

**YOUR ORGANIZATION'S NAME HERE**

One-Day Workshop:

Day, Month, 2014

# **PATIENT EXPERIENCE DESIGN METHODOLOGIES AND TOOLS**

## **THE PATIENT EXPERIENCE DESIGN STORYBOARD**

### **A BEST PRACTICE METHODOLOGY FOR FUNDAMENTALLY TRANSFORMING THE PATIENT EXPERIENCE**

If your organization or *Health Link Partnership* want to learn about the world-leading methodology for designing the patient experience, this one-day Introductory Workshop has been tested at National Patient Experience Conferences and recommended as an "excellent learning experience" for teams who want to learn "how to design an experience".\

Here is what up to 6 teams of 8 people from your organization would experience at this one-day, on-site workshop on *Patient Experience Design Storyboard Methodologies* -- with *Art Frohwerk* and *Ted Ball* of Quantum/Clearpath.

7:45 am to

8:15 am

**COFFEE**

This highly ranked introductory workshop to the field of patient experience design methodologies and best practices for transforming the patient experience, features *Art Frohwerk*, the former Chief Engineer of *Walt Disney Imagineering*. Art is a pioneer in the field of experience design methodologies. With his diverse systems and human-factors background, he has invented many of the discipline's best practice systems thinking tools -- including the *Patient Experience Design Storyboard* and the *Master Process*.

This workshop is for organizations/people who really want to make change happen with this proven world leading-edge methodology for transforming the patient experience.

8:15 am to  
8:45 am

PATIENT EXPERIENCE DESIGN STORYBOARD AS A  
FUNDAMENTAL DISRUPTIVE INNOVATION TED BALL

**Moving Beyond Lean Thinking to Patient Experience Design Storyboard Methodologies/Practices/Processes Across The Delivery System And Within A Healthcare Organization.**

Well-known patient advocate/blogger/transformation coach, **Ted Ball**, will explain how this innovative methodology for complex, adaptive systems called *Storyboarding Methodologies* -- are rooted in the science of a human experience -- and will produce the disruptive innovation required to create the fundamental revolution demanded by patients and clients of health care services today.



**Ted Ball**  
**Transformation**  
**Coach**

Ted says that this amazingly simple methodology will produce disruptive innovation in healthcare settings.

His introduction to Art Frohwerk's patient experience design "*How To*" Workshop was described by one participant at the *Patient Experience Design Workshop* in Vancouver as "inspirational".

8:45 am to  
9:15 am

TABLE DIALOGUE & DEBRIEF -- TED BALL

9:15 am to  
4:30 pm

BEYOND PATIENT ENGAGEMENT TO ACTUALLY DESIGNING  
THE PATIENT EXPERIENCE -- ART FROHWERK

-- Lunch & Coffee Breaks

## THE ART & SCIENCE OF THE STORYBOARDING METHODOLOGY

**M**aster Facilitator, *Art Frohwerk* is a pioneer in the practice of Patient Experience Design. Art developed the world's leading-edge methodology for patient experience design based on his work at *Disney Imagineering* -- which was adapted from the design of the guest experience at all Disney Theme Parks world-wide.



**Art Frohwerk**  
**Learning Facilitator**

The *Experience Design Storyboard* is based on leading-edge sciences of visualization, storytelling, process workflow, experience design and psychology.

The storyboard collects ideas, forms patterns, and ends up defining the parts of the service and its experience. Roles are clarified, territorial conflicts resolved and areas for improvement identified.

Art presents video clips of powerful "patient experience" examples that facilitate deeper insights and help illuminate the key leverage points in complex adaptive systems that -- when altered -- will actually transform the patient experience.

The storyboard, as a visual tool, identifies and organizes not only the places where service occurs, but also the purpose, behaviors, processes, roles, skills, systems, and management that contribute to the experience.

This creative visual/story-based process enables organizations to tap into the knowledge and wisdom of front-line care givers -- as well as patients and their families -  
- in order to alter and transform the experience for all involved.

***"Storyboarding is a new set of glasses. Everything has been scraps compared to this."***

-- Workshop Participant

## WHERE DOES THIS METHOD WORK?

Workshop participants will learn what it takes to see, understand, design and implement an effective design for the patient experience in:

- a hospital;
- the community;
- their home; and,
- across the continuum-of-care within a *Health Link* or LHIN.

