

*Photo of a collaborative session with a specialised nurse in
Dundee, Scotland - November, 2016

Care Pathway Blueprint

Facilitating the adoption of service
innovation in a healthcare organization
within the context of value-based
healthcare.

EUROPEAN HEALTHCARE DESIGN 2018

@sara_manzini

@frogdesign





frog advances the human experience through design.

frog designs exceptional digital and physical customer experiences to transform businesses at scale.



form follows emotion

Hartmut Esslinger, frog founder

The emphasis on the need for design to elicit a deep emotional response underpins frog entire portfolio of work over 4+ decades in industries as diverse as finance, mobile and telecommunications, technology, healthcare, energy, education, media, and social innovation.



ABOUT FROG



Nutra PRO



Get Digital Transformation



10X Million Digital Identity



Hardware



Interaction Evolved



Get Us Connected



Major Pro Shop

Identity Study



INTRODUCTION



INTRODUCTION



The Founder by John Lee Hancock - 2016



INTRODUCTION



Centre Georges Pompidou, Paris



INTRODUCTION



Blueprint of an acute angioplasty care pathway in a Point of Care setting, by frog design



INTRODUCTION



Architecture Blueprint



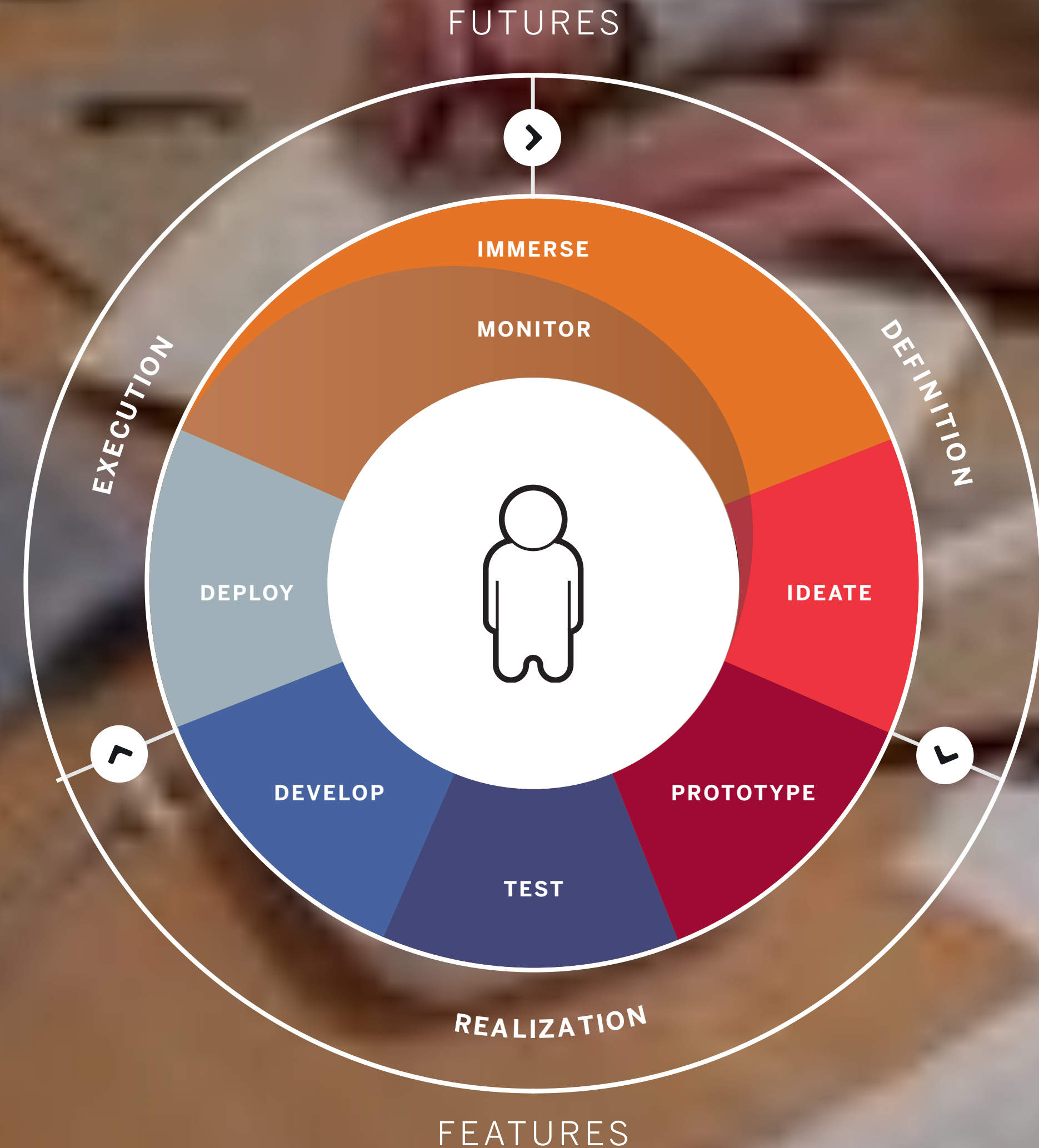
Care Pathway Blueprint



Service Design for Value-Based Healthcare



Human-Centered Design is an innovation process in which end-user needs, aspirations and context are given extensive attention at each stage of the product/service development process.



