



#DHC16 | @NYeHealth

Turning 'Impossible' on its Head: How Technology Can Disrupt Healthcare

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@NotImpossible



BURKE
Rehabilitation & Research

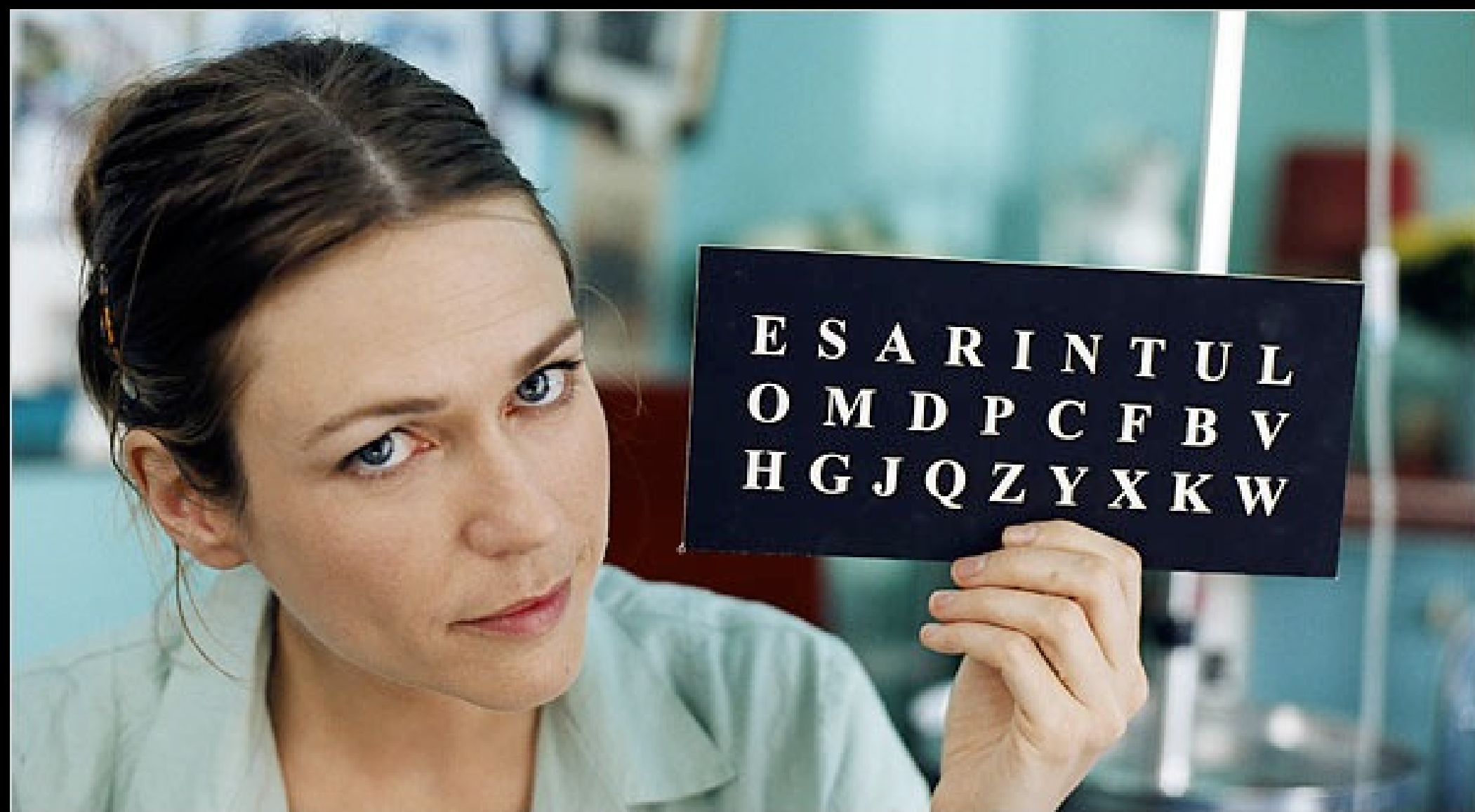


Using **technology** for **social**
good

not impossible

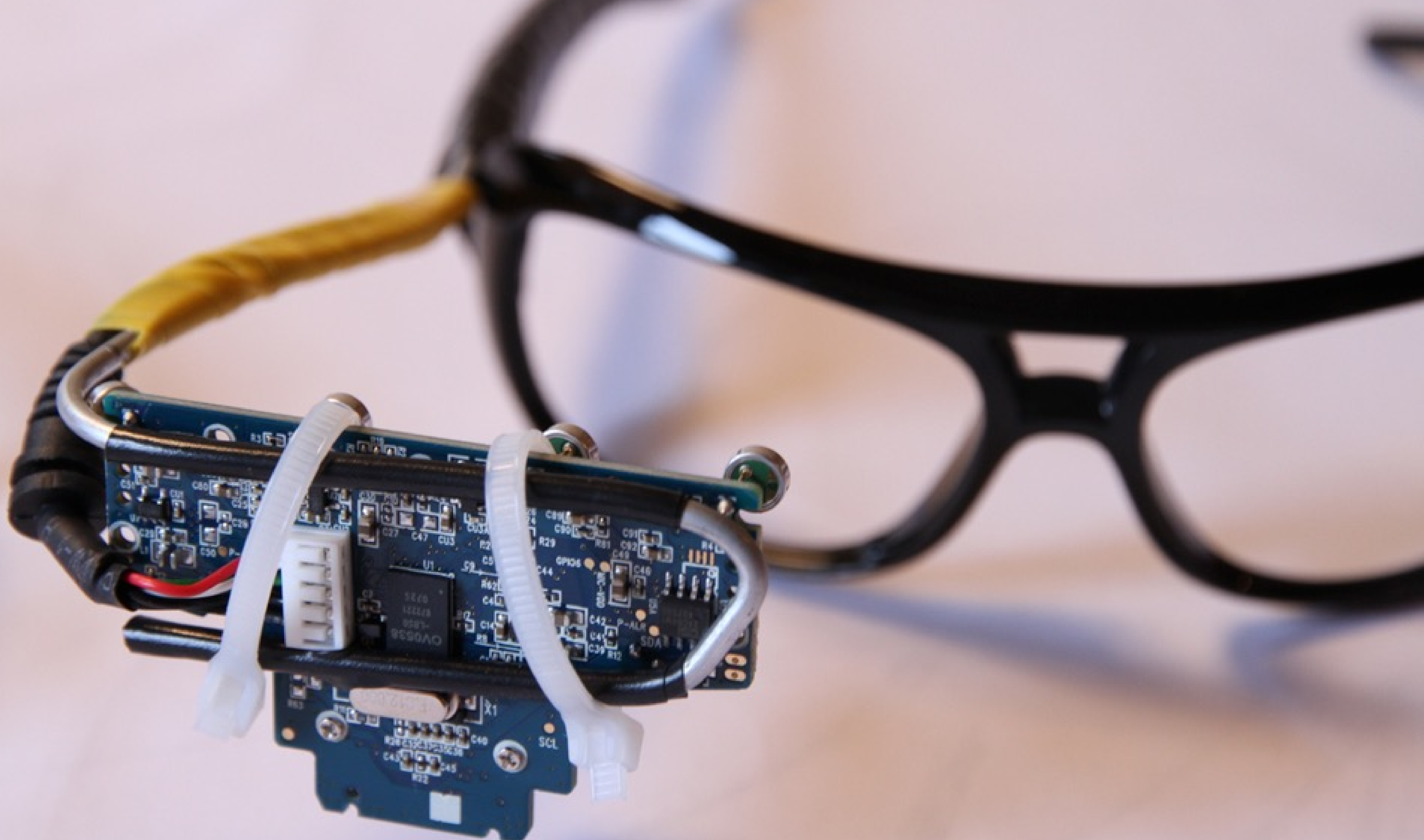


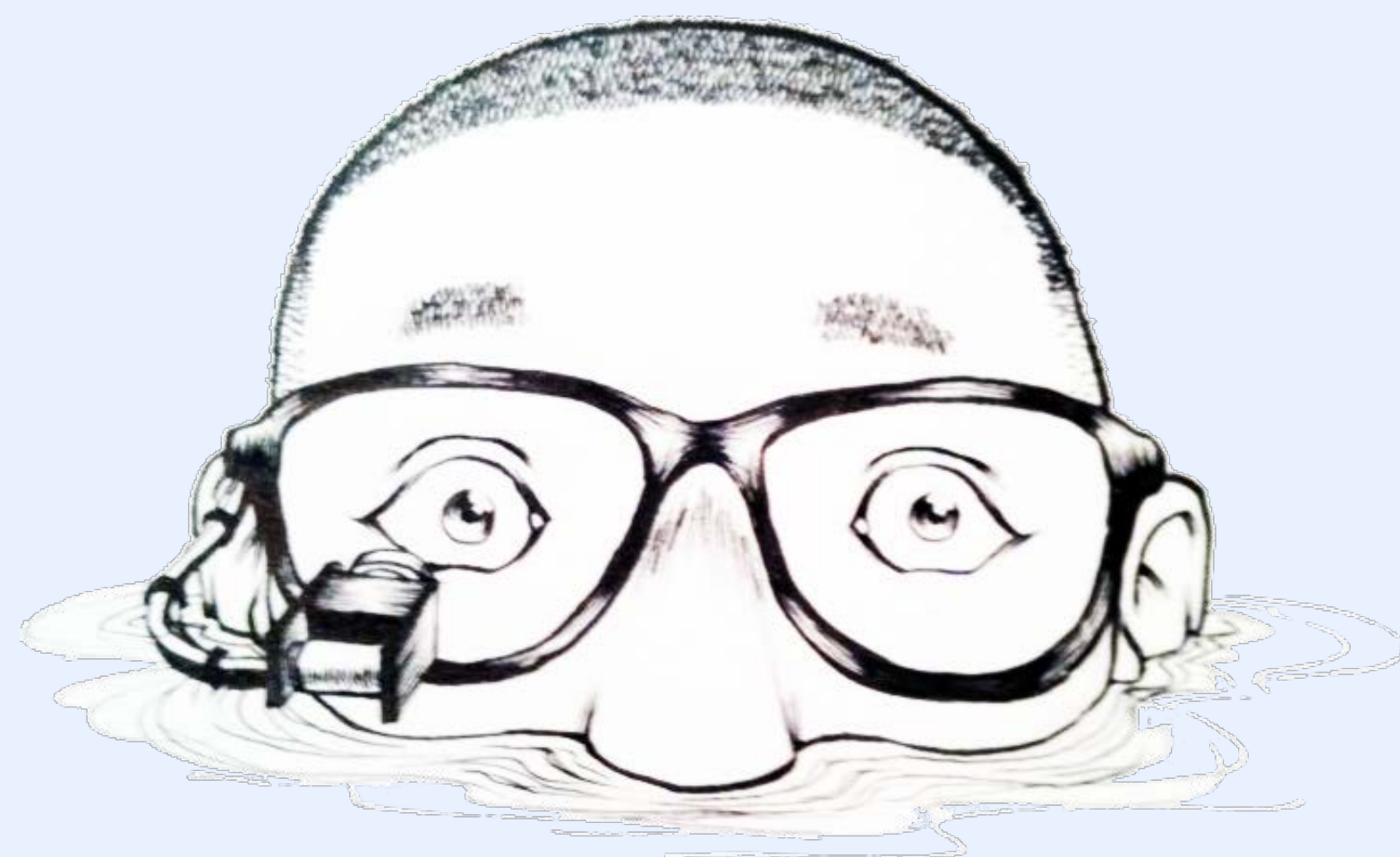
1995



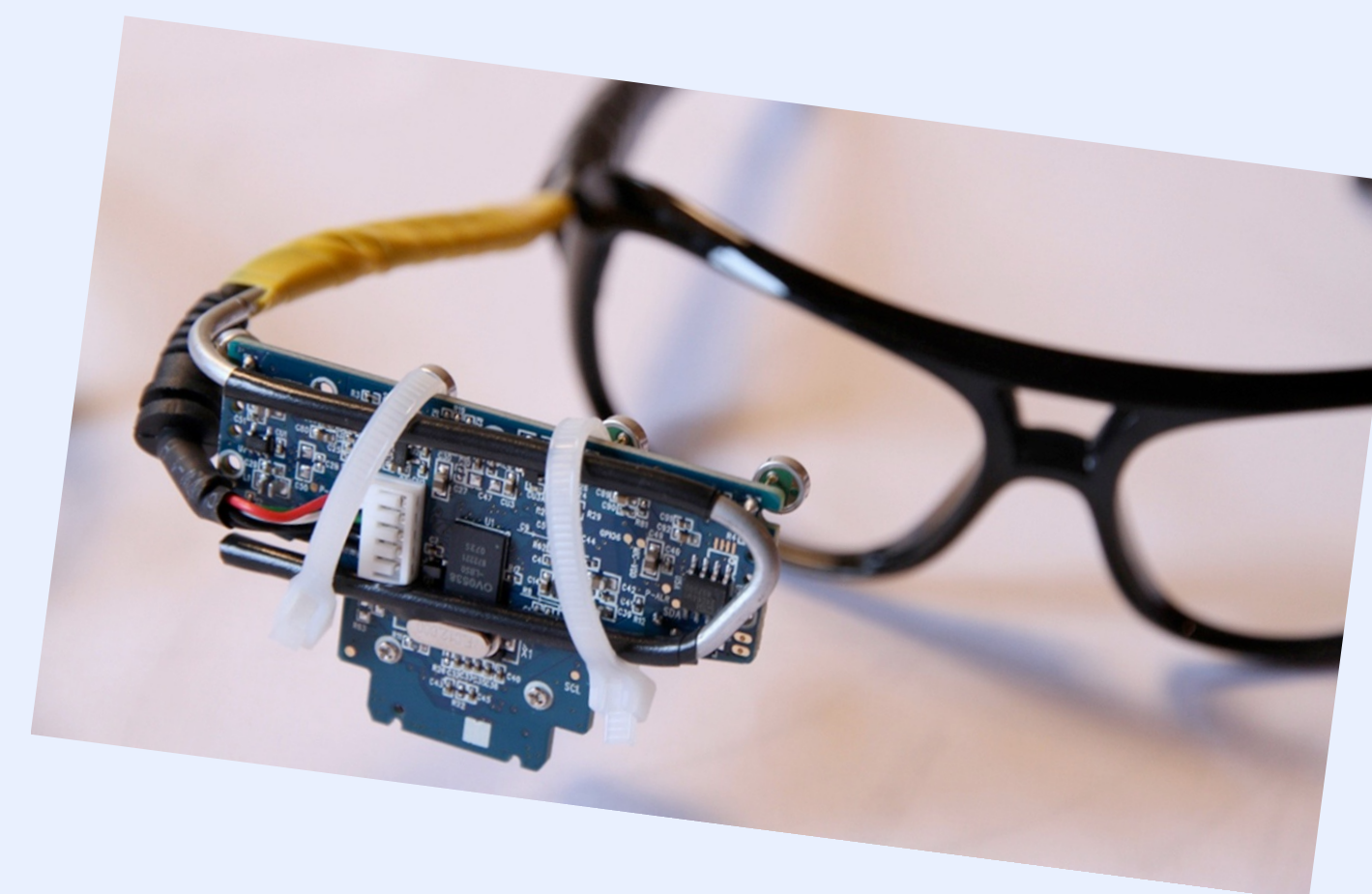
2008







that was the first time I've drawn
anything for 7 years. I feel like I had
been held underwater, and someone finally
reached down and pulled my head up
so I could take a breath.





