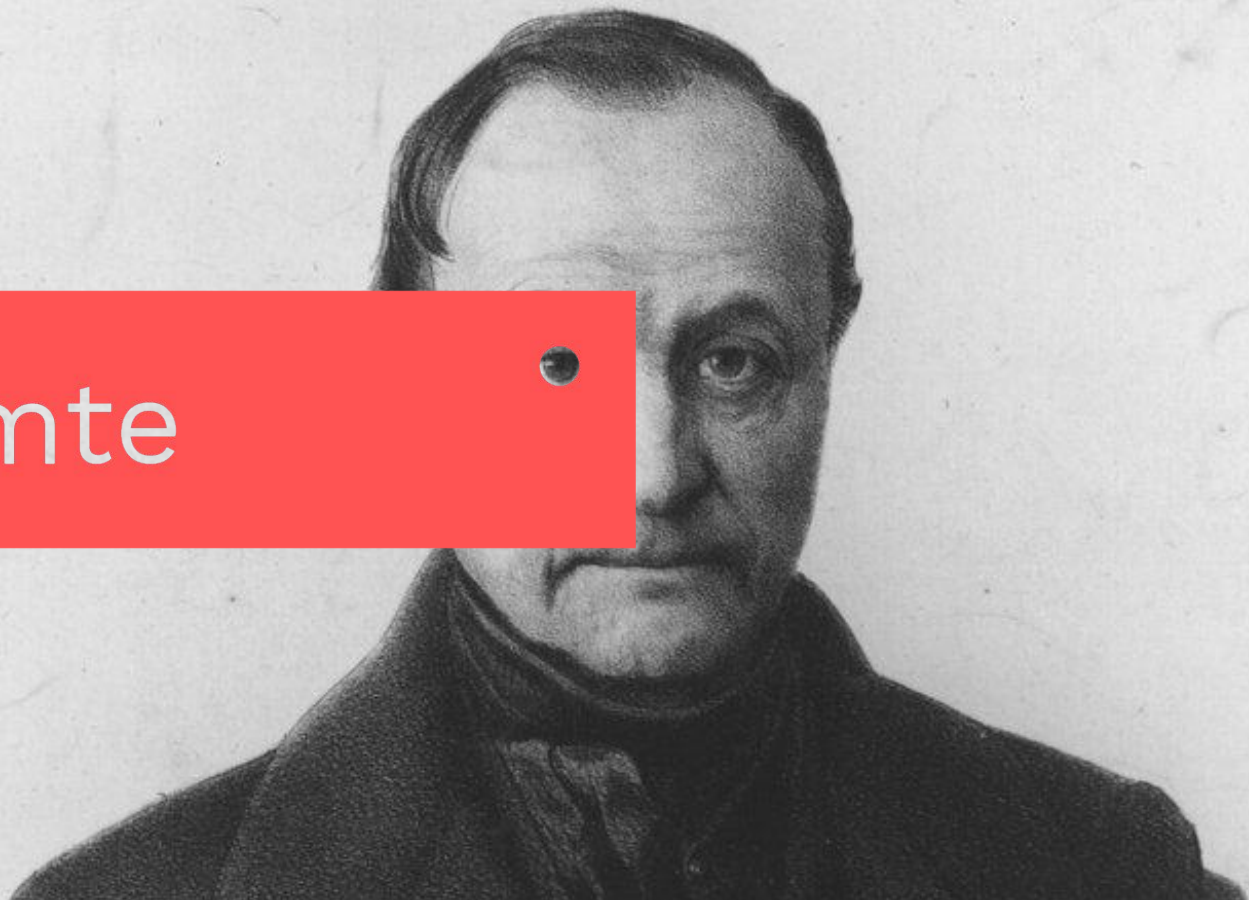


Fremtidens helse- opplevelse **APOTEK 1**



comte





sosial-
antropolog



tjeneste-
designer



tjeneste-
designer



strategisk
designer



lege og
designer



samfunns-
viter



forretnings
utvikler



tjeneste-
designer



psykolog



tjeneste-
designer



arkitekt



ux-
designer



system-
designer



tjeneste-
designer



designer



samfunns-
viter



arkitekt

Vil ha apotekene til å gjøre legeoppgaver

115.000 personer i Norge mangler fastlege, nå vil flere partier ha legeoppgaver ut til apotekene. – Kan bli medisinsk uforsvarlig, sier Legeforeningen.