Value **in** the experience

For example

+

- Fun
- Useful
- Cheap
- Fast
- Easy
- Accessible

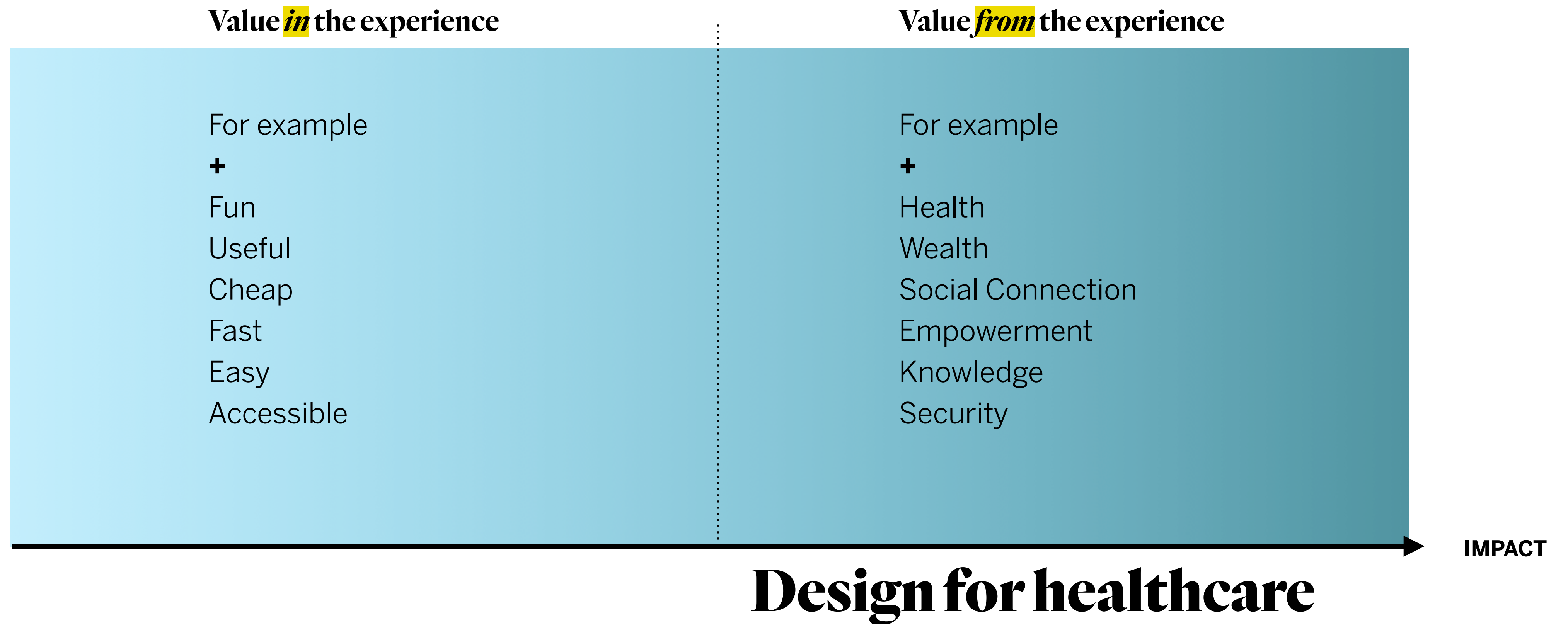
Value **from** the experience

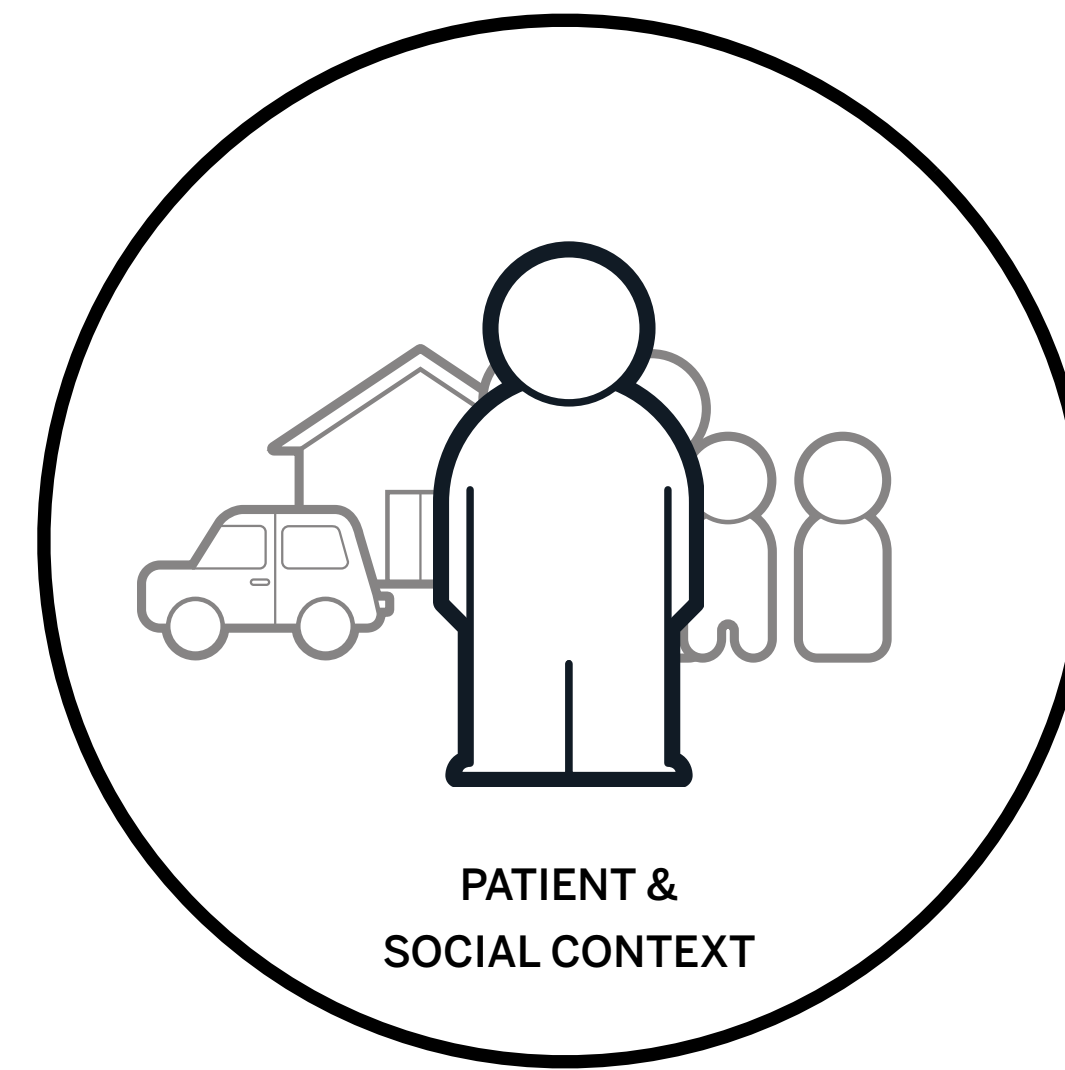
For example

+

- Health
- Wealth
- Social Connection
- Empowerment
- Knowledge
- Security





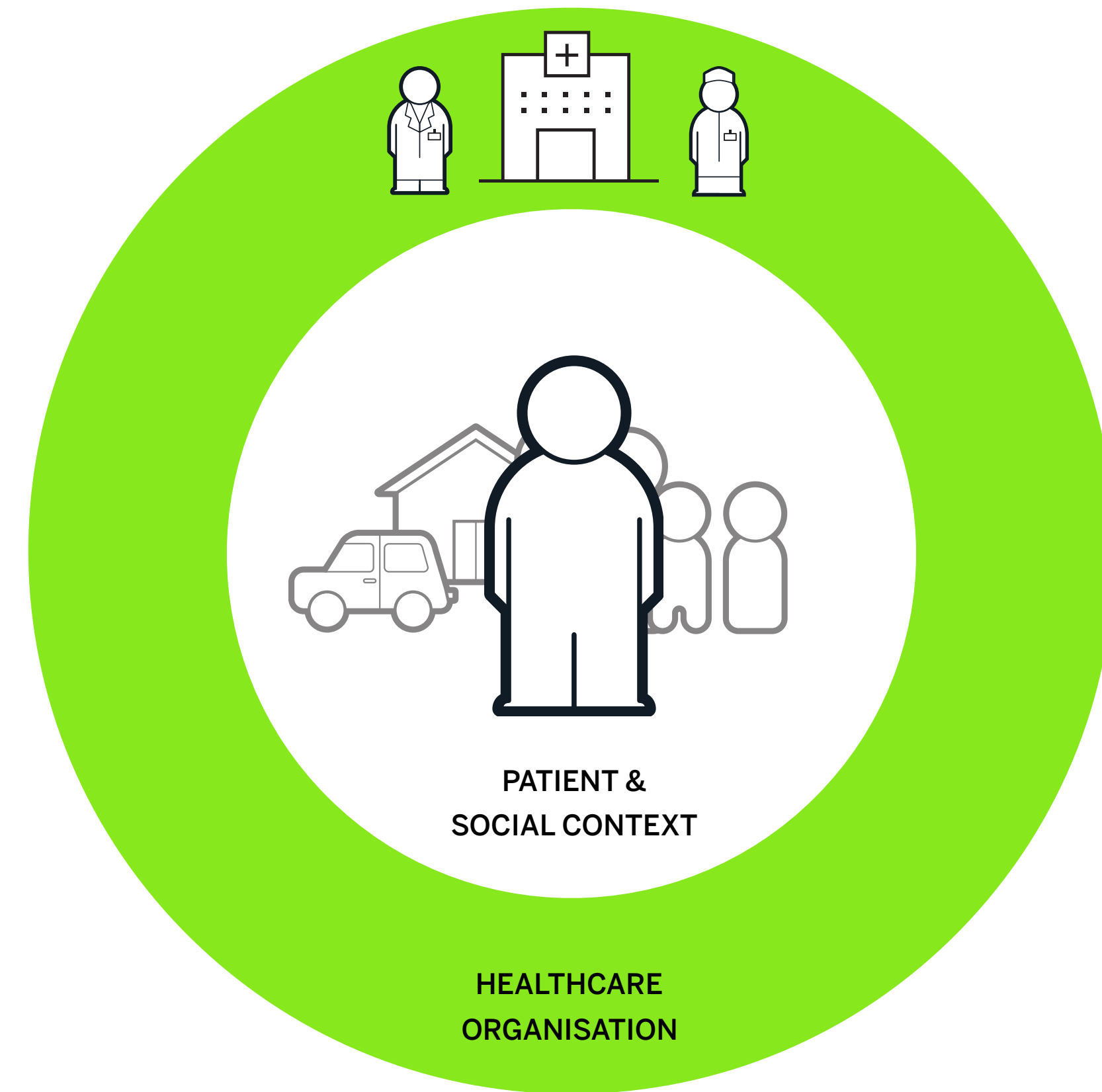


