



# ***“Patient Experience Design “Learning Workshop”***

## **The Storyboard Methodology**

### **Workshop Facilitator: Art Frohwerk**

Master Facilitator, *Art Frohwerk* will conduct an introduction to the art and science of Storyboarding. Art is the inventor of the *Patient Experience Storyboard Methodology* for complex, adaptive human systems. (More information @ the [\*Patient Experience Design Storyboard and Master Process\*](#))



*Patient Experience Design Storyboard Methodologies* include the leading-edge sciences of visualization, storytelling, process work flow, experience design, emotional intelligence, intuition and behavioral psychology.

The value of this disruptive innovation lies as much in bringing together *Health Link Partner's* cross-functional teams in the act of creating the Storyboard, as the final product or outcome: which is a vastly improved patient experience across the continuum-of-care.

So, how does this work?

### **The Storyboard Process**

The *Patient Experience Design Storyboard* defines how to deliver meaningful experiences for patients/clients/residents/ families, and for the people involved in providing care and support services.

The *Storyboard* collects ideas, forms patterns, and defines the experience through the eyes of patients and caregivers. By recognizing the patient

context -- as a "whole person" -- the *Storyboard* provides a framework to balance priorities and plan for on-going improvements to the strategy, processes, systems, roles, and measures being used.

This collective intelligence and systems thinking methodology establishes ownership from a tool that is easy to understand, helps build perspective, encourages new relationships, shifts organizational culture, and enables team learning, systems thinking, continuous improvement and true collaboration.

### **Collaboration/Dialogue Skills**

*Storyboarding* engages participants in dialogues that enable collaboration among cross-functional, multi-disciplinary teams as they clarify roles; resolve territorial conflicts based on what is best for the patient/client; and, enables them to identify areas for improvement, redesign and further system alignment.

This results in leveraged actions that stretch each organization and creates opportunities to make new connections across the service delivery system that are aligned to achieve the very purpose of a *Health Link*.

### **Workshop Disrupter: Ted Ball**

This one-day introductory workshop with Art Frohwerk, also features **Ted Ball**, Transformation Coach on [Disruptive Innovation: Patient & Family-Centred Care](#). Ted's thought-provoking 90 min facilitated dialogue introduces *Patient Experience Storyboard Methodology* as a true "disruptive innovation".



Call **Ted Ball @ 416-581-8814**.  
(Not available June 17th -July 5th, 2013)