

Experience Design

A Framework for Patient Care



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Clearpath, LLC
in collaboration w/ Quantum
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It's About Connections!

Engaging **People**

Challenging **Vision**

Relevant **Processes**

Useful **Tools & Systems**

Comfortable **Places**

Appropriate **Measures**

Transformational **Strategies**

Creating Meaningful **Stories**

Context

...a whole system approach

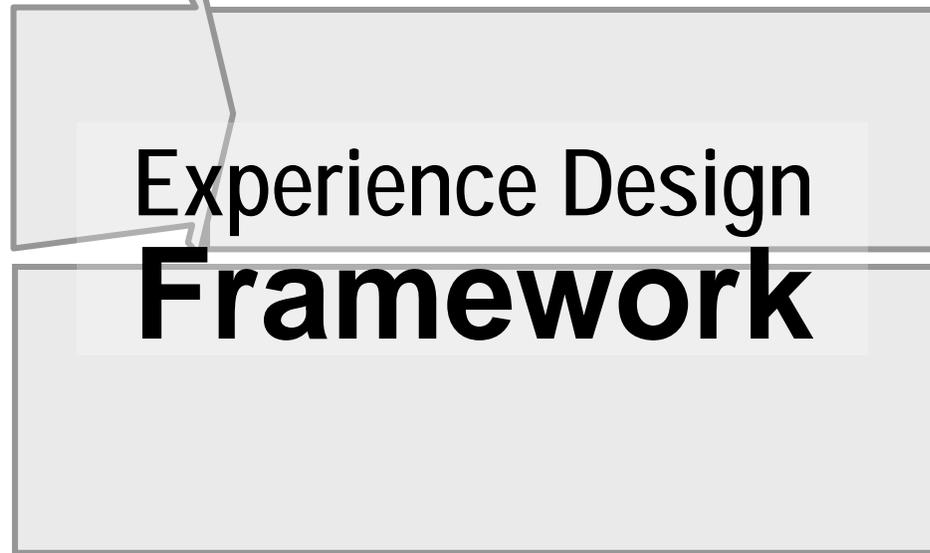
Strategy
Management System
Strategic Purpose & Commitment
•Vision, Mission, Values
•Strategic Imperatives