through *Human-Centred Design*





SERVICE DESIGN FOR VALUE-BASED HEALTHCARE



through Service Design

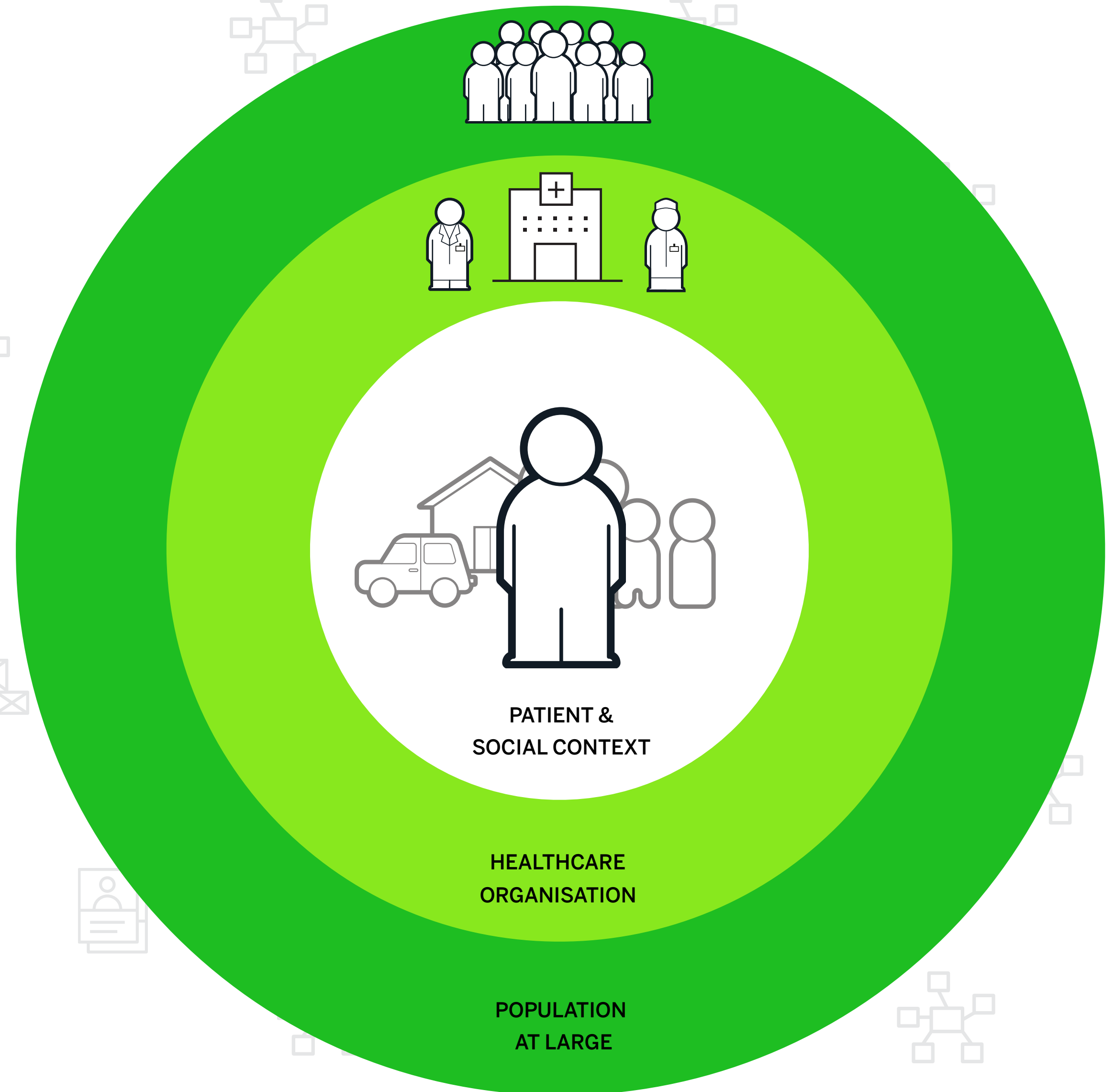


Service design is the activity of **planning and organizing people, infrastructure, communication and material components of a service in order to improve the **interaction between the service provider and its customers.****

