

Re-imagine Medical

Human-Centred Design Toolkit

Principles and practices inspired by Dr Amanda Samman's talk on Human-Centred Design for Healthcare.

- Find new perspectives and get practical, innovative ways to approach challenges in your medical career.

Toolkit courtesy of The New School and WITS Healthcare Innovation.

Lead with questions and co-design solutions – Dr Amanda Sammann



PRINCIPLES

Adopt a principle

Principles establish the underlying logic for why we do the things we do. Drawn from Dr Amanda Sammann's presentation are principles which you can use ground innovations in medical in the needs of people in the healthcare system.



PROMPT

Spark a mindset change

By leading with questions we are encouraged to challenge our assumptions about how we see the world, even as specialists. Two big questions from Dr Sammann's presentation are aimed at helping you to design novel solutions which are desirable, feasible and viable.



PRACTICE

Try a new practice

Find Human-Centred design practices and popular toolkits which help people to co-design new solutions to fulfill upon unmet needs in healthcare. You might use these to surface opportunities to generate new business ideas or to improve the experience of the people you serve.



PROCESS

Integrate a process to Re-imagine Medical

If you're ready to start the process of re-imagining what medical might look like in future, try to work through a popular Human-Centred design process, Design Thinking.



PRINCIPLES



Lead with Empathy

The most powerful practice you can bring into your work is empathy: the ability to take on the perspective and feelings of others. No matter the scope of your project, start by enriching your design process with the experience of the people you serve. You might find that what you set out to create is fundamentally altered by taking on the standpoint of the other.

Design With People

Co-design - designing with people, not just for them - is characterised by giving the people we are making for a voice in decision-making about the services or solutions which come to shape their experience of healthcare. This increases the chances we'll make something people really need and find useful.

Keep Iterating

We can't plan for how people will respond to what we make. Building in a process for eliciting regular feedback from the people we're designing for is a critical part of how a solution evolves toward usefulness. Instead of trying to plan for perfection, we're evolving a concept from a prototype through to delivery and adaptation with the input of our stakeholders throughout the process.



Inspiration



Cleveland Clinic: Empathy is the heart of design

The human connection to patients is how we understand what they feel, experience and need in the healthcare context.

"Patient care is more than just healing -- it's building a connection that encompasses mind, body and soul. If you could stand in someone else's shoes... hear what they hear. See what they see. Feel what they feel. Would you treat them differently?"

[Click to Watch](https://www.youtube.com/watch?v=cDDWvj_q-o8)

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PROMPT



How might we create ways moments at our work to surface what our patients are thinking, feeling and experiencing.

When thinking about the experience of healthcare how do we set aside time to include people in our practice, balancing the perspective of people we serve with our specialist knowledge.

Explore this prompt through conversations and observations even over surveying techniques.

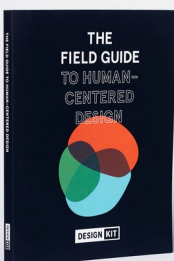
How might re-imagine our practice with our stakeholders as active agents of change?

If you have a novel approach to an age old problem, or want to improve an interaction in your practice like explaining the diagnosis or prognosis to a patient, involve your stakeholders in re-imagining the solution or interaction. Instead of asking them outright "how would you improve this?", focus on tapping into their creativity through sketch, roleplay or lo-fi prototyping.

Explore this prompt through participatory design processes even over focus groups and interviews.



Inspiration



The Field Guide to Human-Centred Design

A step-by-step guide that will get you solving problems like a designer.

Free Download

(<https://www.designkit.org//resources/1>)



PRACTICE



Gathering Insights

Commonly executed first in most design processes is the crucial act of gaining understanding of the people for whom you're designing along with the environment in which they may be experiencing the identified challenge.

One set of methods to gather insights is the observation technique which involves immersing yourself in the relevant context.

You may simply observe and take notes, take photos of the target person/people functioning in that environment and/or shadow them (with permission) as they attempt to complete their respective goals.

Let your curiosity lead you to noting interesting discoveries and questions that will assist your exploration as you conduct interviews and turn your observations into insights.

Repeat: Daily / Weekly

Participatory Design

As a specialist, you are rightfully the source of expertise in given situations yet the solutions you provide could likely benefit from stakeholder involvement and action, particularly those whom will be affected by your ultimate solution (e.g. nursing staff).

Participatory design gives voice to these stakeholders to enrich the understanding, decision-making and overall learning around a chosen challenge.

Determine your design goals, identify stakeholders who should be part of your design and journey, then create the time and space for these co-design efforts to take place (e.g. workshops).

(Get inspiration from the EBCD method listed on the next page)

Repeat: As needed



Inspiration



From Design Thinking to Creative Confidence

General Electric Healthcare's Doug Dietz' famous story of how a human-centred design approach led to breakthrough solution for children by redesigning their MRI experience.

[Read more](https://www.ideo.com/blogs/inspiration/from-design-thinking-to-creative-confidence)

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PROCESS



Step 1

Observe what is happening around you and elicit points of interest.

E.g. Why do we consistently have long queues?

Step 2

Find out more about the challenge area by immersing yourself in the environment in which the people you wish to design for find themselves experiencing the issue/s. Interview affected parties such as patients, staff, families, etc.

Step 3

Invite chosen stakeholders with whom you will co-design to a feedback session, sharing all that you have learned then collectively agree on area of improvement.

Step 4

Implement action-learning cycles with the stakeholder groups over 3 – 12 months, applying ideas on the areas of improvements then providing feedback every fortnight for revision.

Tips

- Start small. Trying to solve for everything at once is overwhelming and ineffective.
- Your initial attempts at trying something new may feel uncomfortable at first as you stretch past your zones of familiarity. Persist in your efforts while keeping a watchful eye on the feedback data.
- You may not get the results you anticipated. This is expected as you explore the unknown.
- Work with others. The solo experience is not nearly as enriching as having colleagues act as a sounding board or co-enablers of the process.



Inspiration



EBCD: Experience-based co-design toolkit

Developed by the UK's Patient-Centred Care Project and partners, the EB CD toolkit gives practical guidance on improving patient experience of healthcare, methods in which the application of co-design methods is key to achieving this goal.

[Read more](https://www.pointofcarefoundation.org.uk/resource/experience-based-co-design-ebcd-toolkit/)

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