The Environment
of Trends & Opportunities

Influencing People
Governance & Policies

Experience Design
Principles

Culture Design
based on Values

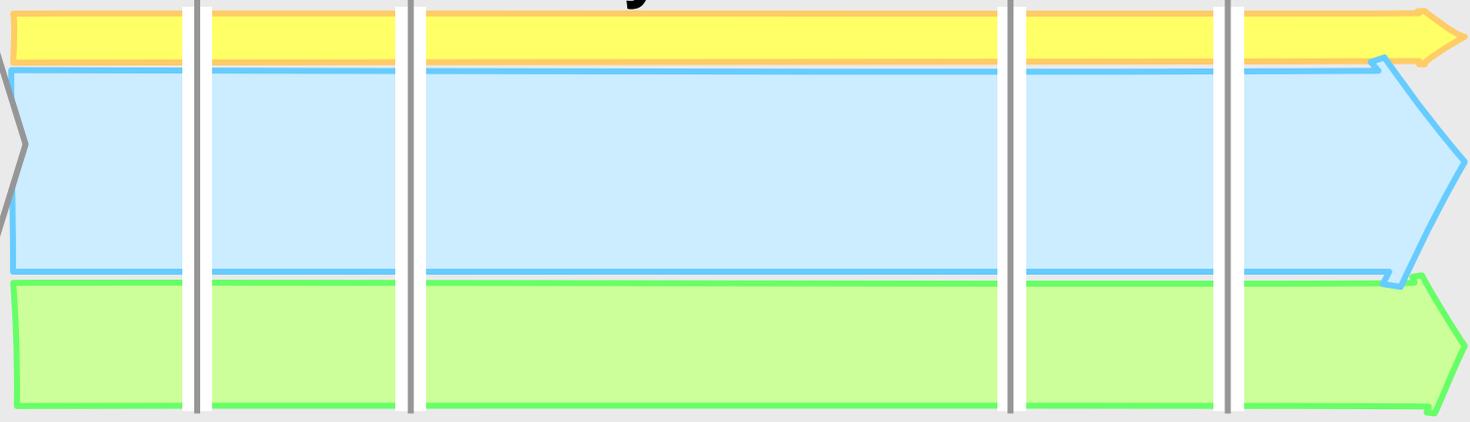


Roadmap
to sequence
Implementation

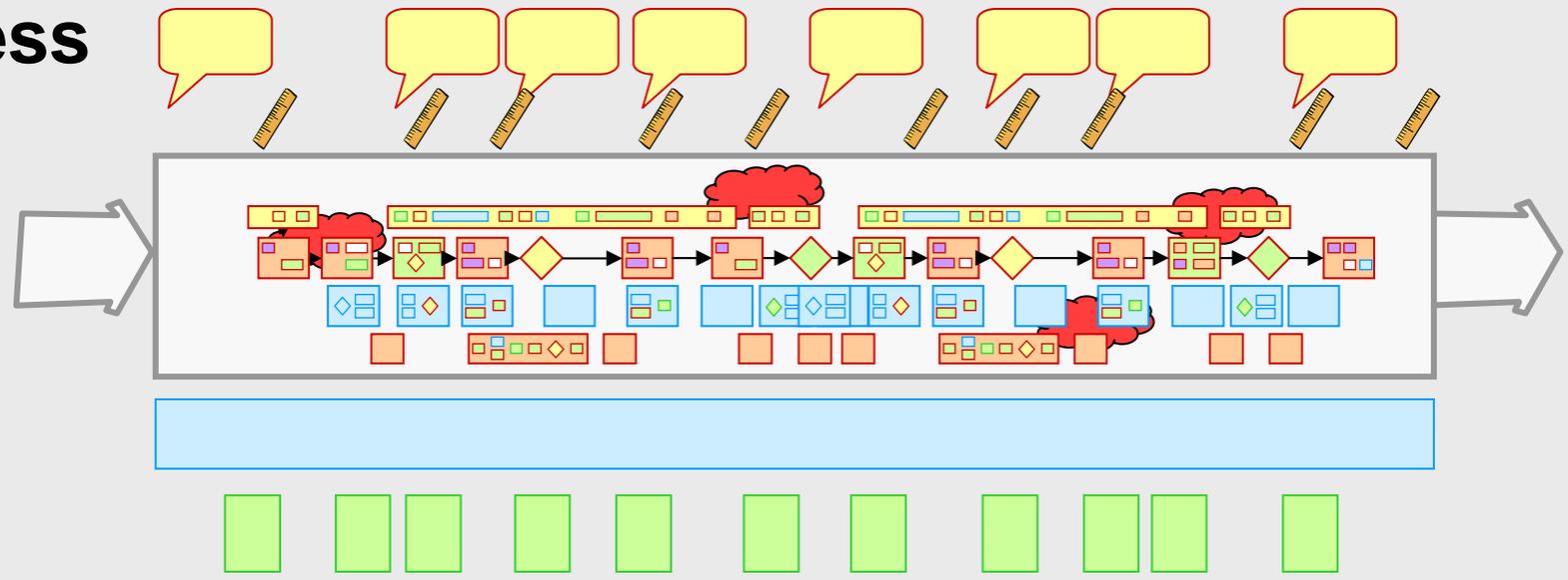
Big Picture Framework

Fundamentals

Storyboard



Master Process



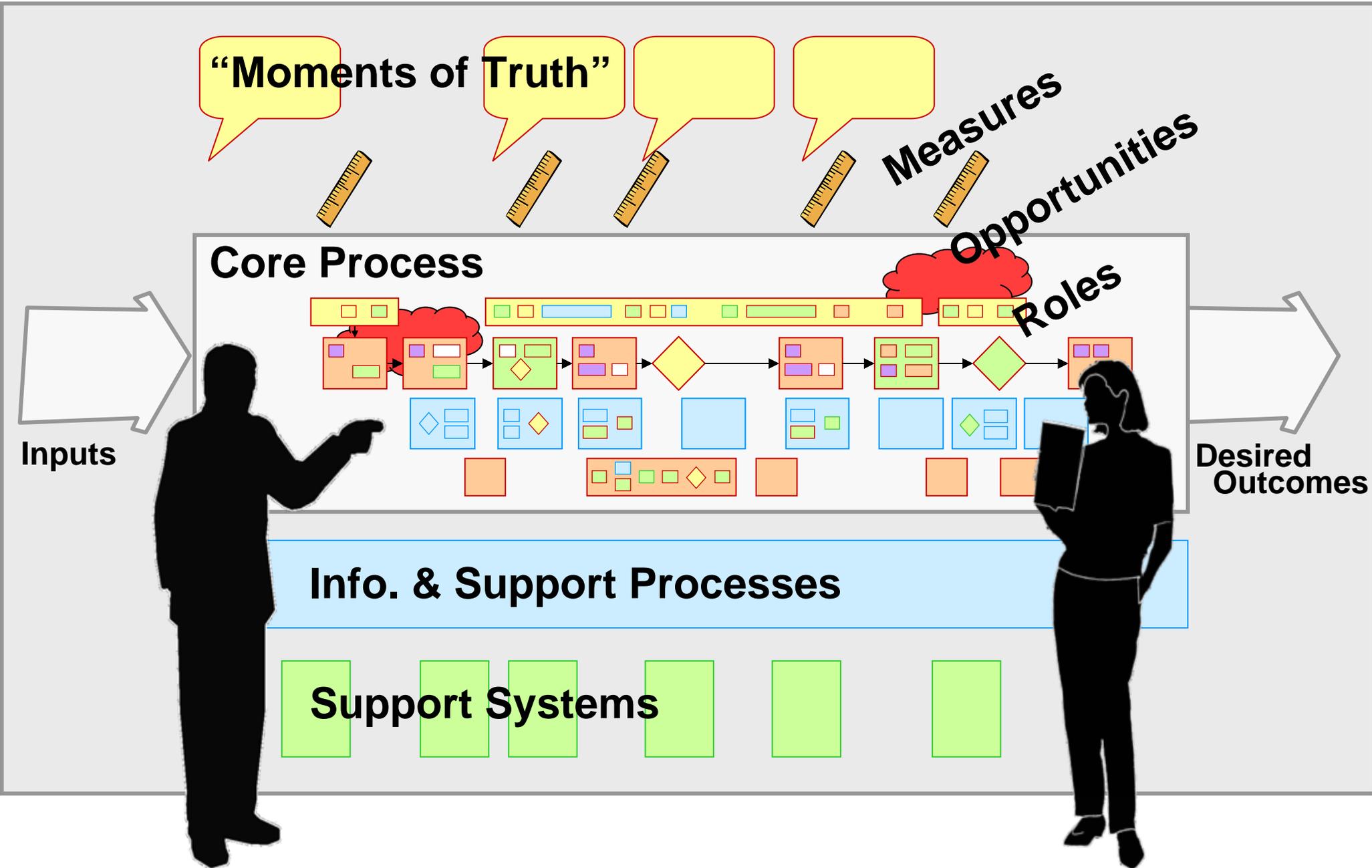
Master Process

to orchestrate “The Organization’s Way” to best do business



Master Process

to orchestrate "The Organization's Way" to best do business



Storyboard

to understand & design the Stories



Storyboard

to understand & design the Stories

Chapter / Scene

Introduction

Plan

Registration

Arrive

Register

Check-in

Service Encounter

Lab

Treat

Therapy

Room

Discharge

Educate

Disposition

Check-out

Post-Discharge

Follow-up

Stage

Patient Needs

**Our Intent
Impressions**

Physical Elements

Behaviors

Mechanisms



Experience Design STORYBOARD

Introduction

Registration

CHAPTER

The Phase



SCENE

Activity or Purpose on a given Stage (place)