Help One.

Help Many.



not impossible ^{NOW}



NOW
not impossible

**\$1,000,000,000 in earned media impressions for Intel
within 8 months of campaign launch**



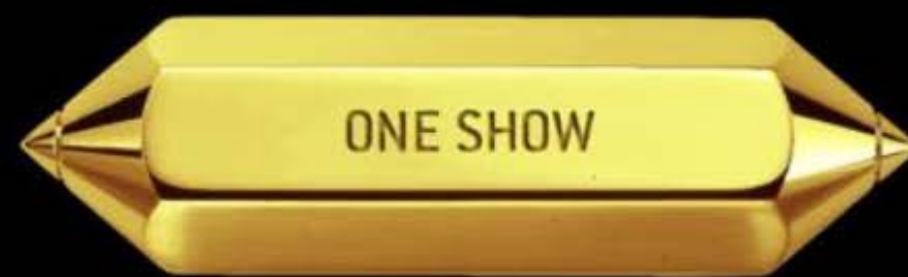
CLIO AWARD 2014



1 SILVER TELLY
1 BRONZE TELLY
2014



1 GOLD LION
1 TITANIUM LION
3 BRONZE LIONS
2014



2 GOLD PENCILS
CO - BEST IN SHOW
2014



SxSW 2015



NO BARRIERS
Innovation Award 2015

Advertising Age
TOP 50
MOST CREATIVE PEOPLE