Marianne Ytre-Eide
Journalist

Publisert 26. mars kl. 06:46
Oppdatert 26. mars kl. 08:56

helsevesenet endres

2026 / 2035

Selve identiteten til apotekene er i endring. Nye lover åpner for at farmasøyten kan få en større rolle i helsetjenesten, men ingen vet ennå hvordan apoteket skal se ut, eller om pasientene vil stole på de helsetjenestene apotekene vil yte



comte

APOTEK





TILNÆRMING

jobbe med fremtider

Vi har en unik mulighet til å lage tjenester for en fremtid vi kan forutse.

For å avdekke noe nytt, må vi lære gjennom å **eksperimentere** med hva apotekets tjenester kan være.

Vi trenger ikke utredninger og analyser av hva som **er**, men å jobbe for å avdekke hva som kan, og bør, være.

Vi har anledningen til å få

- innsikt i konkrete risikoer og fallgruver når apoteket tar på seg en større helserolle
- kartlagt sårbarheter i møtet mellom kommersiell drift og pasienttillit
- forståelse av hvilke valg som bygger tillit og hvilke som bryter den
- prioritert hvilke tjenester dere bør utvikle først, og for hvem
- identifisert tiltak for å styre mot en rolle innbyggerne faktisk ønsker og stoler på

måten vi jobber på:

Historisk forståelse



Horisontskanning

Ønsket fremtid



Uønsket fremtid

Konsekvensforståelse



Nye ideer



Apotekets
nye rolle

Hvordan vi skaper verdi

Det handler om evnen til å omstille seg på riktig tidspunkt for å kunne møte framtiden på en planlagt og sikrere måte.



Forandring krever tillit



Tillit fordrer eierskap



Eierskap skapes med deltakelse



SAMHANDLE

LEMENTERE UKE





**Bedre helse
for flere -
løsningene
finder vi
sammen**

Ta din brikke!
Hva ønsker du deg mer av i Romerike Helsebygg?

Hjelp til å holde deg frisk?

Sosiale moteplasser

At jeg kan være
til nytte

Hvorfor haster det
å finne en løsning?

Norge bruker allerede
mest i verden på helse
per person

Men bare til gavn til forebyggelse.
Den store effekten opnåes først
når vi mobiliserer ressourcer
interfjællet ansteden.

Vi står i et permanent demografisk skifte

Flere lever lenger, og eldre bruker mest helsetjenester.
Når livsstilssykdommer blir kroniske, følger store kostnader og behov for kompleks behandling resten av livet.

Fremtidens helse-
udfordringer kan ikke
løses med dagens
modell

Yil du vite mer?

completing
your home
building team

Ta din brikke!
Hva er viktigst.



*Brukere

*Ansatte

*Organisasjon

En av fem pasienter vet ikke hva farmasøyten faktisk kan hjelpe dem med

Farmasøyter kan fra 1. januar 2027 fornye resepter, sette vaksiner og gi behandling for enkle tilstander uten forhåndsgodkjenning fra lege. Ordningen ble innført etter at over 120 000 nordmenn stod uten fastlege.



[Anne Torhild Nilsen](#)

