. How cool is that?

Each article is about a five-to-ten-minute read. Grab a cup of coffee and see how patients should influence product design, not the other way around.

> "This work reflects what's possible when institutions take the time to listen to the people they're serving. We're helping leaders translate that direct feedback into smart, sustainable ways to reduce patient-experience gaps."
>
> **–Kristine Howell, Founder, Oliven Labs**
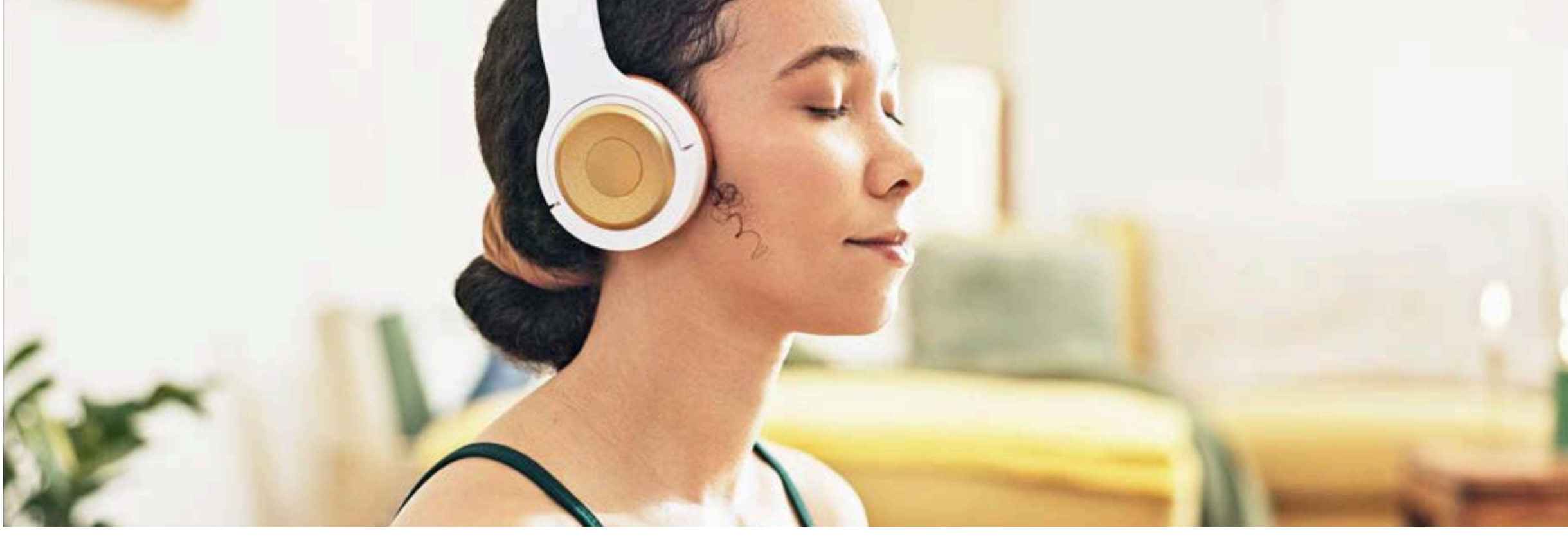
MENTAL HEALTH OUTSIDE THE SYSTEM