2014

**Revolution against the
absurd**

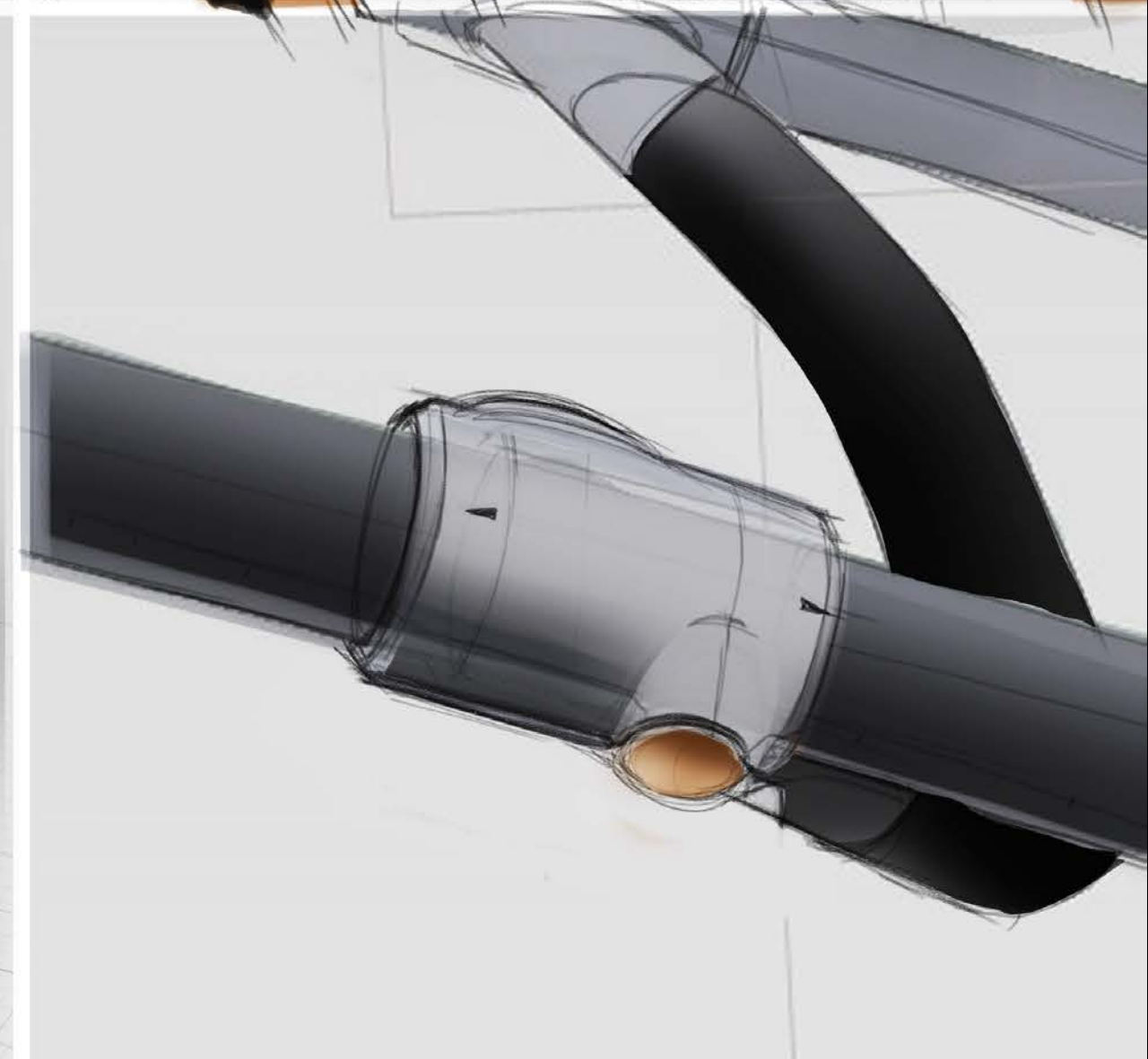
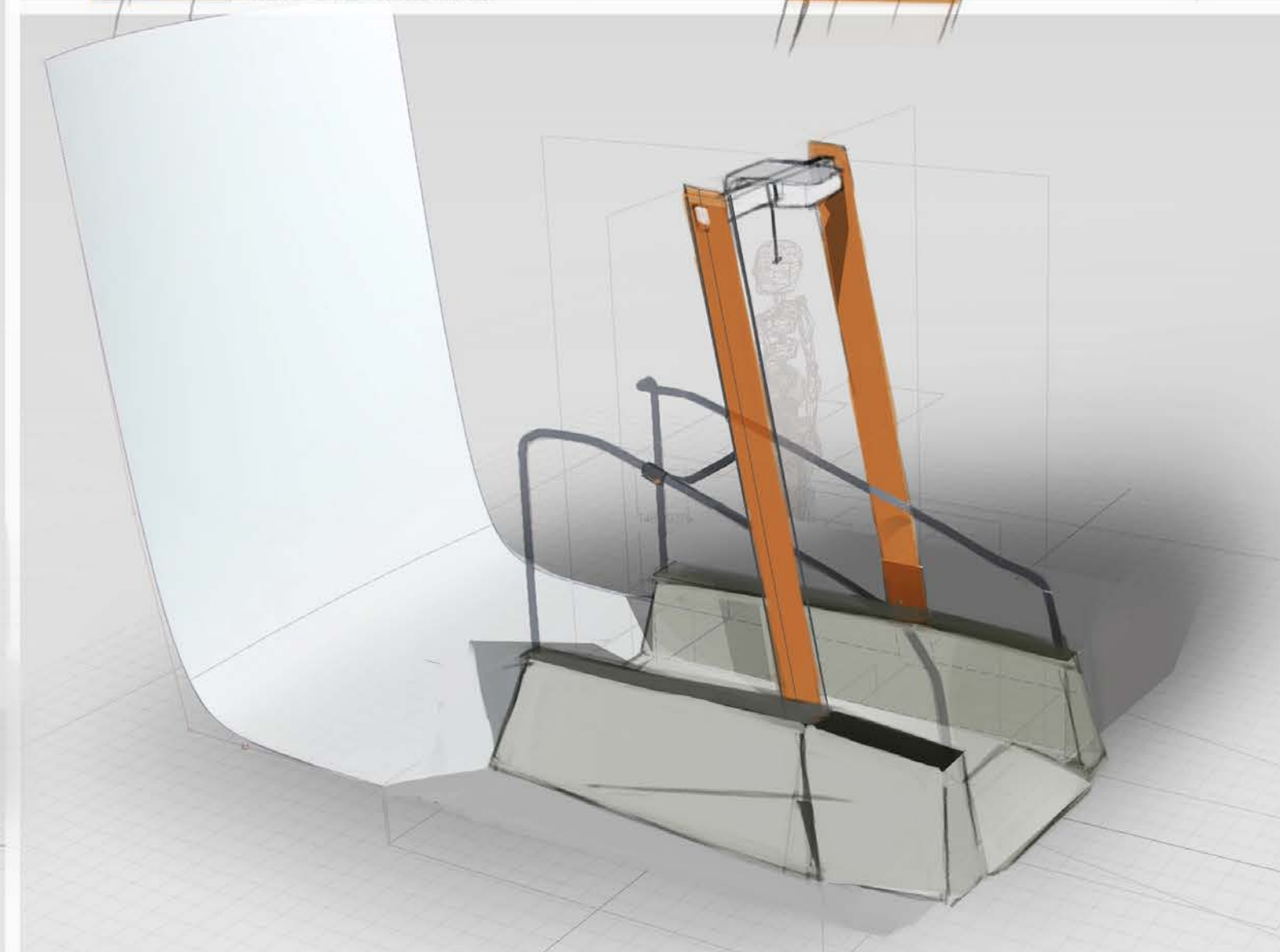
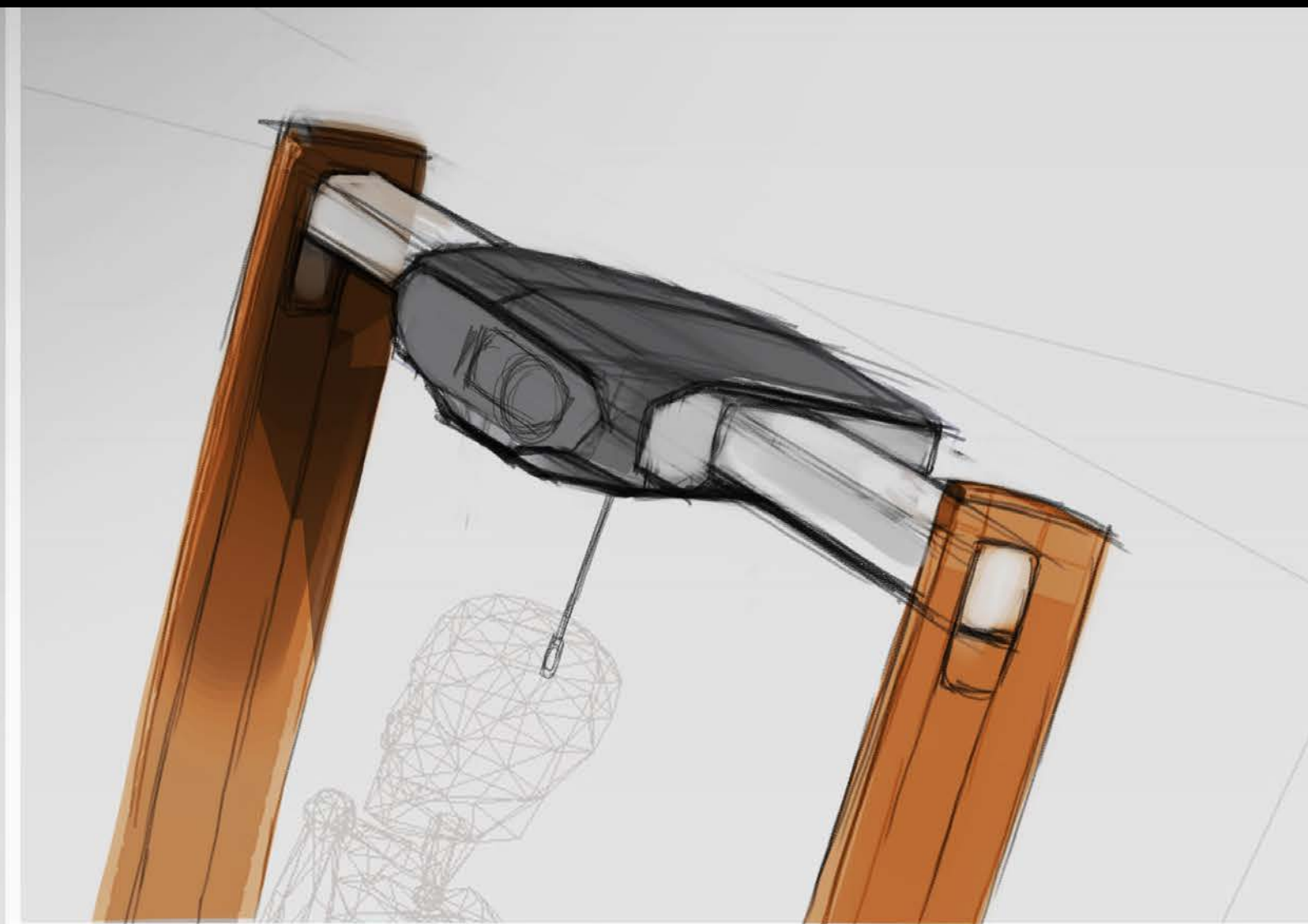
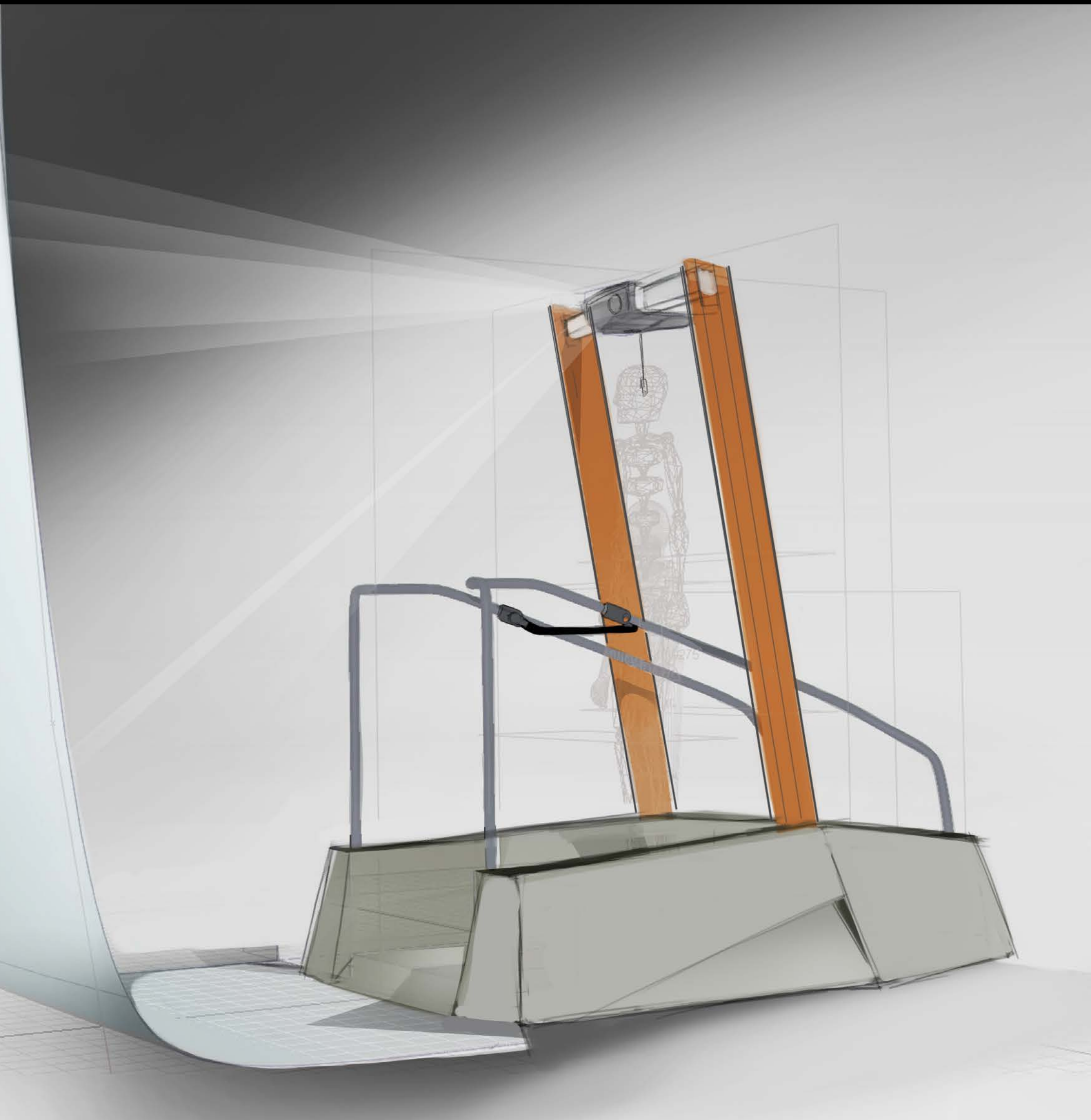
The Brainwriter