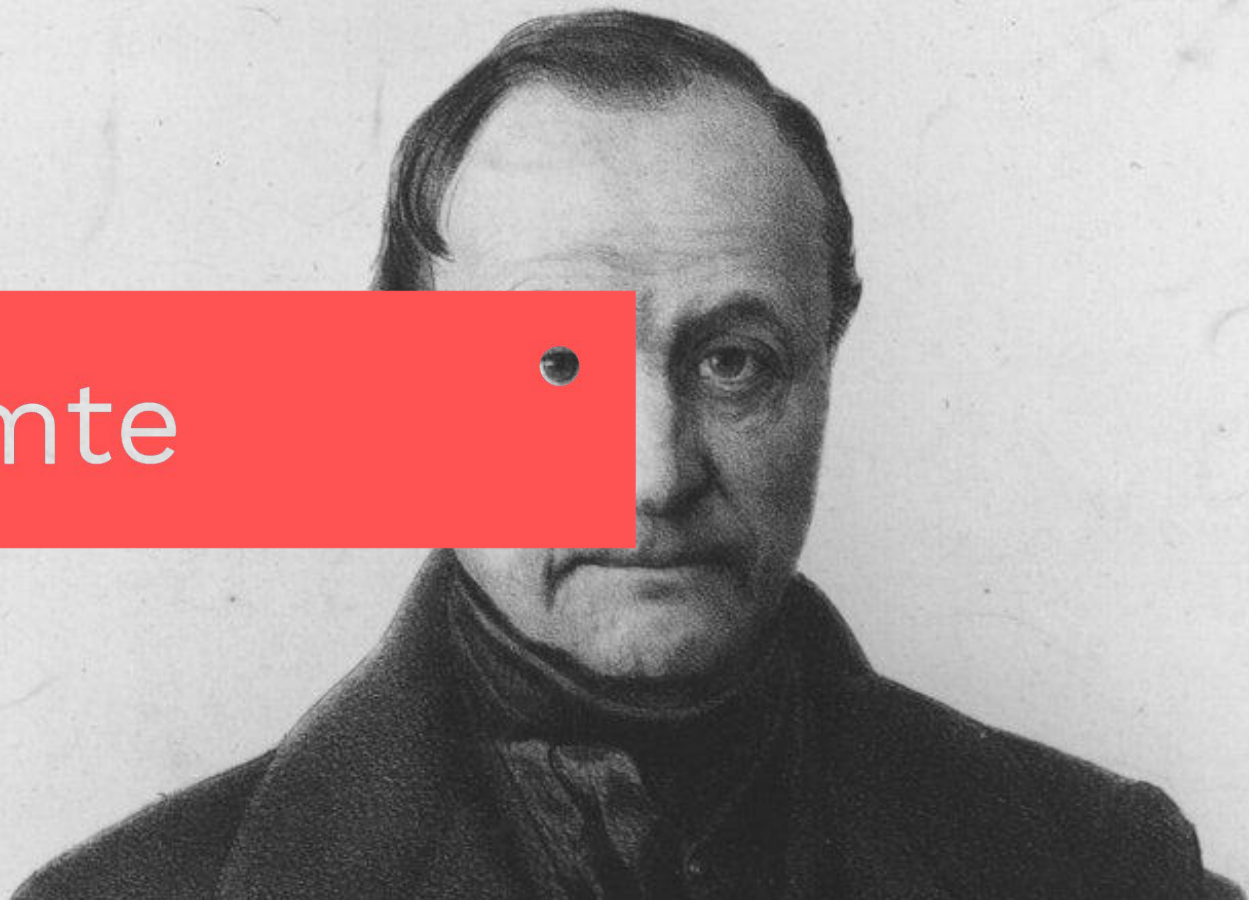
Publisert 7. okt. 2026 kl. 09:08





comte

comte





FLOKEN

Å

LØSE

FLOKER

Apotek 1



comte

2026 / 2035

comte



our name:

We are comte

We've dropped "Bureau" and kept simply comte, deliberately distancing ourselves from consultancy language and the expectations that come with it.

We are not trying to fit into labels like agency, studio, or bureau. Those terms are too narrow for what we do.

comte is simply comte.

So we speak plainly:

At comte, we...

comte works with...

comte creates...