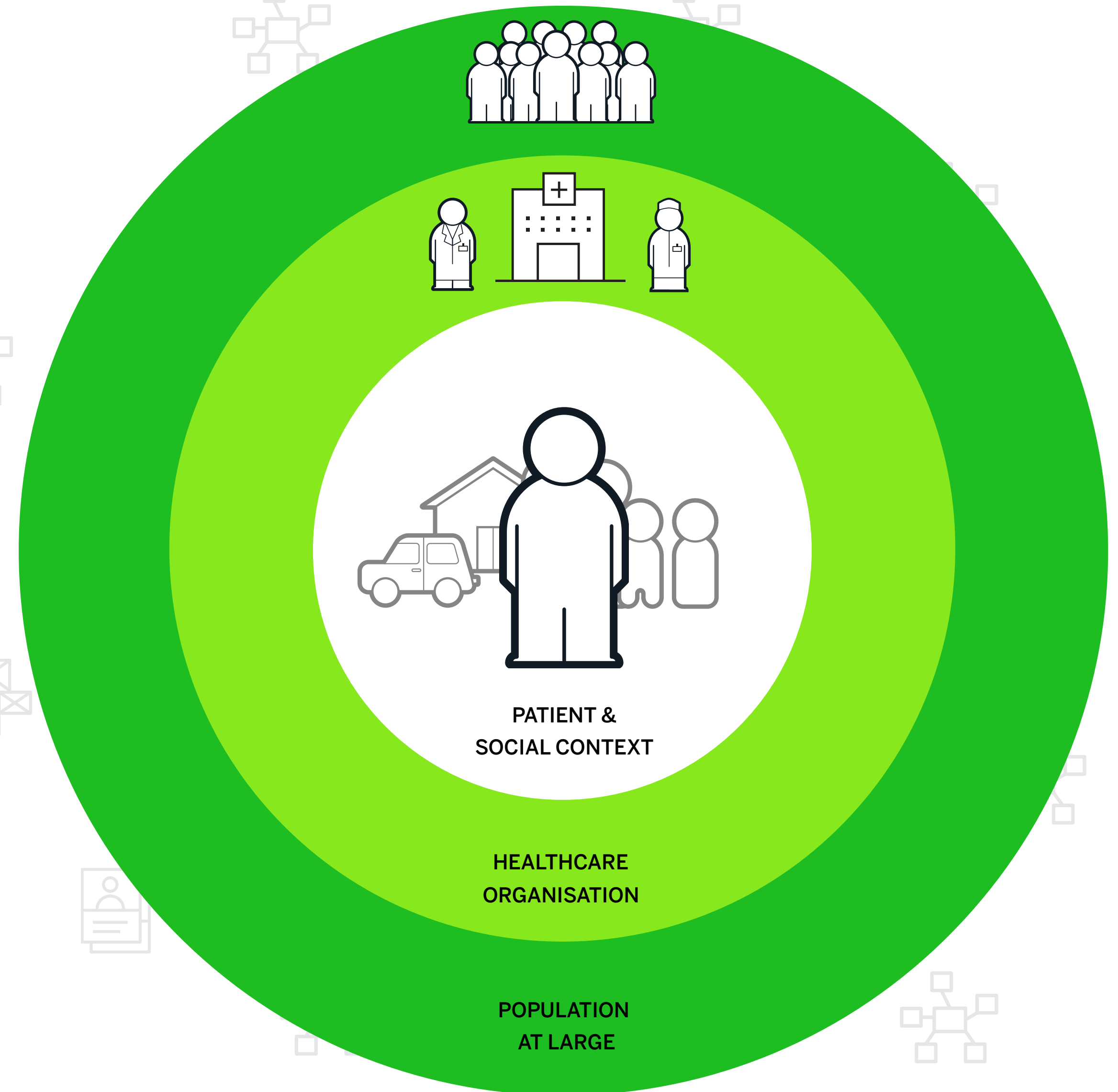
Service Design Network



SERVICE DESIGN FOR VALUE-BASED HEALTHCARE



Through *Service Design* we **co-create new care pathways** that bring value to the individual patient, the healthcare organization and ultimately improve the population health.

