



Produced in collaboration with:



ACHE - SouthEastTexasChapter

An Independent Chapter of the American College of Healthcare Executives

TWO VITAL INDUSTRY EVENTS CO-LOCATED MAY 18-20, 2016 | GEORGE R. BROWN CONVENTION CENTER | HOUSTON, TEXAS

Design as a Tool to Rethink Healthcare Delivery

An ACHE Qualified Education (Category II) Session – 1.0 Hour CEU

Upali Nanda, PHD – Associate AIA, EDAC, ACHE
HKS | Assoc. Principal and Sr. Vice President | Director of Research

Von Robinson – Design Consultant
Play Orbit | Principal and Creative Director

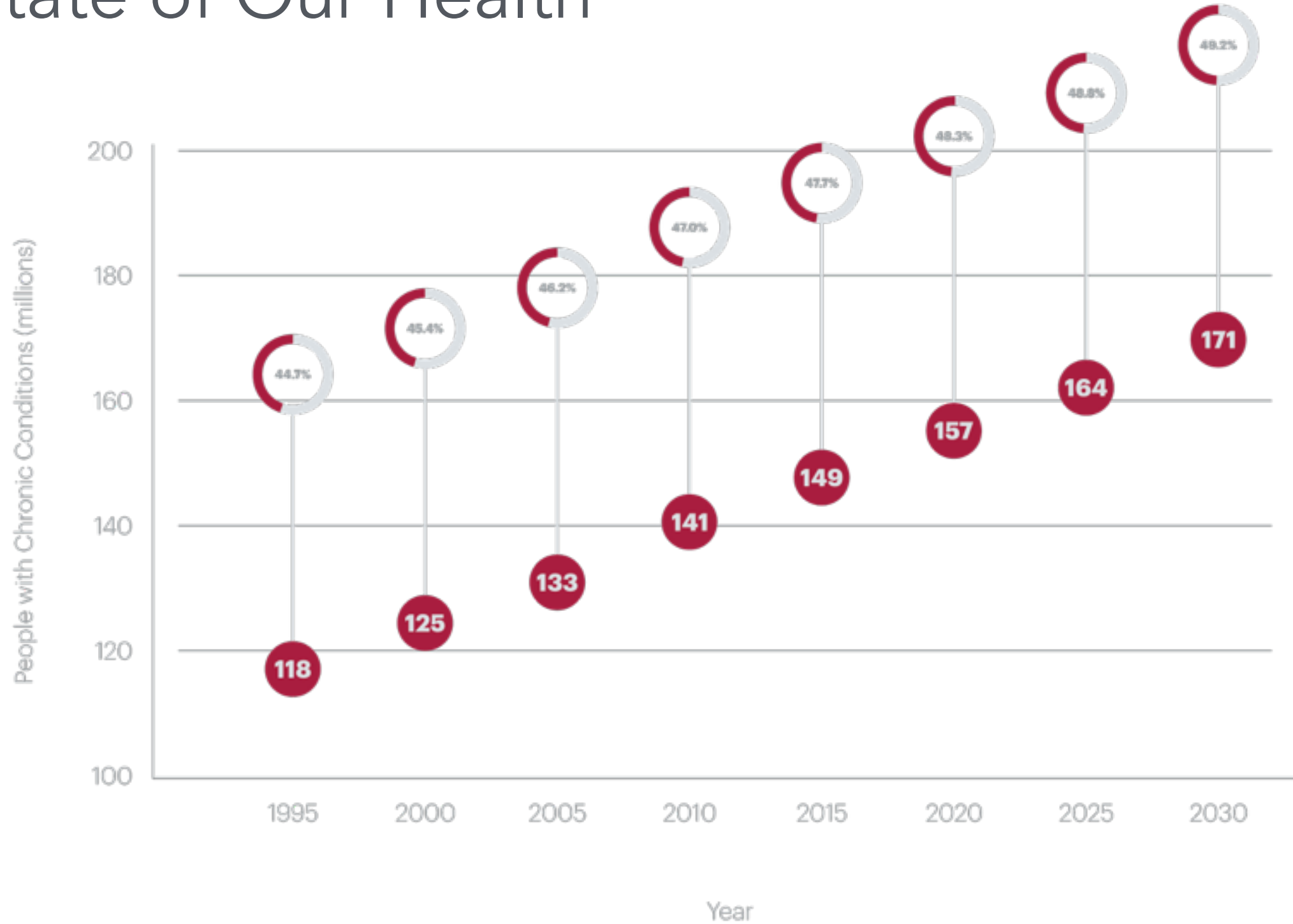
ACHE-SETC is An Independent Chapter of



EDUCATIONAL FOUNDATION
of the SouthEastTexasChapter

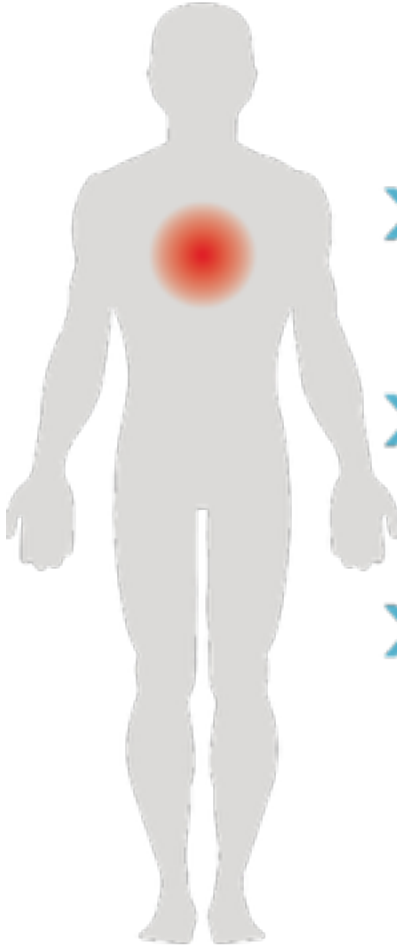
An Independent Affiliate of the ACHE - SouthEastTexasChapter