comte



**INNOVATION FOR
SOCIAL CHANGE**

**INNOVASJON FOR
SAMFUNNSNYTTE**

HER



HER

En lengre beskrivelse her

En lengre beskrivelse her



HER



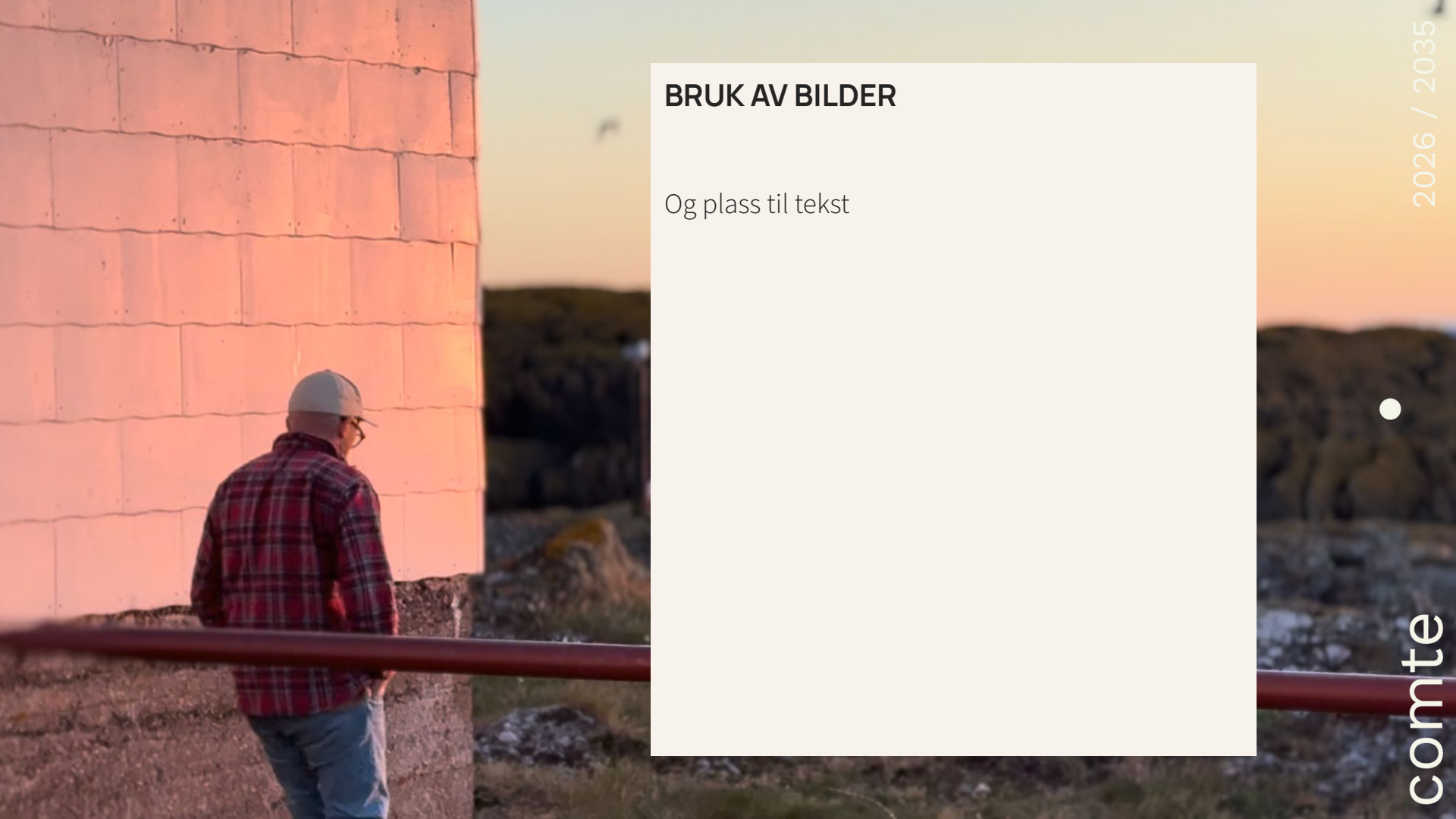
HER

En lengre beskrivelse her

En lengre beskrivelse her



- KULEPUNKTER
- we are Not consultants. We are (who we are) creatives working with social change.
- we do Not process work. We work on real social challenges.
- we do Not deliver reports. We diagnose, create, and implement solutions.
- we do Not develop strategy. We create future scenarios for change.



BRUK AV BILDER

Og plass til tekst

TRENINGSFELTET

BODØ

SYKEHJEM

KOMMUNE

overskrift:

TEKST // Comte's tone of voice is professional, but always human. We tell human stories, understand human needs, and help solve complex problems with clarity and care. We are empathetic, kind, and serious about the people we speak to and for.

When it feels natural, we also make room for humor.

TEKST // We are thoughtful and academically grounded, but we use language people actually understand. We do not hide behind jargon, and we never write to sound clever at the expense of being clear.

We may use AI as a tool, but Comte's voice is never artificial. Everything we publish should feel human: considered, honest, and written for real people.



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Be proud
Be honest
Be ambitious



Be proud
Be honest
Be ambitious

A nighttime photograph of a city street. In the background, there are tall buildings, some with lit windows. A large, ornate building with a statue on top is visible on the left. The street is lined with trees, some of which are illuminated with warm yellow lights. In the foreground, several people are walking on the sidewalk. A sign on the right side of the street reads "FREEDOM FOR IRAN!". The overall atmosphere is dark and urban.