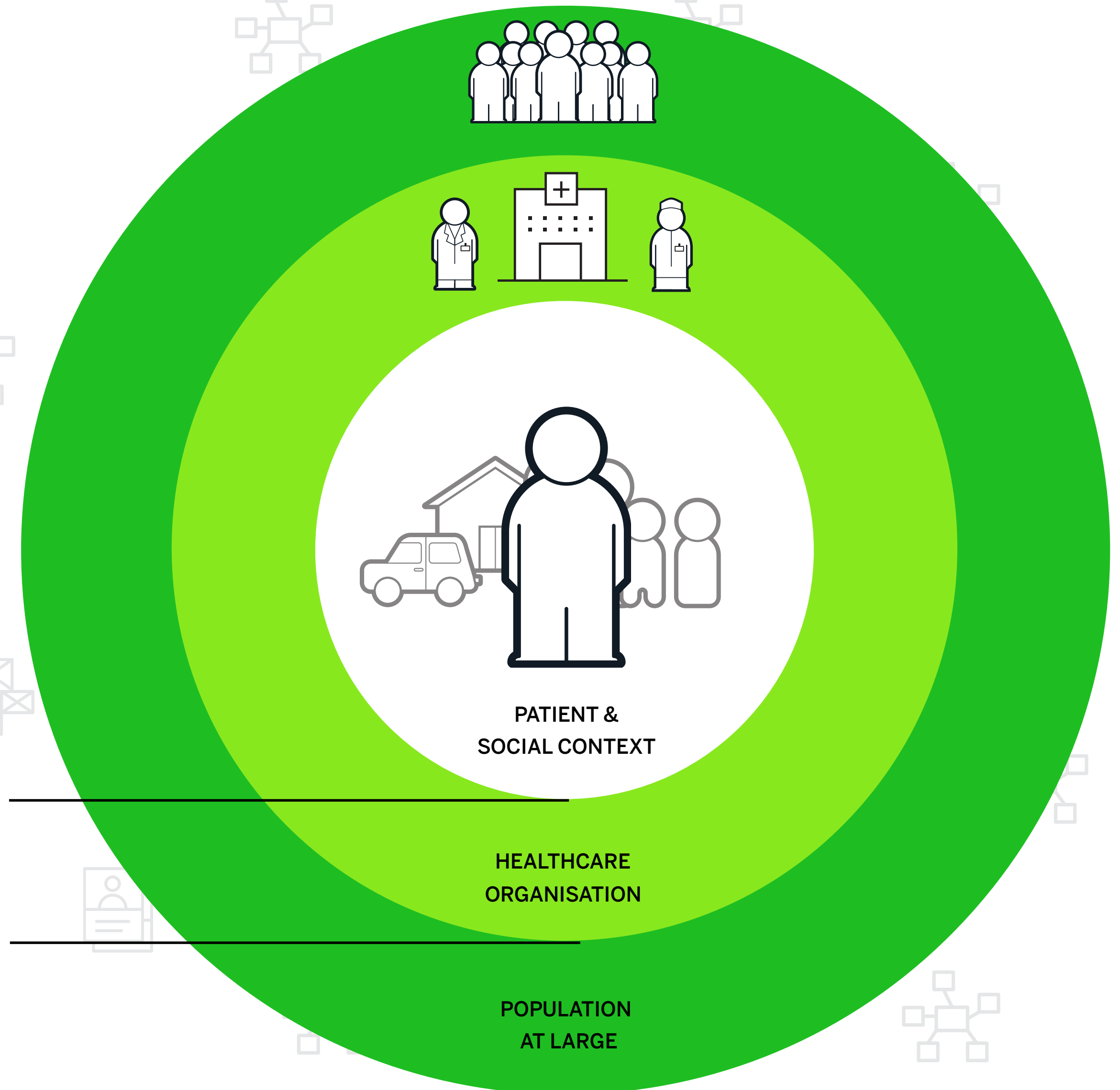


Through *Service Design* we **co-create new care pathways** that bring value to the individual patient, the healthcare organization and ultimately improve the population health.

PERSONAL VALUE: Value at the level of the **Patient**

TECHNICAL VALUE: Value at the level of the **Intervention**

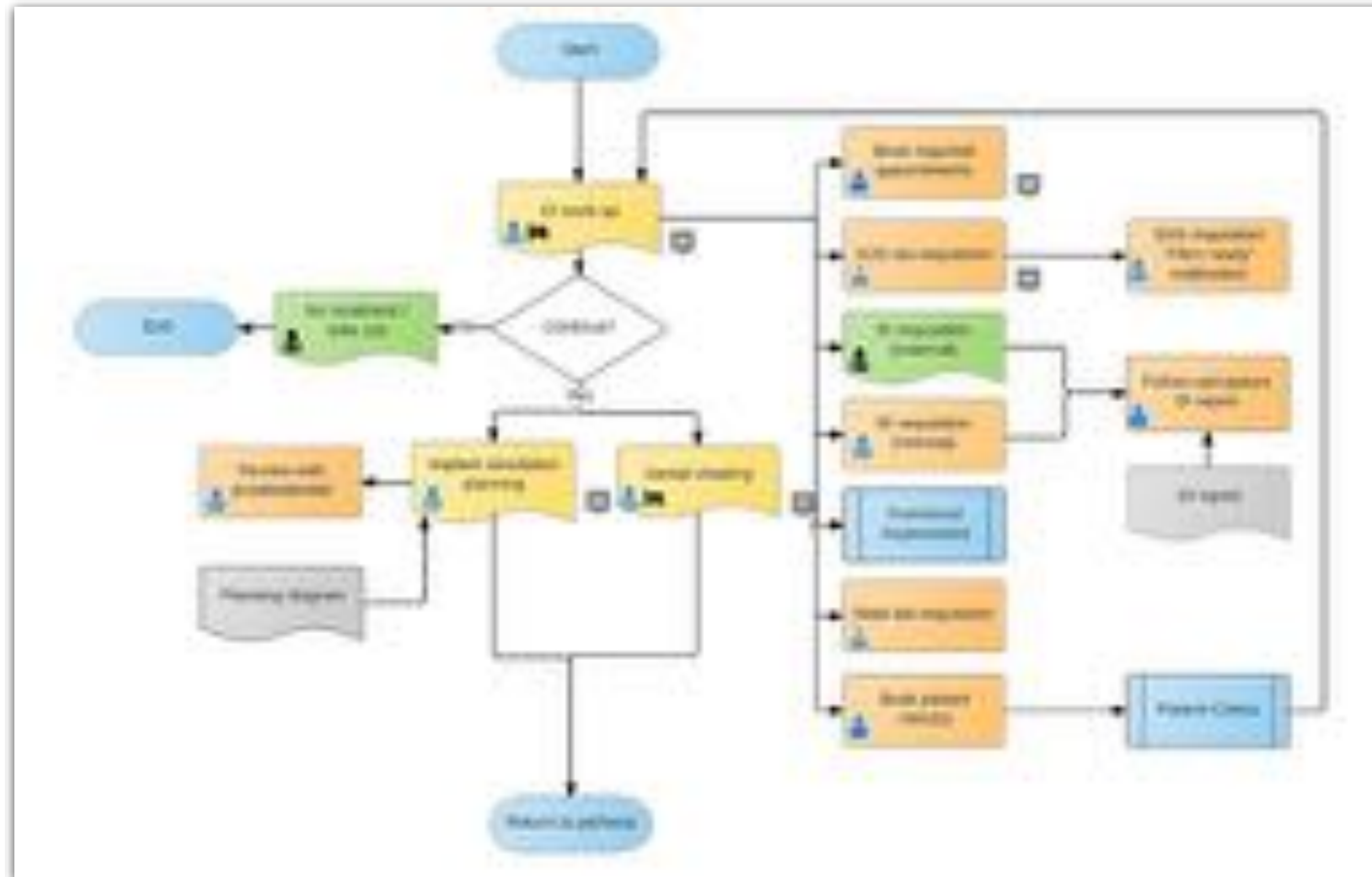
ALLOCATIVE VALUE: Value at the level of the **Population**