Info. Exchange Outside the Hospital <small>(Call, Internet, Physician, Media, Friends)</small>	Info. Exchange In the Hospital	Plan. & Coord. Home, Work, Hospital <small>(They call us or we call them)</small>
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Seek guidance: Discuss symptoms, potential need, Physician options, second opinion. Learn: What's available? What's the process? How long it takes? Info. needed to provide. Check on info: My pre-registration, schedule. Directions to hospital & where to park. Physician background. My financial responsibility: Understand what will be covered by insurance (if? Out?) Comfort of interaction: Manage fear, grief, denial, anger, depression, acceptance. Courtesy, efficient, competent, empowered.		Know who I am, have my info: <small>Know & control my key contacts, my physician, the team.</small> Information logistics needed to prepare: <small>Learn date, time, where/when, parking, arrival. Pre-arrange/confirm? What to bring. Length of stay. Know where Family goes. Impact on Family. What should I do with my usual medication routine?</small> Confirm schedule, timing, what to bring. Answer last minute questions. What I should bring: <small>How much to pay, when, insurance coverage. Pre-register info.</small> Define team: <small>Selected Physician. Team coordinated? Role of family?</small> Comfort of Interaction: <small>Easy of access. Empathy. Save time.</small>
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Arrive Entrance: Parking or Curb	Check-in, Register Desk: Main, Women's, ED, Patient floor <small>(after Man)</small>	Check-in Pre-op Holding
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Find way easily: <small>Get to ER when ER needed. Travel, find, park. Physically able to get inside.</small> <small>Surface parking close to the entrance for high priority Patients - wound care, hand support, DAT</small> Know where my Family, friends go <small>and how to contact them</small> Security of hospital.	Welcoming, calming: <small>Treated well. Alive fears/worries. Courteous prepayment process.</small> Ready: <small>for my arrival. Know who I am, why I'm here. Coordinate care/info. Physician. Accurate: data & verification.</small> Remember me from previous visits <small>- esp. repetitive lab, therapy, wound care. Avoid long waits, repetition Use what I brought.</small> Understand: <small>what I'm signing. Remind me where to go. Easy way finding, understand process & flow. Estimate length of stay (physician at PreAdmit) & cost.</small> Sense Competence of Staff. <i>Need:</i> Friendly, understanding, listen & follow-up. Info ready; No financial pressure; Flexible if info not available. Immediately ready (initiation): <5 min. effort; Immediately go to next steps Routine but engaged w/ present person & situation. Responsive.	
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Transitions / Hand-offs Hallways	Out Patient
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Know who I am, <small>Treated as an individual.</small> Don't get lost, delayed Alleviate worries <small>No unexpected waits, disruptions, embarrassment</small> Sense that people, info. is well-coordinated	Assess my condition. <small>Verify history</small> Care <small>to listen, show empathy, discuss, explain, treat</small> Comfort & safety <small>- How can I keep to</small> Get treated Someone is connected to Learn <small>what it feels like. Know when we will start. What number? - 911 How will communicate (language, medical</small>
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ON-STAGE

Intent

Need to know what to eat/not to eat before surgery ... Connecting not easy- played phone tag	Place and way to indicate special information.	Re-transcribe typed prescriptions resulting in disastrous errors. Didn't attempt to validate correctness. Could not alter permissions form to indicate no student Physicians.
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Discomfort; Wait; Charging to park; we're the only hospital that does that Overheard concerns. Fresh air. Live plants. Helpful person along the way.	Cluttered spaces. Distracting; Disconnected; Shadows; Glare; Confusing layout Noise: loud TV, distractions, food channel; Muffled; Cold. Hard; Too Hot; Too Cold; Drafty. Free-for-all, individualistic; Disconnected: no one sees you sitting; Confusing; Wait; Wonder. Left me to 'chase things down'; Complained about problems; Distracted; Told to 'sit' (when it hurt); Waited w/o explanation. Acted bored; No rush in ED - treated as routine.	
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MECHANISMS

Process People Tools Place

Experiential Bundles: 'Scene'-specific procedures and behaviors, using predetermined tools, in a given place ('Stage'), carried-out by specific roles to create an intended experience. 	Grounds: <ul style="list-style-type: none"> Valet Parking Golf Cart (Shuttle) Safety Code Blue Stations In Parking Lot Covered Entrance Water Feature Strategically Placed Benches - Parking Lot, To Entrance Inner Courtyard Labyrinth 	
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Easy parking; Roving volunteers give attention (even at night). Cost Estimate Large useful signs.	Lobby And Public Areas: <ul style="list-style-type: none"> Water Feature Simplistic, Intuitive Layout Of Public Areas Wayfinding Strategies (Universal Signage, Central Admitting/Registration) Chapel And Meditation Room Learning Center Use Of Natural Design Elements (Wood Accents, Stonework) Comfortable And Bariatric Seating Player Piano And Coffee Bar In Lobby Wireless Internet Access Room Service With High Quality Foods (Self Regulated Diet) Concierge Service 	
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	Physician Design <ul style="list-style-type: none"> Covered Parking Parking Addition Comfortable Phy Courtyard) Child Care Onsite MOB With Cover 	
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Fundamentals

of Experience Design

→ *Be Relevant*

→ *Engage*

→ *Flow*

→ *Adapt*

Fundamentals of Design: Be Relevant

Include the “soft” with the “hard”:

- Understand Patient’s needs & expectations vs. Our intent
- Close the gap



Photo: Seton Family of Hospitals

- ❑ **Seek to understand each Patient & Family member as if “standing in their shoes”**
- ❑ **Anticipate & act on the needs & concerns of each Patient & Family member, if possible, before they are voiced.**

Fundamentals of Design: Engage

Trigger:

– Impressions

- Concepts
- Symbols

– Physical elements

- The five senses
- Memorabilia

– Behaviors

- What
- Who
- Where
- When



- ❑ **Use the 3 key mechanisms to deliver the experience:**
 - People
 - Tools
 - Places
- ❑ **Address positive & negative cues & the 5 senses that form impressions**
- ❑ **Recognize what should be “on-stage” & when things should be “off-stage.”**

Fundamentals of Design: **Flow**

Build meaningful stories:

- Chapter
- Scene
- Stage
- Transitions



❑ **Connect the Patient & their Care Team to the next:**

- Procedure
- Service
- Time
- Place

...so that the Patient never becomes “lost” & we never “drop the ball” in any hand-off.

❑ **Work as a “Healing Team” by sharing & accepting, modeling leadership, & living the 4 C’s:**

- Communication
- Collaboration
- Caring
- Cooperation.

Fundamental: Adapt

Learn what's important in the Story:

- Understand
- Discuss & Plan
- Try
- Report



- Experiment
- Be opportunistic
- Pilot
- Share learning's
- Innovate
- Constantly improve.

Context

...a whole system approach

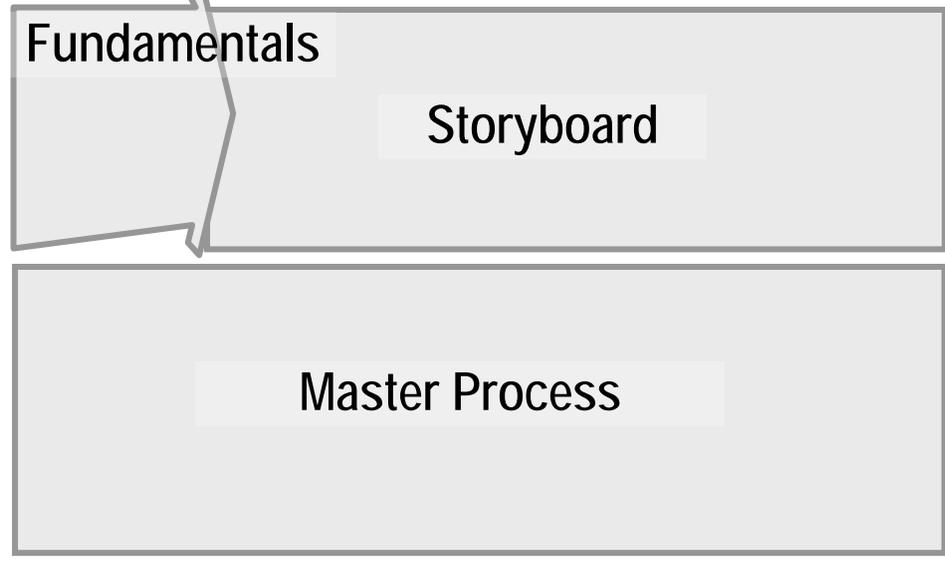
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New Paradigms for implementing Experience Design

- 1. Bring the Strategy out and alive**
- 2. Get good at Connecting**
- 3. Engage the Soft with the Hard**
- 4. Build meaningful Stories**
- 5. Learn what's important in the Story**
- 6. Adapt the role of leadership**
 - Bring clarity and focus to vision, values
 - Build self-confidence
 - Coach and reinforce
 - Have faith.

Discussion

Experience Design: A Framework for Patient Care



Photo: Seton Family of Hospitals

Experience Design: A Framework for Patient Care

Fundamentals

- Be Relevant
- Engage
- Flow
- Adapt

Storyboard

- Chapter
- Scene
- Stage
- Transitions

Master Process

- Moments of Truth
- Core Process
- Support & Information Processes
- Systems & Tools
- Desired Outcomes & Inputs
- Roles
- Measures