Be proud
Be honest
Be ambitious

A close-up photograph of a man with brown hair, looking down with a focused expression. He is wearing a grey Arcteryx jacket. The background is a clear blue sky. The text 'Be proud', 'Be honest', and 'Be ambitious' is overlaid on the left side of the image in a white serif font.

Be proud
Be honest
Be ambitious

A group of people are on a boat deck, looking out at the ocean under a clear blue sky. In the foreground, a man with a beard and a dark beanie is looking down. Behind him, a woman in a striped shirt is looking out. To the left, another person in a green cap is visible. The text 'Be proud', 'Be honest', and 'Be ambitious' is overlaid in white serif font.

Be proud
Be honest
Be ambitious



Be proud
Be honest
Be ambitious

PRIMARY/ BACKGROUND

1F3A32

242423

F27887

FF5252

F9F9ED

SECONDARY

CFAF46

4F7C6C

5A7482

4F537A

676160

C2B7B6

FBF6EF

FFD9D2

ACCENT

FFFF00

FFFF5A

C7CC00

C50E29



FONTS & WEIGHTS

Manrope

HEADERS • UI • DISPLAY

300 Light 400 Regular 500 Medium 600 SemiBold 700 Bold 800 ExtraBold

Source Sans 3

BRØDTEKST • INGRESS • UI

300 Light 400 Regular 600 SemiBold 400 *Italic*

Playfair Display

SITATER • TILBUD • PREMIUM

400 Regular 400 *Italic* 700 Bold 700 Bold Italic 900 Black



overskrift:

We use LinkedIn as the main channel and the website as the destination.

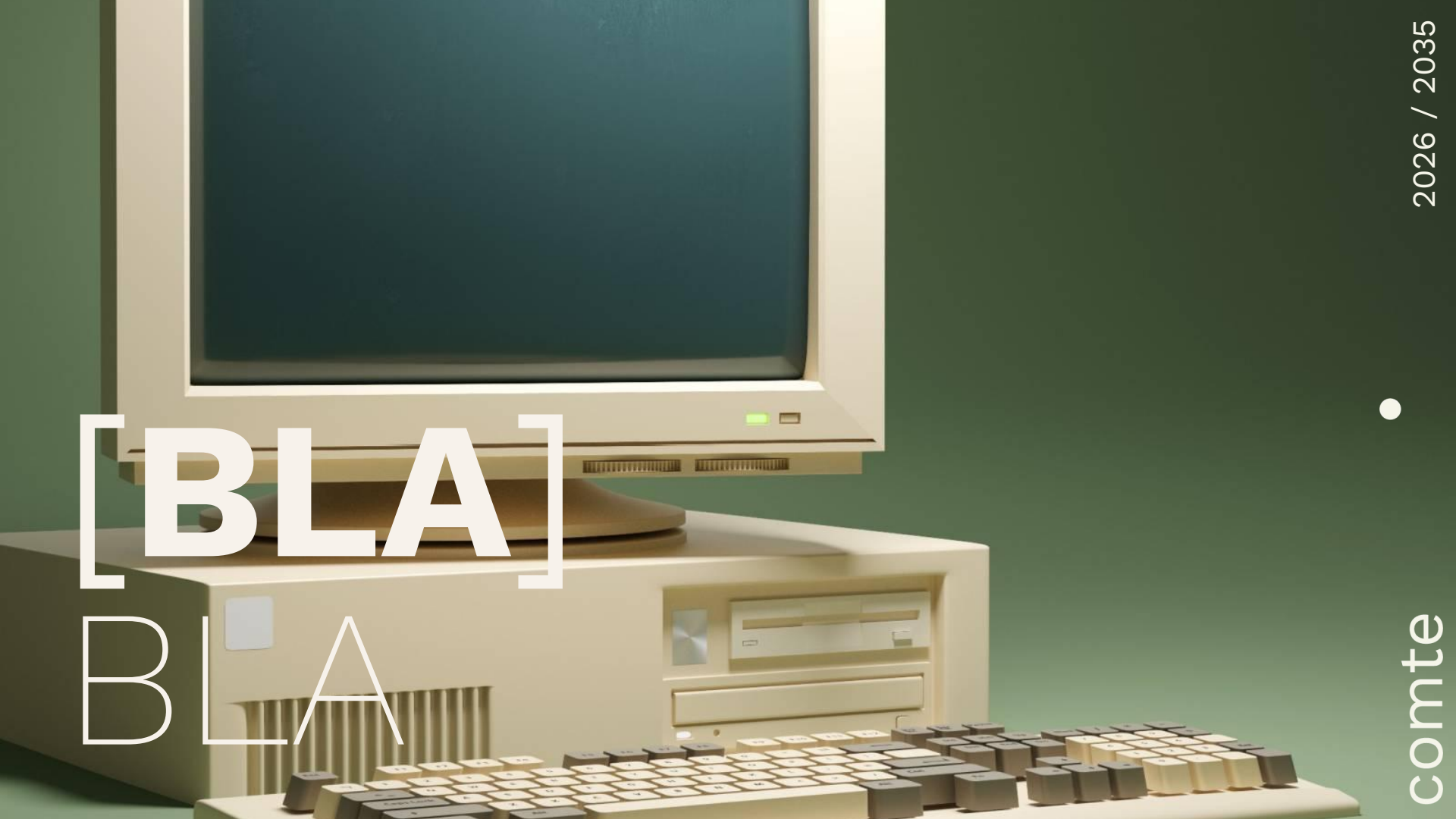
- Website as the home base for trust, clarity, and conversion
- LinkedIn as the distribution channel for visibility, authority, and relationships