State of Our Health



State of Our Health

1950
Age: 49

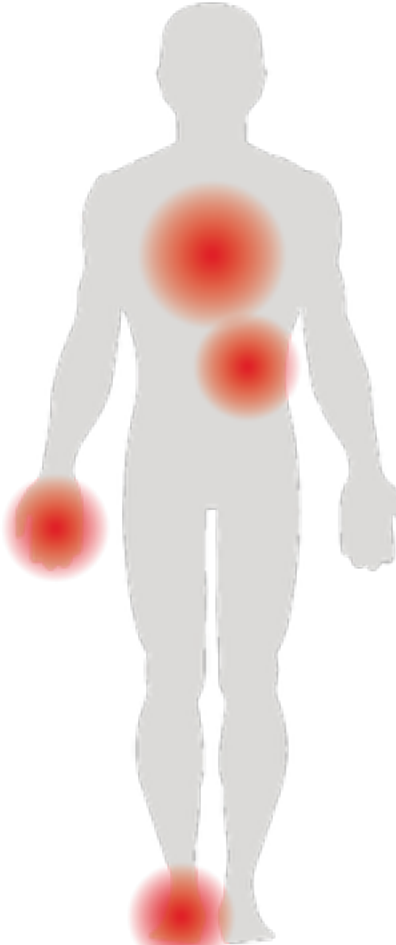


»» Diverse Payer Models

