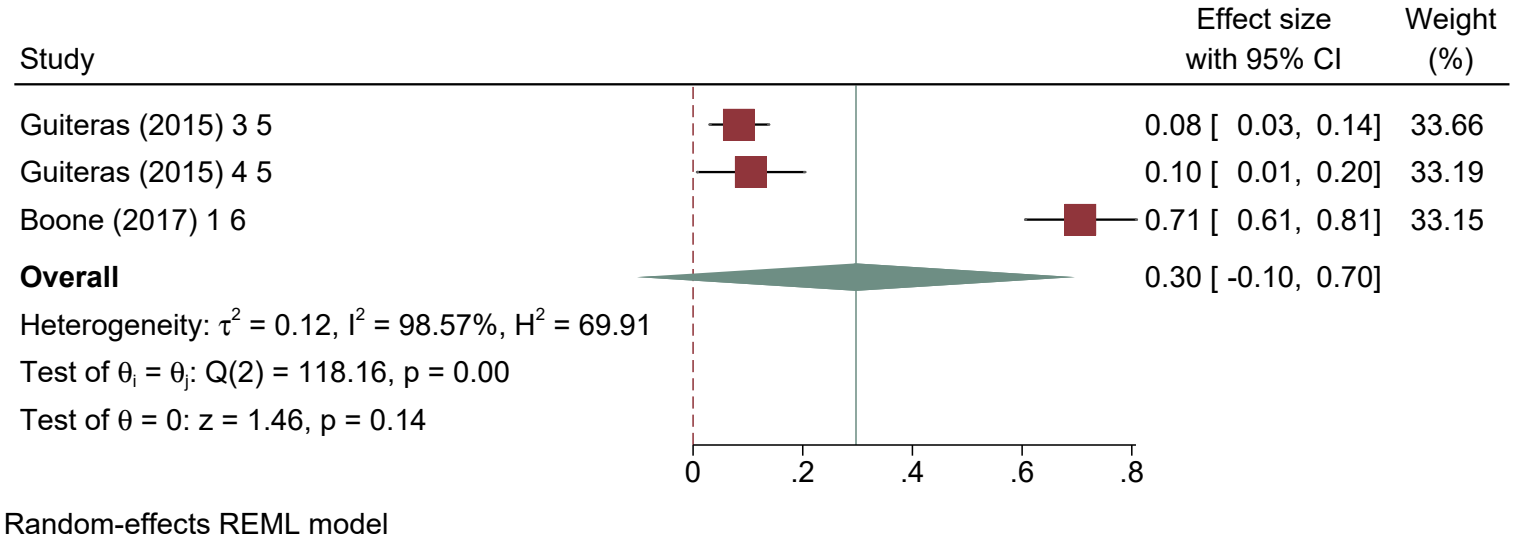Sample: Physical restructuring & Health seeking behaviour with social externalities