Both should feel one brand

We use LinkedIn as the main channel and the website as the destination.

- Website as the home base for trust, clarity, and conversion
- LinkedIn as the distribution channel for visibility, authority, and relationships

Both should feel one brand

A vintage beige computer setup is shown against a dark green background. The setup includes a CRT monitor with a dark screen, a system unit with a floppy disk drive and a CD-ROM drive, and a keyboard with beige and dark keys. The text "[BLA]" is overlaid in large white letters on the monitor, and "BLA" is overlaid in large white letters on the system unit.

[BLA]
BLA



[BRAND ASSETS] LOGO++



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comte •

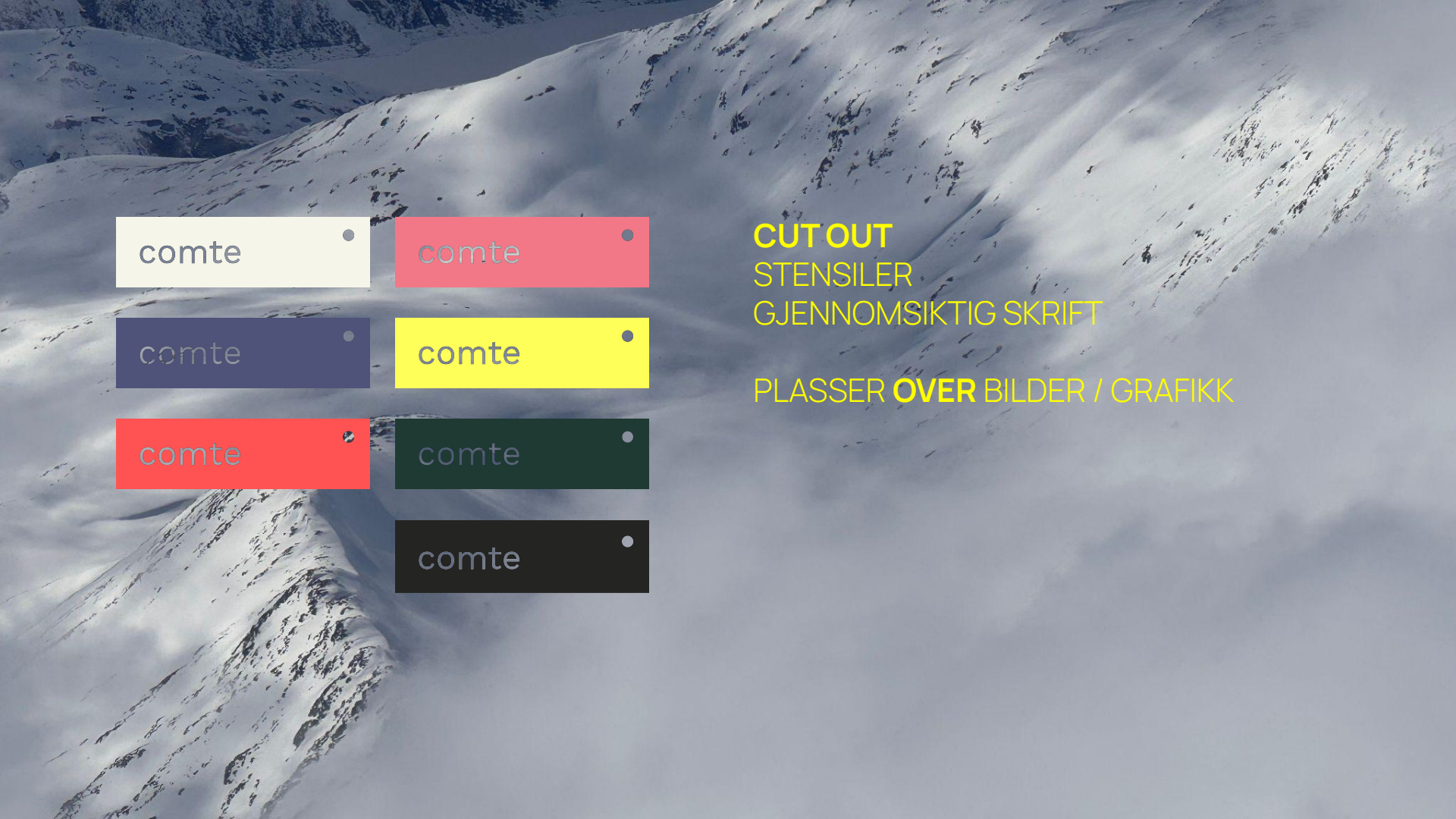
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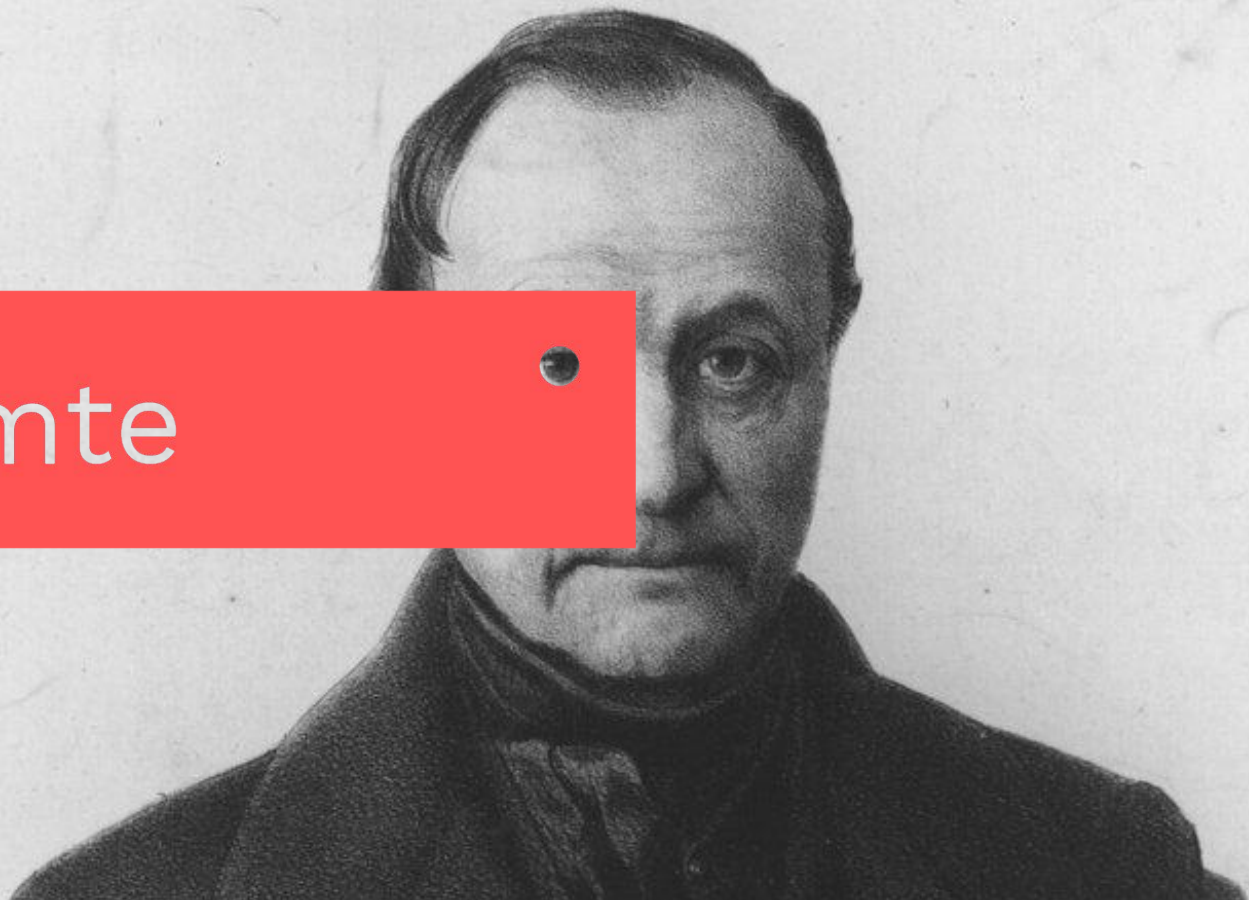
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CUT OUT
STENSILER
GJENNOMSIKTIG SKRIFT