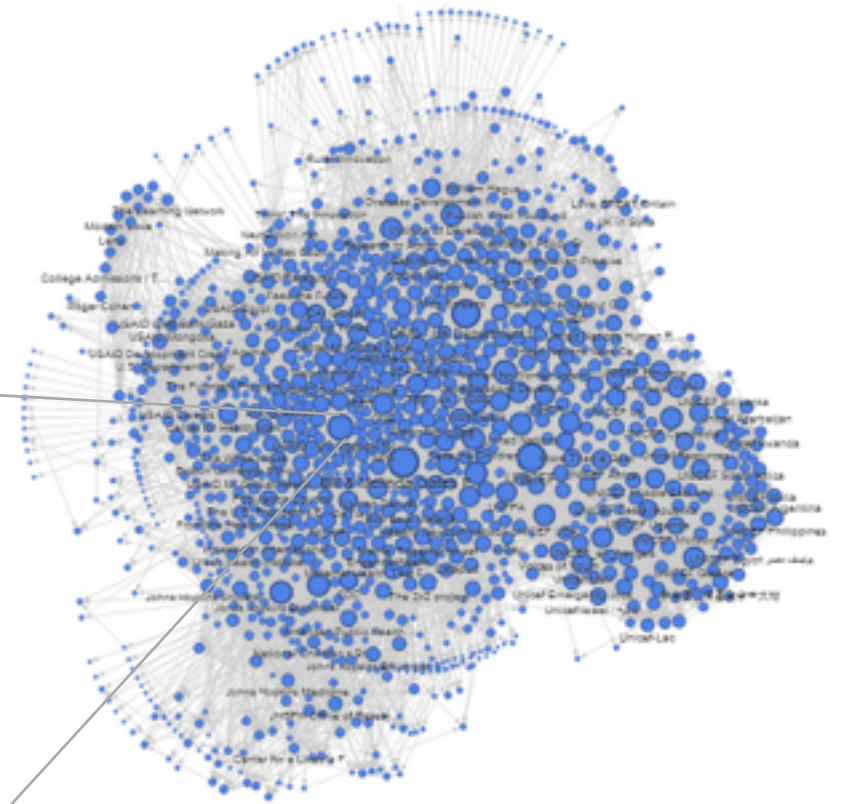
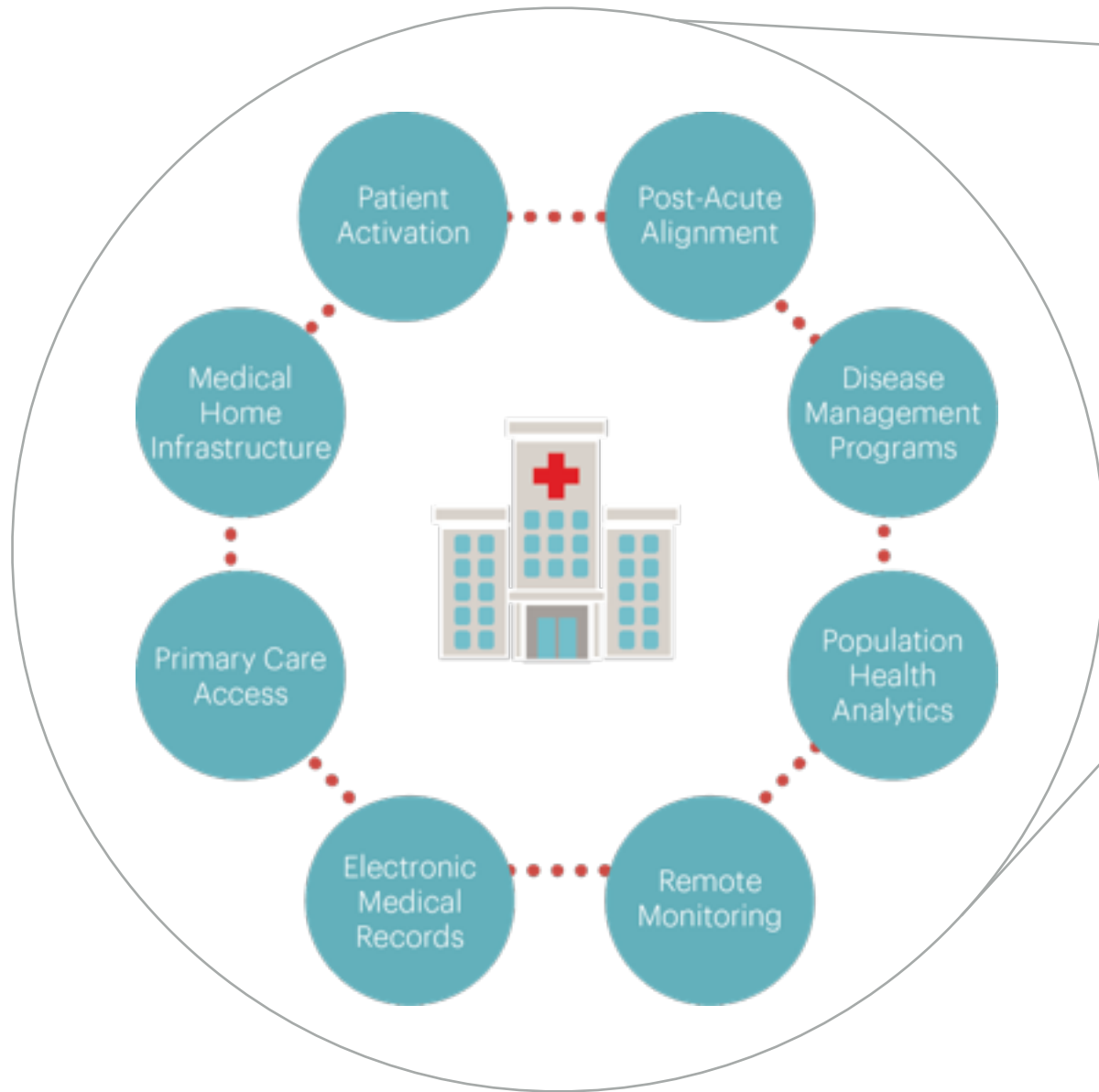
»» More Chronic and Complex Conditions