*"This workshop moves us from nice intentions, to the reality of patient experience redesign."*

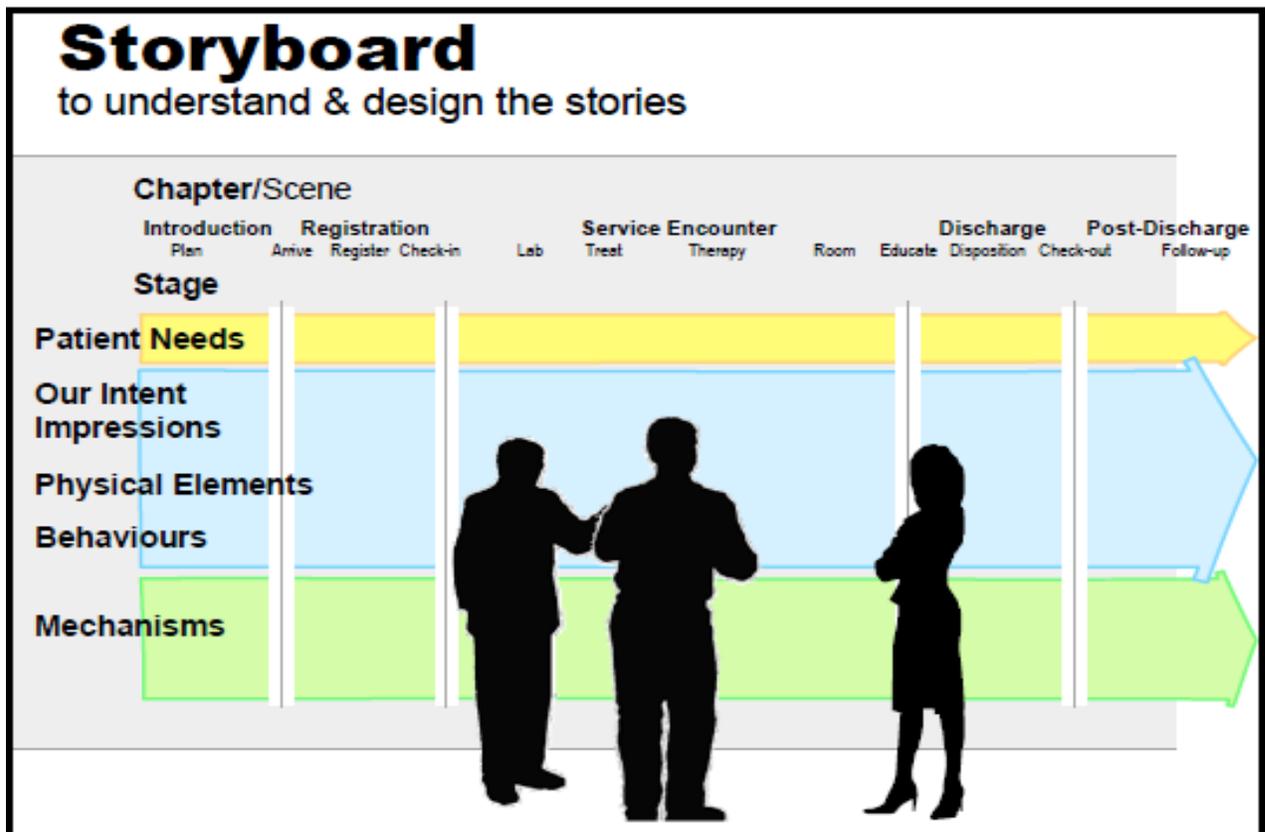
-- Toronto Workshop Participant

## LEARNING OUTCOMES @ THIS WORKSHOP:

Workshop participants will learn:

- ☑ How **understanding the science of an experience and intentional design** makes progress quicker, costs less and has a more sustainable impact than any other method.
- ☑ How to utilize the **Four Fundamentals** of the "*science of a human experience*" that can be transformed in powerful and enduring ways.
- ☑ **Patient Experience Design Principles** that reveal the secrets that enable real transformational change for patients/families, and for healthcare service providers.
- ☑ The **15 Things Patients Really Want** -- from twenty years of patient experience design research.
- ☑ Moving beyond the early-stage "patient-engagement" phase, by learning about the **Most Relevant Questions and Impacts** on the human experience of patients and their families.