Patients are increasingly seeking mental health support through apps, online communities, and peer-led platforms. This article explores what's driving that shift and how health systems can adapt.
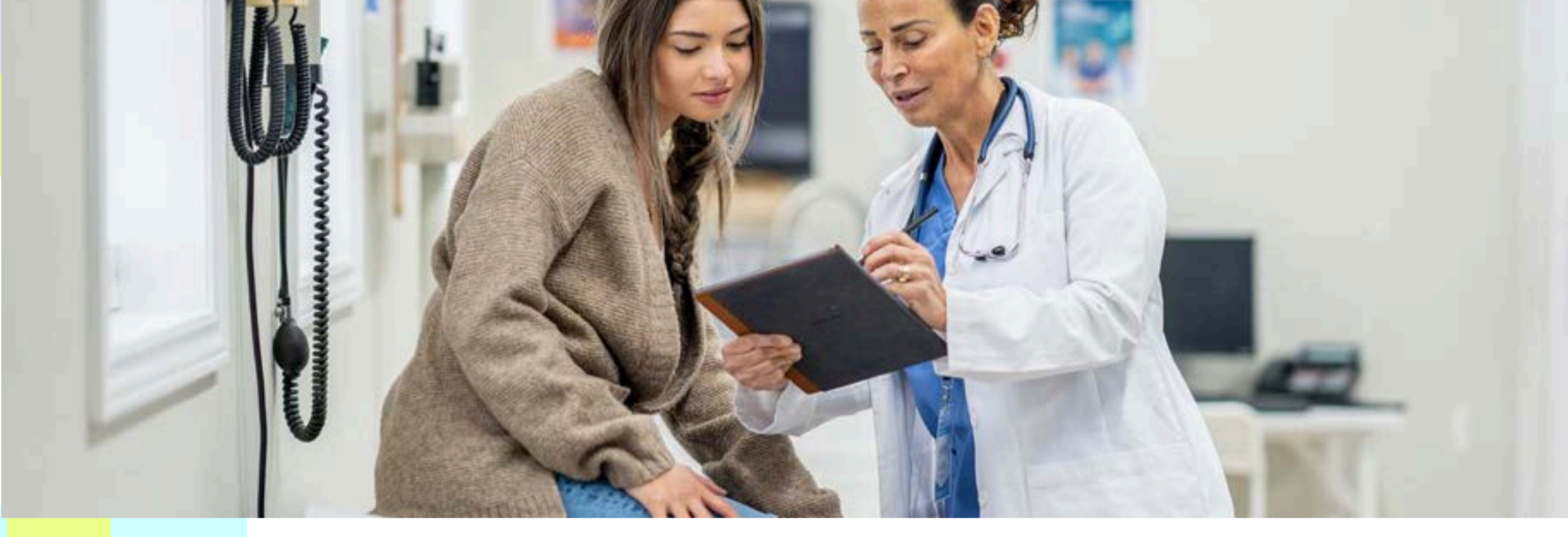
READ MORE

AI & ETHICS IN DIGITAL THERAPY

As AI-powered tools flood the mental health space, healthcare organizations face new ethical challenges. This piece outlines key risks and offers a framework for safer, patient-informed design.

READ MORE

WHY PATIENTS DROP OFF

Many care plans stall after the first visit. Based on behavioral research, this article maps the hidden gaps in treatment adherence and offers strategies to reduce patient attrition.

READ MORE

POST-VISIT ENGAGEMENT THAT WORKS

Follow-up care is often transactional or overlooked. This article explores how thoughtful, design-led digital touchpoints can foster trust, retention, and better outcomes.

READ MORE

> "With the progression of AI, the boundary between real humanity and its imitation is fading. As designers, we must ensure ethics and empathy lead the way, especially in healthcare."
>
> **–Kristine Howell, Founder, Oliven Labs**

Our Team is Growing.

LOTTI LOFGREN
CHIEF OF STAFF

"Elevating humanity, elevates business."

Experience: Lululemon, Target, Children's Hospitals and Clinics of Minnesota (via PMH advertising)

View LinkedIn →

JEN GLAESER
PRODUCT EXECUTIVE

"Product leadership drives solutions that advance healthcare."

Experience: PointClickCare, ConnectedHealth, and WebMD

View LinkedIn →

ANDREW MORK
PRINCIPAL UX STRATEGIST

"Beautiful digital products for all humans."

Experience: Nike, Amazon, Cambia Heath, Anthem, WebMD

View LinkedIn →

KAT RICHARDS
PRINCIPAL CX STRATEGIST

"Turning human truths into transformative solutions."

Experience: Bank of America, Merrill, MSK, Ovia, Microsoft, Wahl, Stryker

View LinkedIn →

NICOLE HUPPERT
LEAD UX STRATEGIST

"Connecting with empathy creates impactful experiences for all."

Experience: Anaplan, Thomson Reuters, HealthPartners, Connecture

View LinkedIn →

MARYAM CHOUDHURY
UX DESIGNER

"Less is more."

Experience: IBM, Google, Blue Cross Blue Shield, McCann Health

View LinkedIn →

CATHY HABAS
PRINCIPAL WRITER, HEALTH EXPERIENCE

"Make it make sense."

Experience: Clearlink, Three Ships Health, Pillar4 Media — writing featured in SELF, Forbes Advisor, and AOL.

View LinkedIn →

NICOLE HERNANDEZ, PT, DPT
PRINCIPAL WRITER, HEALTH EXPERIENCE

"Meaningful design begins by listening."

Experience: Certified Physical Therapist, JACO Rehab, Three Ships Health, Pillar4 Media — writing featured in National Council on Aging, Everyday Health, and MarketWatch.

View LinkedIn →

THOMAS WANG
UX DESIGNER

"Design for and with the people."