»» Diverse Team of Care Providers

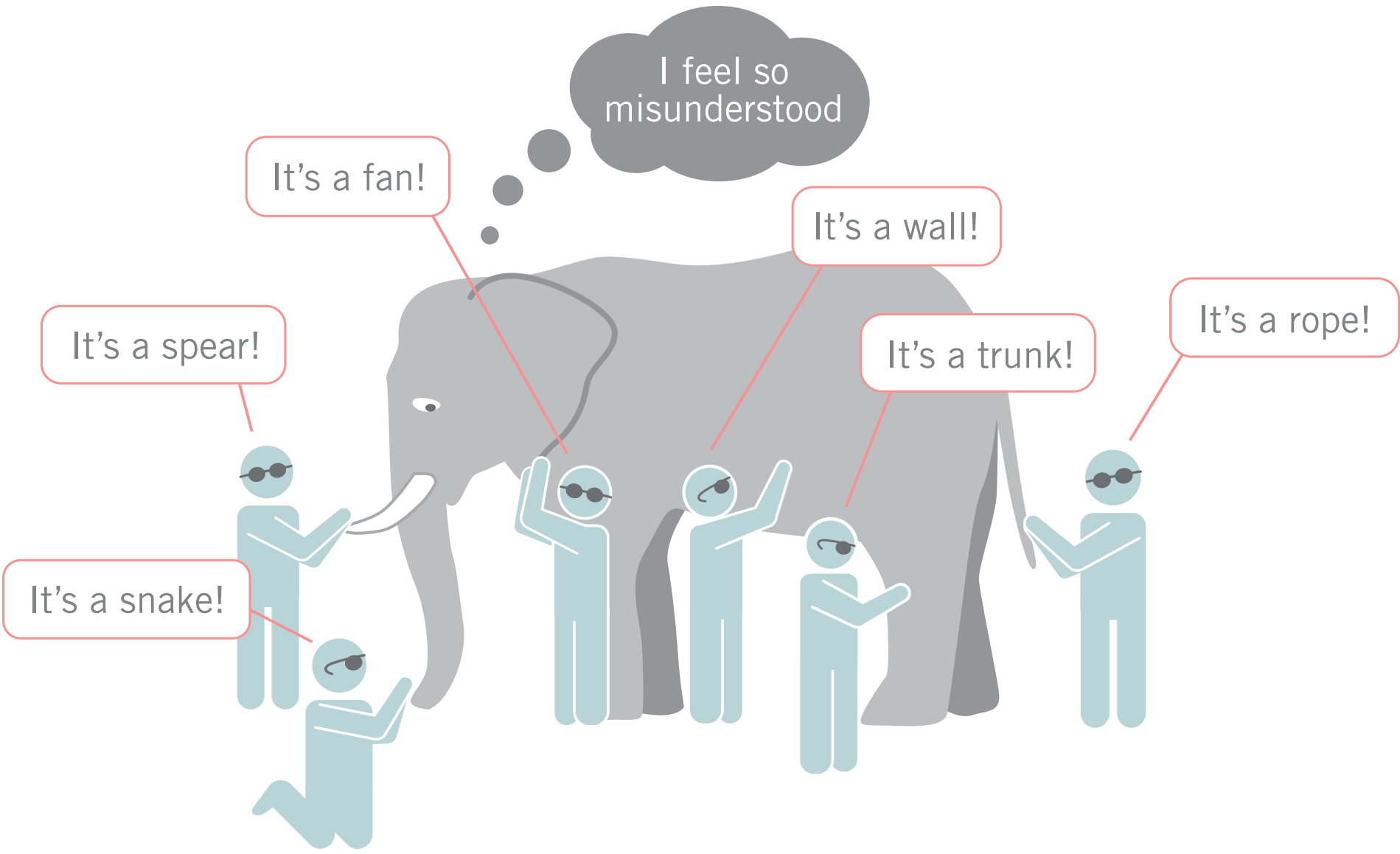
2015
Age: 75



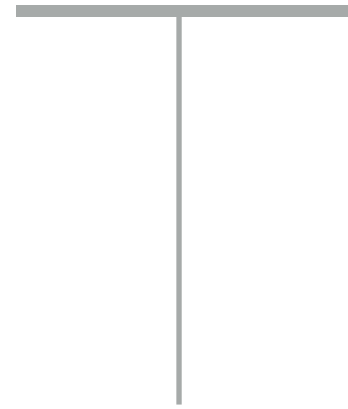