- ☑ How to move "beyond lean thinking" to build upon the collective intelligence and knowledge of frontline care providers who work in a powerful and productive partnership with patients and families to **Co-Design The Patient Experience** using the *Storyboard Methodology*.
- ☑ Learn how to create rapid/dramatic improvements in patient satisfaction rates by learning: how to see and eliminate "**Negative Cues**", then create "**Positive Cues**".
- ☑ Learn how the unique Experience Design Storyboard provides a place for **Connecting All Ideas, Knowledge, and Investments**. This reduces the chaos and reduces presently untouched forms of critical waste.
- ☑ Learn how the Patient Experience Design Storyboard can be utilized o follow the **Patient Journey Between The Health Service Providers** as they move from hospital to home, from hospital to a nursing home, to a community mental health service, etc.



## TEAM EXERCISE:

Up to 6 teams of 8 people will work at their table to create their own *Storyboard* -- within an end-to-end process at their organization, or, across the continuum-of-care for *Health Link Teams* who are accountable for enhancing the patient experience.

Art and Ted will provide table coaching to support teams to succeed in learning this technique.

## EDUCATIONAL MATERIALS:

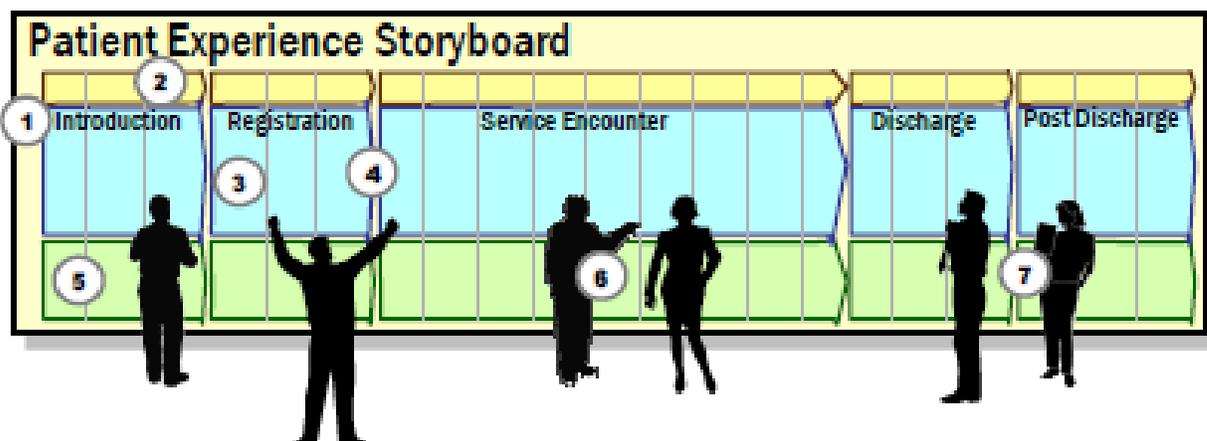
In addition to the practical knowledge gained at this interactive participatory/workshop, each participant will receive a set of *Template Tool Worksheets*, an *Experience Design Storyboard Worksheet*, workshop slides and helpful essays to support on-going learning.

*"Art Frohwerk was a picture of wisdom at this very informative workshop."*

-- March 10th, 2014  
Vancouver Workshop Participant

## ORGANIZATIONAL/HEALTH LINK ONE-DAY INTRODUCTORY WORKSHOP:

This one-day workshop is available for **\$18,000** (plus expenses) for up to 6 teams. Two-days with 12 teams is available for **\$32,000**, plus expenses.



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**COACHING FOLLOW-UP:**

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**W**hile this one-day workshop provides design teams with a whole new way of intentionally designing the patient experience, and while there will be a number of practical insights they will learn, they will not master the *Storyboard Tool* in a day.

For an additional fee of \$18,000 (plus expenses), Art and Ted will engage in a 1.5 day on-site *Readiness Assessment* and coaching debrief with the *Team Sponsors* and *Team Leader*; and a *Q & A Coaching Session* at a 90 min. with all Patient Experience Design Teams.

To learn more about this powerful methodology for transforming care, click on: [Experience Design Storyboard and Master Process](#).

**If you have any questions about how this on-site workshop could support your organization in your efforts to improve the patient experience, call Ted Ball @ 416-581-8814**