Amidst the rapid growth of open data and increasingly sophisticated methods for geospatial analysis in environmental health domains, long-standing questions concerning the limitations of contemporary methodology are coming to the forefront. Focussing on a reorientation of the subject-object relation, we describe a phylogeny of methodological discourse in GIScience concerning the broadening of traditional, GIS-based approaches and praxis in human-geographical domains. Drawing on the example of environmental health research within a spatial-epidemiological frame, we trace the trajectory of applied geospatial methodology in recent years, as the limitations of aggregate data, simplistic geometric models, and geostatistical shortcomings augment persistent calls for updated approaches incorporating qualitative and context-sensitive analysis. The implications of these calls for transformation are not purely critical-theoretical in nature! Rather, we explicitly describe some of the ways in which a resituating of GIS and the analyst's vantage point affect and enhance common applied GIS procedures such as proximity/buffer analysis, cluster/hotspot detection, and (geographically-weighted/spatial-lag) regression. Using observations from recent studies, we conclude by proposing future research directions for rethinking and refining the subject-object relation of the GIS analyst in health/medical geographies.