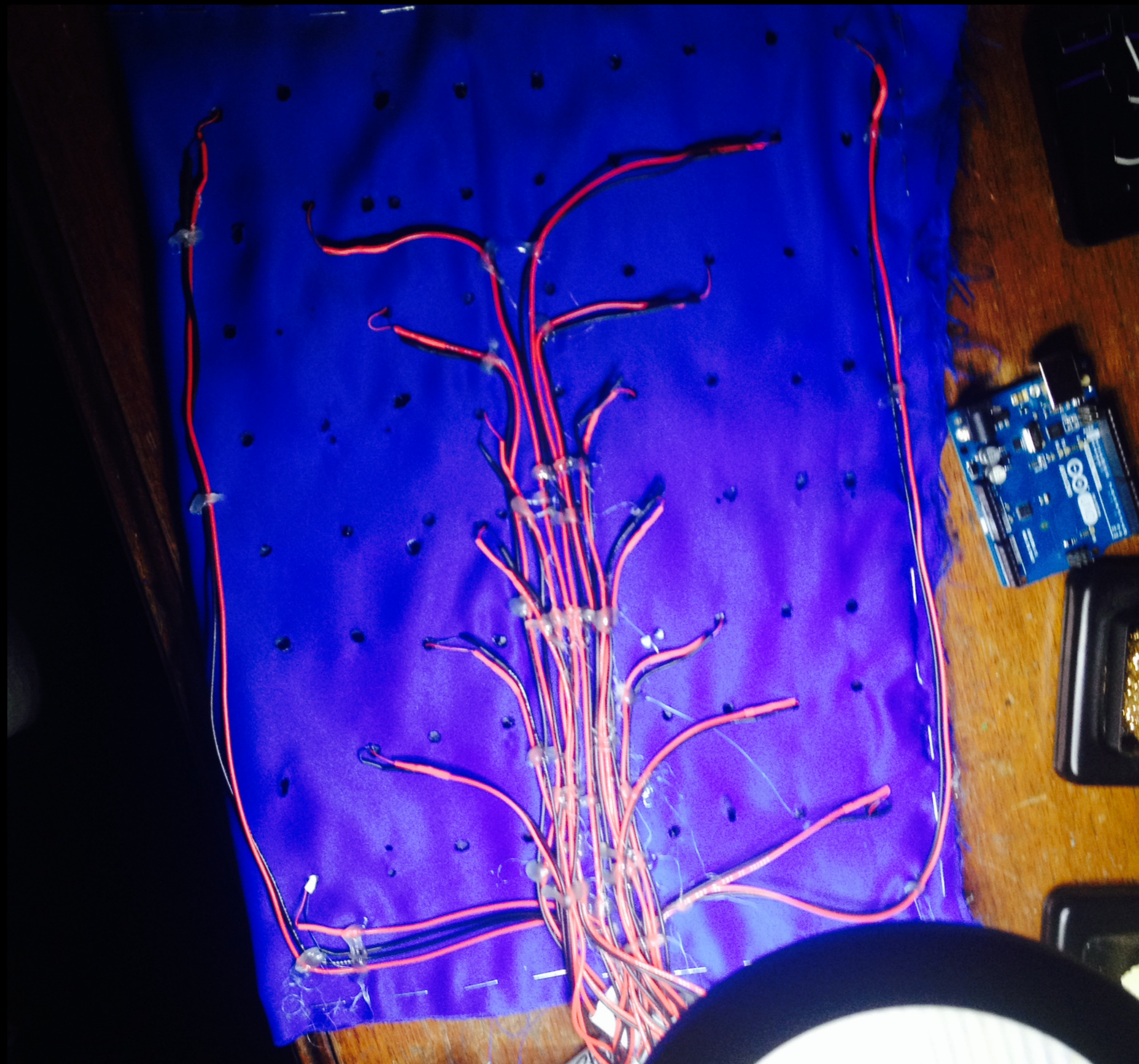
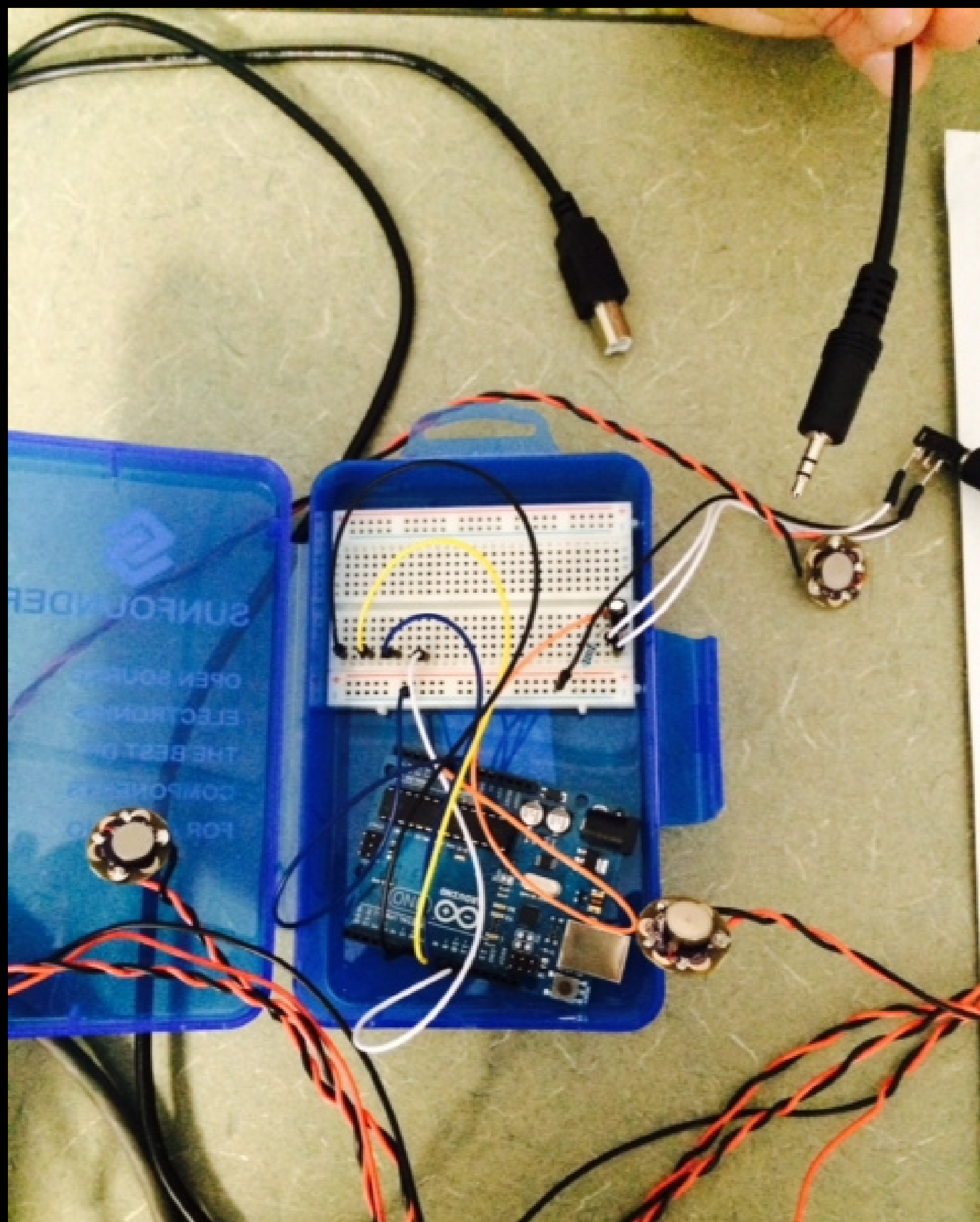
Walk: Not Impossible



Walk: Not Impossible



Music: Not Impossible



Music: Not Impossible



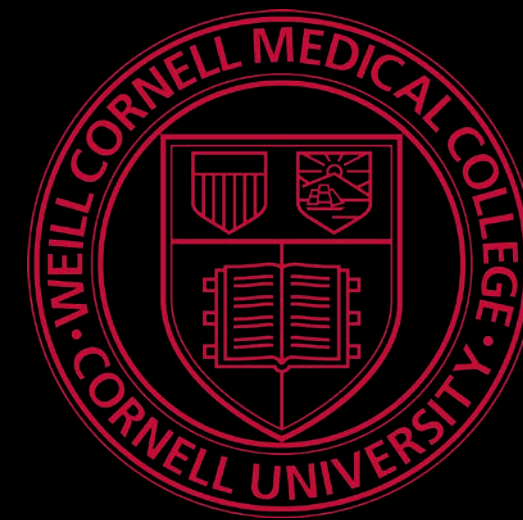
Who is your **Daniel**?

Acknowledgments

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The entire Not Impossible crew!



not impossible^{NOW}



@PutrinoLab



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DIGITAL HEALTH CONFERENCE

NYeC