PLASSER **OVER** BILDER / GRAFIKK

comte

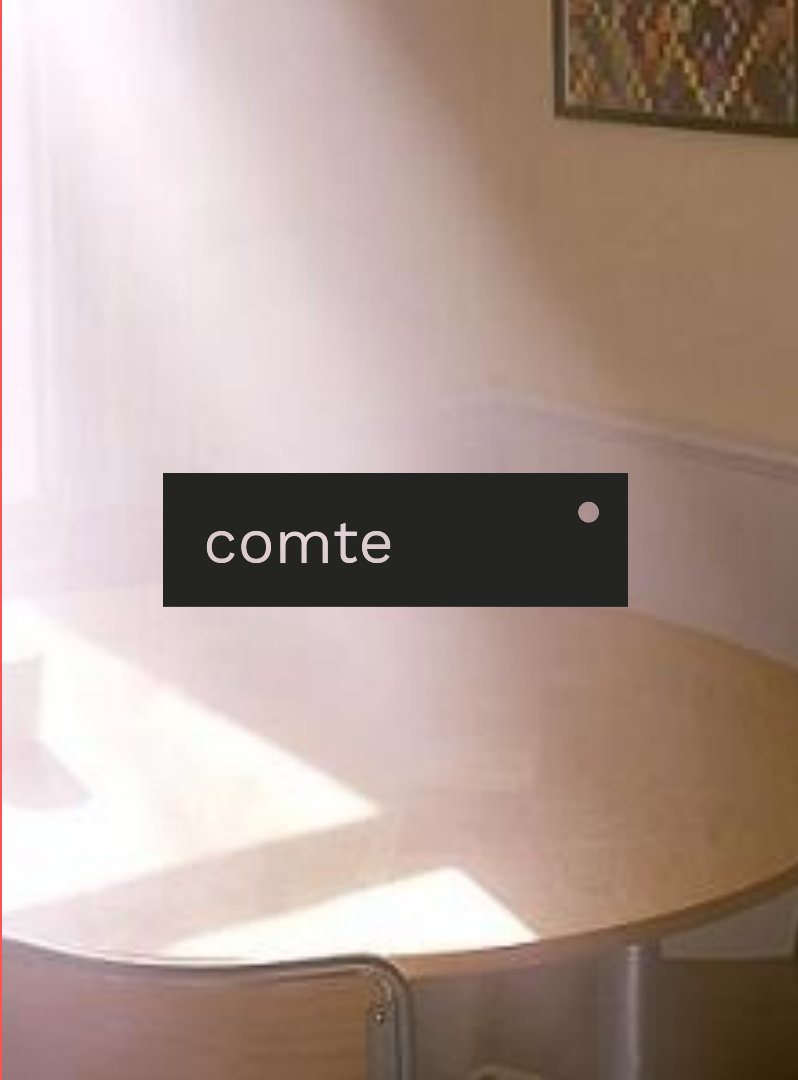




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