

# DESIGNING THE PATIENT EXPERIENCE

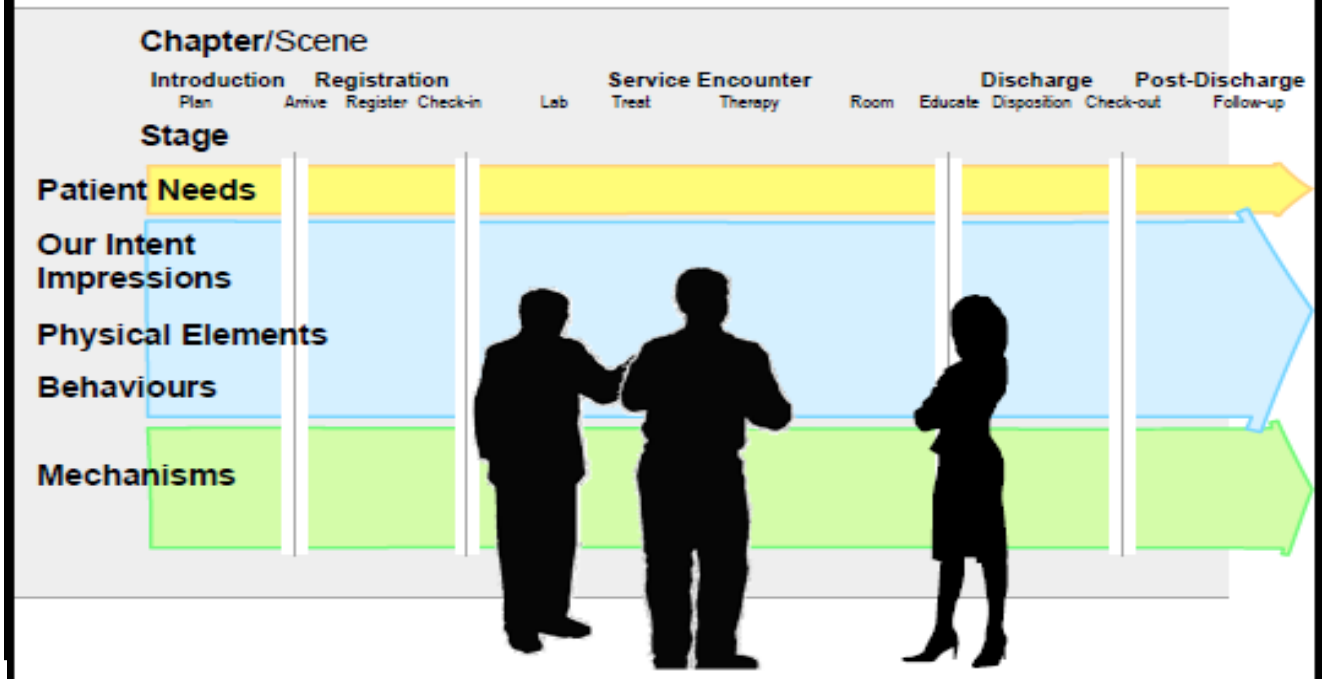
A ONE-DAY, ON-SITE, CUSTOMIZED WORKSHOP

The Patient Experience Design Storyboard

A BEST PRACTICE METHODOLOGY FOR FUNDAMENTALLY TRANSFORMING THE PATIENT EXPERIENCE AT A SILO & ACROSS THE SYSTEM

## Storyboard

to understand & design the stories



## Patient Experience Design Introductory Workshop

### PATIENT EXPERIENCE DESIGN STORYBOARD AS A FUNDAMENTAL DISRUPTIVE INNOVATION. TED BALL



**Ted Ball**  
*Transformation Coach*

**W**ell-known patient advocate/blogger/transformation coach, **Ted Ball**, will introduce this innovative and thought-provoking one-day workshop. Ted 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 says that this amazingly simple methodology will produce significant increases in patient satisfaction rates. During Art's day-long workshop, Ted will provide coaching comments and implementation advice for participants.

### THE ART & SCIENCE OF THE STORYBOARDING METHODOLOGY -- AN AMAZING LEARNING PROCESS FOR TEAMS



**Art Frohwerk**  
*Learning Facilitator*

**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 the design method for the guest experience at all Disney Theme Parks world-wide.

The *Experience Design Storyboard* is based on the unique combination of sciences for visualization, storytelling, process workflow, experience design and human factors. The technique has produced break-through results in healthcare services in a diversity of organizations.

## Storyboard Methodology & Tools

## Patient Experience Design Introductory Workshop

The storyboard collects ideas, forms patterns and ends up defining the intentional parts of the service and its experience. Roles are clarified, territorial conflicts resolved, gaps defined, and areas for improvement organized. Most importantly, it identifies new levels of capability and value.

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.

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

-- Workshop Participant

The *Storyboard*, as a visual discovery 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 highly creative and graphical/story-based process enables organizations to tap into the shared 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.

### TEAM EXERCISES:

**A**t this customized workshop for your organization or *Health Link*, teams will work at their table to create their own view of a shared *Storyboard* -- within an end-to-end process at your organization -- or, across the continuum-of-care for *Health Link Teams* who are accountable for enhancing the patient experience across the delivery system.

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

-- Toronto Workshop Participant

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

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### EDUCATIONAL MATERIALS:

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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 each participants on-going learning. A first-phase Storyboard will be compiled that represents the shared thinking of all the teams.

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

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### BENEFITS AND COST:

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Ontario's top priority is to improve the patient experience -- "especially for those who are transitioning through and across systems and sectors" -- according to the *Minister's Mandate Letter*.

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

-- March 10th, 2014  
Vancouver Workshop Participant

Whether you are focused on the transition points in your *Health Link*, or within the confines of a single health service provider silo, this workshop will provide participants with new insights and understandings of how the patient experience can be dramatically improved.

*Patient Experience Design and Storyboarding* is very much a "team endeavor". As a result, to achieve maximum benefit from this learning opportunity, we encourage you to engage up to 45 people -- including senior & middle managers; front-line care providers; and at least 5 patients.

While this workshop will significantly alter people's perspective, you will not master the technique in just one introductory workshop -- but you will learn practical stuff you can implement the next day. **The work shop fee is \$10,000, plus materials and expenses.**

Call Ted Ball @ 416-581-8814  
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**Storyboard Methodology & Tools**