Introducing the Care Pathway Blueprint



SERVICE DESIGN FOR VALUE-BASED HEALTHCARE



EMR Workflow Diagram example, by Tim Edlund

<http://www.softworksgroup.com/synoptec-blog/improve-emr-implementation-with-emr-workflow-diagrams/>



A Care Pathway Blueprint is a diagram that visualises the **activities** and **relationships** between different components in the care pathway of a patient — people, resources and processes.

Blueprint of an acute angioplasty care pathway in a Point of Care setting, by frog design



SERVICE DESIGN FOR VALUE-BASED HEALTHCARE



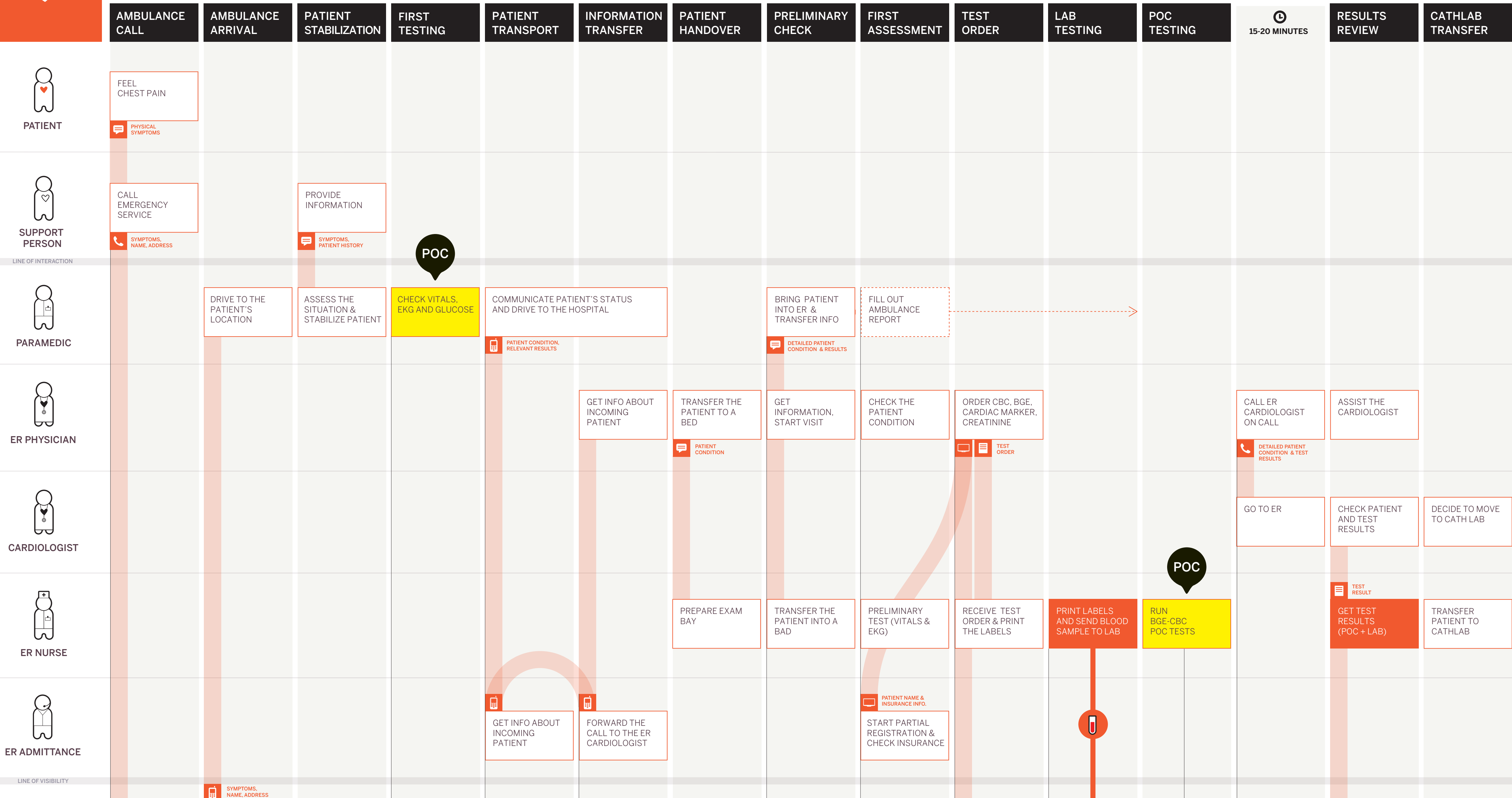
Blueprint of an acute angioplasty care pathway in a Point of Care setting, by frog design





