

MARBLE MEDIA, INC.

4DStory.com

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Personalized Healthcare Through Patient Identity

*A proposal from Marble Media, Inc. | 4DStory.com
Redesigned for patient-centered engagement*

Your healthcare system is excellent. We want to help your patients feel truly seen in it.

Every healthcare facility we speak with tells us the same story. Clinical care is strong. Staff are dedicated. Outcomes are measurable.

And yet.

Patients receive treatment plans that don't reflect who they are. A therapist recommends a therapy in clinical language that feels distant. A nutritionist hands out generic advice. A wellness coach suggests practices disconnected from the patient's values. So patients don't engage. They don't adhere. They slip away.

None of these are clinical failures. They are alignment failures — and they happen because healthcare is delivered *at* patients, not *through their identity*.

Medicine treats the condition. Stories reach the person. **Kinetic Avatars connect the two.**

What is a Kinetic Avatar?

A Kinetic Avatar is a persistent digital character that represents *your patient's* identity back to your healthcare team. It's shaped by the patient's values, personality, preferences, and worldview.

Unlike a chatbot, a Kinetic Avatar remembers. It adapts. It develops history with each person. When clinical recommendations flow through this avatar — filtered by who the patient actually is — something essential changes: patients engage, because care feels personal.

Kinetic Avatars are developed on the 4DStory platform by Marble Media, Inc., combining narrative design, character psychology, and advanced conversational AI. We build characters that happen to run on software, not software that happens to have a personality.

The Pivot: From Clinical Protocol to Patient Identity

Old Model: "Here is your treatment plan." (Clinical delivery)

New Model: "Here is your treatment plan, reflected through who you are." (Identity-based delivery)

Your Kinetic Avatar isn't a healthcare expert. It's a personalized liaison — shaped by your patient's identity. When your clinical team recommends something, the avatar translates it through the patient's lens, values, and worldview.

A therapist recommends CBT. The patient's avatar frames it: "I know you value autonomy and practical solutions. Here's how CBT aligns with that."

A nutritionist recommends dietary changes. The patient's avatar personalizes it: "I know you care about sustainable, ethical eating. Here's how this change honors those values."

The clinical wisdom doesn't change. The delivery does. When patients see how recommendations fit who they are, engagement transforms.

Three ways this serves your facility

1. Alignment between patient and provider

Providers speak in clinical language. Patients think in terms of identity and lived experience. The gap creates friction — missed understanding, low adherence, abandoned care plans. Your patient's Kinetic Avatar bridges that gap, translating recommendations into language that resonates with who they actually are.

2. Continuity grounded in identity

A patient's avatar checks in between visits. It remembers their journey. It notices when engagement drops and gently re-invites them back — not as a clinical system, but as a presence they know and trust. For chronic care, this is the missing layer where health is actually won or lost.

3. Presence in your community

A community-facing avatar tells your facility's story, explains services in patient language, welcomes newcomers, and answers shy questions. Not a mascot. A neighbor. Narrative builds goodwill better than advertising.

What Kinetic Avatars will never do

Kinetic Avatars operate in the *personalization, navigation, and engagement layer* — never the clinical layer. They will never diagnose, treat, or offer medical advice. When conversations approach clinical territory, the avatar redirects: "That's a question for your provider. Want help writing it down?"

This means your first deployment requires no clinical system integration, no new compliance burden, and no IT overhead.

The pilot: one avatar, one service line, one quarter

One avatar: Designed collaboratively with your team, shaped by your patients' identities.

One service line: A chronic care companion, prenatal liaison, mental health check-in, or community storyteller.

One quarter: Ninety days from design to live engagement, with monthly check-ins.

One metric: Patient engagement, adherence, follow-up rates, or community sentiment — agreed before launch. If it moves, you scale. If not, you've risked very little.

Why Marble Media

Plenty of vendors will sell you AI. We are not selling AI. We build narrative, character psychology, and persistent identity — the craft of creating a character people actually want to return to. The technology matters. The character is the product.

We're also local. We live in the communities we serve and understand that rural healthcare runs on trust, familiarity, and word of mouth — not enterprise software rollouts.

When clinical expertise and patient identity speak the same language, real healing happens.

Next steps

1. Visit 4DStory.com/healthcare to see a working Kinetic Avatar in action.
2. Watch the Sofia video demonstrating how patient identity and clinical expertise align.
3. Contact us for a 30-minute conversation — no slides, just a demonstration.

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Kinetic Avatars are an educational and engagement technology. They do not provide medical advice, diagnosis, or treatment, and are not a substitute for professional healthcare.

Warm regards,

James Craddock

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