Experience: UCSD Health, Blink UX, Cortica - Behavioral Interventionist, Board Certified Autism Technician
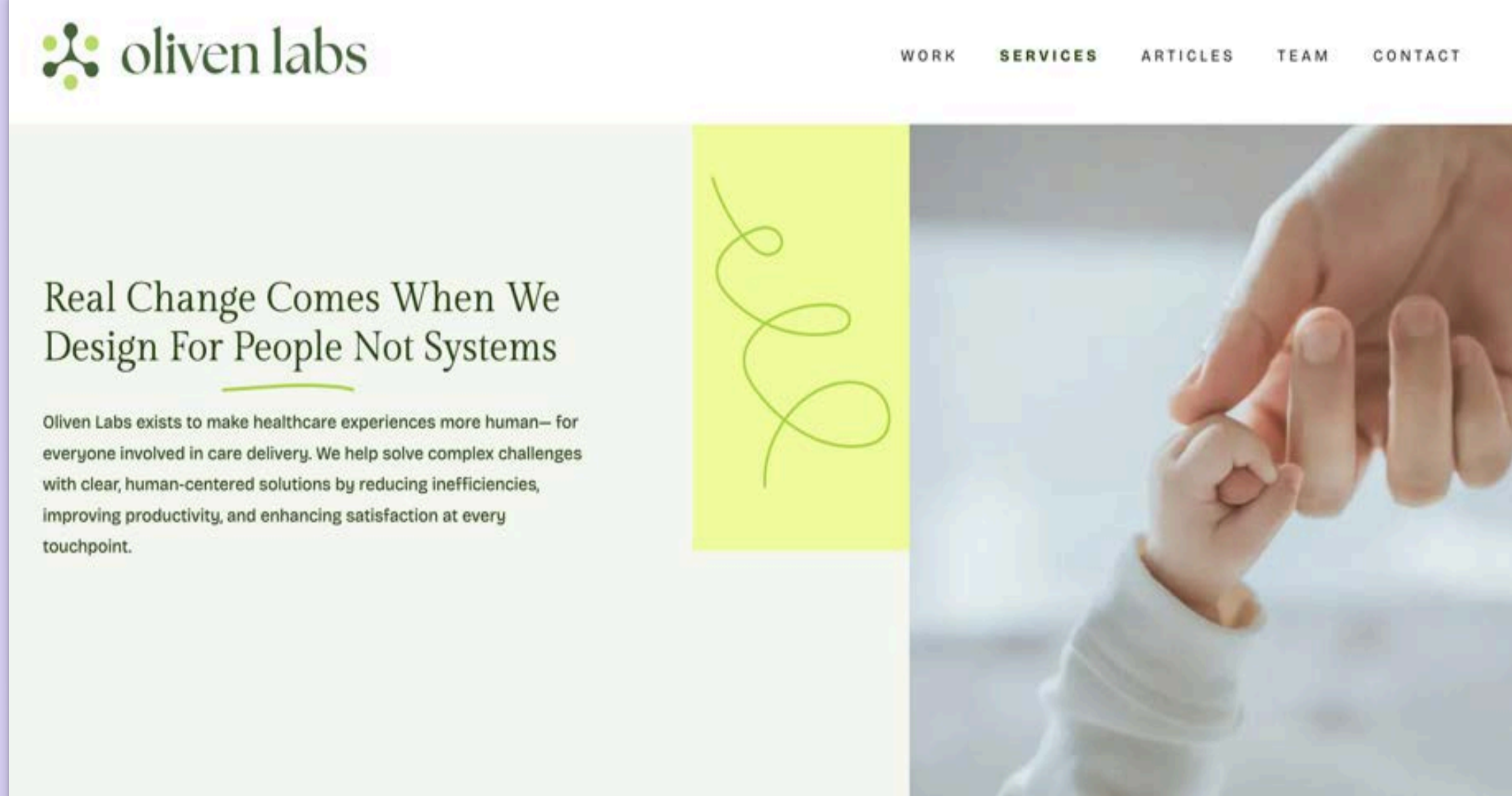
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Launching Our New Look and Feel!

We've been heads-down working on a major refresh, and now we're excited to share the brand new design! It's forward-thinking and caring, research-driven yet empathetic. We're a team that is guided by expertise and driven by purpose, and you'll find this theme reflected throughout the site. Check it out! We know you'll love it. www.olivenlabs.com.

P.S. Some of you are featured in our "Work" section!

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WORK   SERVICES   ARTICLES   TEAM   CONTACT

Real Change Comes When We Design For People Not Systems

PARTNER WITH US

We want to collaborate with more healthcare organizations that are eager to explore patient-first innovation that improve engagement, retention, and satisfaction.

Whether you need support with an upcoming project or are interested in being involved as a thought leader with our next research project, Contact Oliven Labs, at info@olivenlabs.com, or call our Office: (414) 375-5402.
We look forward to hearing from you!

CONTACT US