PRE HOSPITAL

DIAGNOSIS



SERVICE DESIGN FOR VALUE-BASED HEALTHCARE

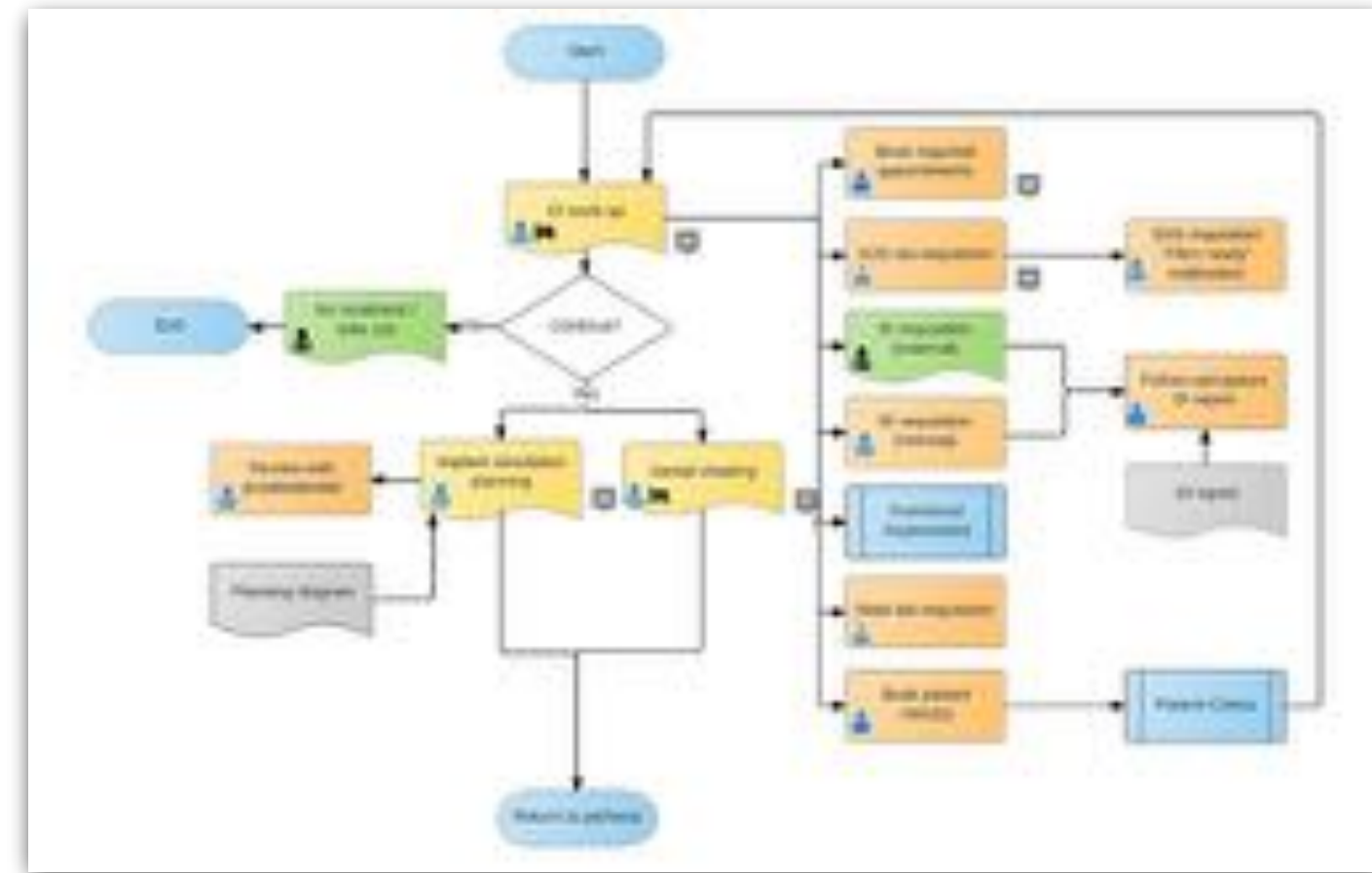


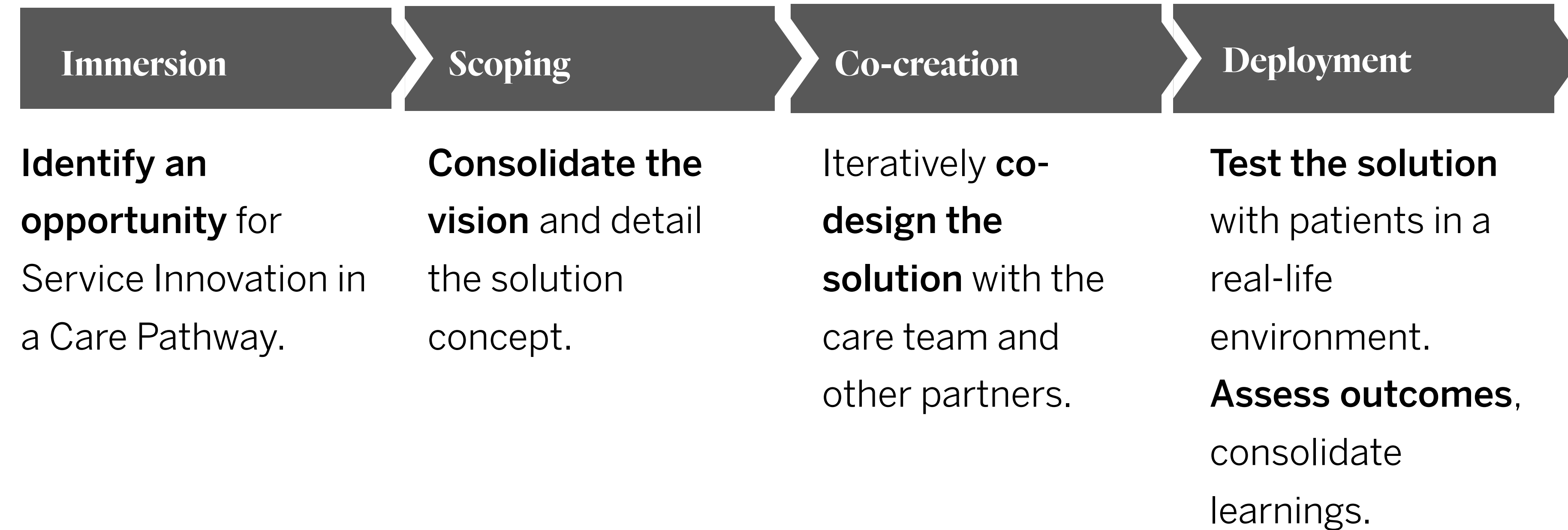
	Figure 1	Figure 2
Actors	<ul style="list-style-type: none"> • recognizable, • distributed across the framework, • difficult to see the sequence of tasks for each actor 	<ul style="list-style-type: none"> • recognizable, • organized vertically • easy to identify and count the sequence of tasks for each actor,
Time dimension		<ul style="list-style-type: none"> • Horizontal
Location (or context)		<ul style="list-style-type: none"> • Present, connected to each step



How to use the Care Pathway Blueprint



Implementation process of Health Service Innovations



Immersion phase

Identify the service innovation opportunity by leveraging the perspectives of internal and external stakeholders.



HOW TO USE THE CARE PATHWAY BLUEPRINT



HOW TO USE THE CARE PATHWAY BLUEPRINT

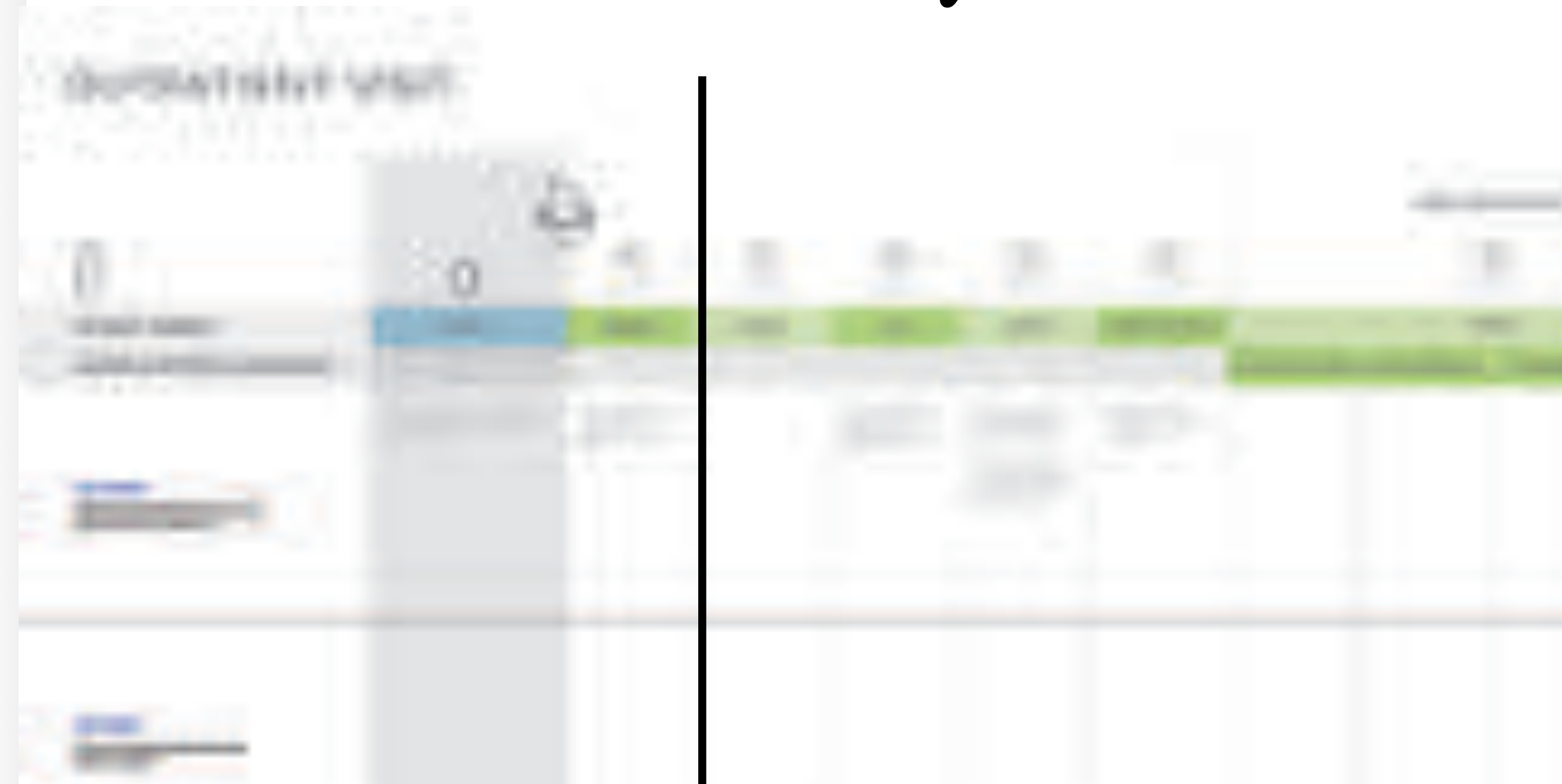




Scoping phase

Consolidate the selected solution and detail it based on the specific characteristics of the healthcare setting where it will be implemented.

Current Care Pathway



New Care Pathway



HOW TO USE THE CARE PATHWAY BLUEPRINT



1. Identify the patient's needs and goals.
2. Develop a care plan that addresses these needs and goals.
3. Implement the care plan and monitor the patient's progress.
4. Evaluate the patient's progress and adjust the care plan as needed.

5. Document the patient's progress and the care plan.

6. Communicate the patient's progress and the care plan to the rest of the healthcare team.

7. Provide patient and family education and support.

8. Evaluate the patient's progress and the care plan.

HOW TO USE THE CARE PATHWAY BLUEPRINT

Co-creation phase

Prototype, test and co-create the service innovation with patients and the care team to gather feedback and ultimately define requirements for detailed design.

UZ Leuven - Liver Tx Home Monitoring - Standard Scenario

LOCATIONS	Hospital														Patient home/daily life		
PHASES	1. Onboarding to Pilot														2. Routine Regime		
ACTORS	GP/LabNurse/Referring Center														Patient		
CONDITIONS															If the patient is a new user of the myNexusHealth app. / If the patient already has a profile on the myNexusHealth app.		
ACTORS	GP/LabNurse/Referring Center														Patient		
ACTORS	Hepatologist														Patient		
ACTORS	Pilot Nurse														Patient		
ACTORS	NexusHealth Platform														Patient		
ACTORS	KWS														Patient		

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ACTORS	KWS														Patient		



HOW TO USE THE CARE PATHWAY BLUEPRINT

Deployment phase

Pilot the solution with patients in a real life environment, assessing outcomes and consolidating learnings.



Service Designer Super Powers



SERVICE DESIGN SUPER POWERS

Start from the people's needs

#empathy



SERVICE DESIGN SUPER POWERS

Decipher the complexity

#system thinking

The world around the patient



SERVICE DESIGN SUPER POWERS

Make the intangible tangible

#visual communication #rapid prototyping



SERVICE DESIGN SUPER POWERS

Make everyone part of the change

#facilitation #co-creation



SERVICE DESIGN SUPER POWERS



Illustration by Mercedes Bazan
<http://mechibazan.com>



Whatever you do, don't F up the culture

Why is culture so important to a business? Here is a simple way to frame it. **The stronger the culture, the less corporate process a company needs.** When the culture is strong, you can trust everyone to do the right thing. People can be independent and autonomous. They can be entrepreneurial. And if we have a company that is entrepreneurial in spirit, we will be able to take our next "(wo)man on the moon" leap. In organizations (or even in a society) where culture is weak, you need an abundance of heavy, precise rules and processes.

— Brian Chesky





Thank you.

@sara_manzini

@frogdesign