State of Our Healthcare



State of Our Healthcare

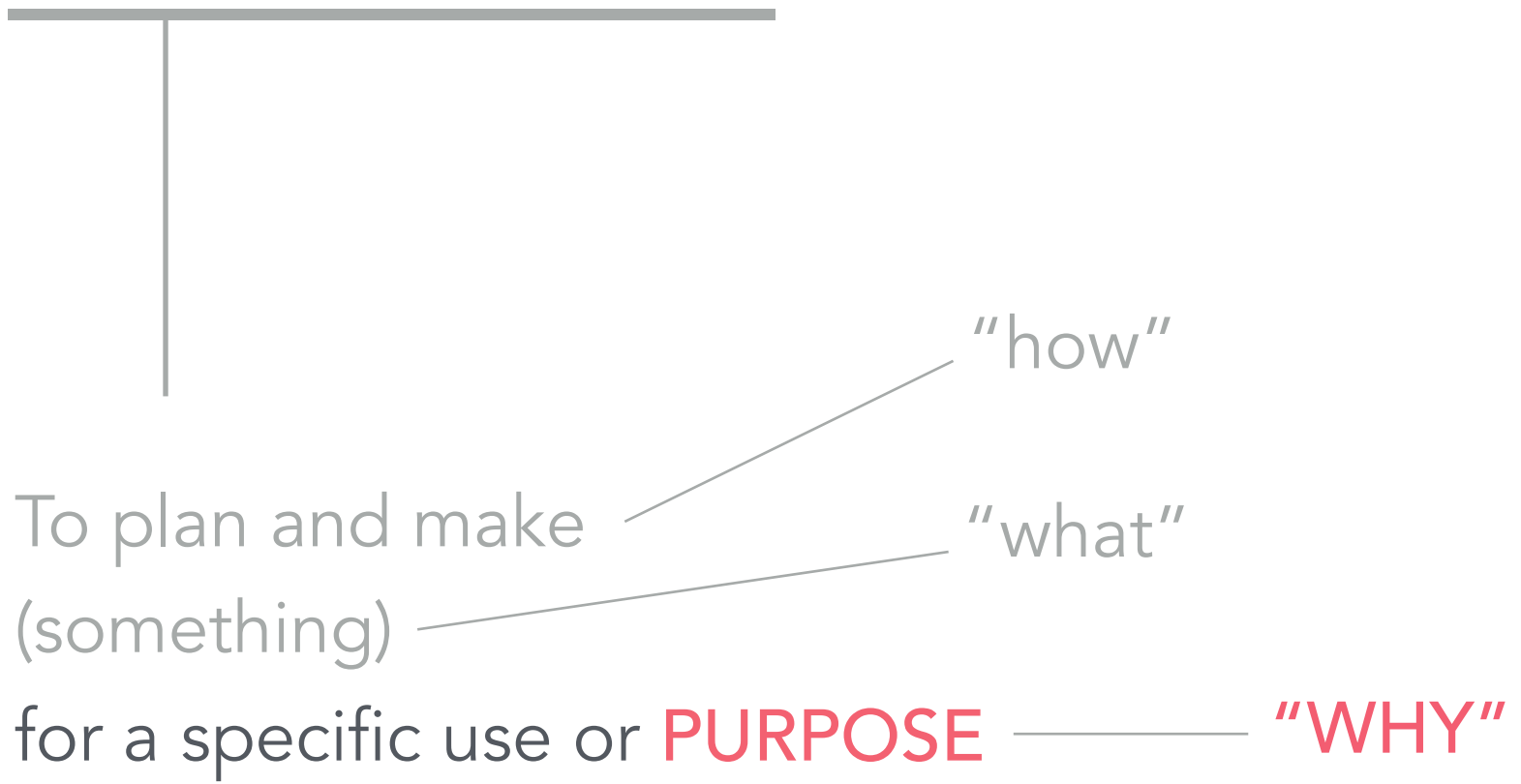


Design as a Tool to Rethink Healthcare Delivery

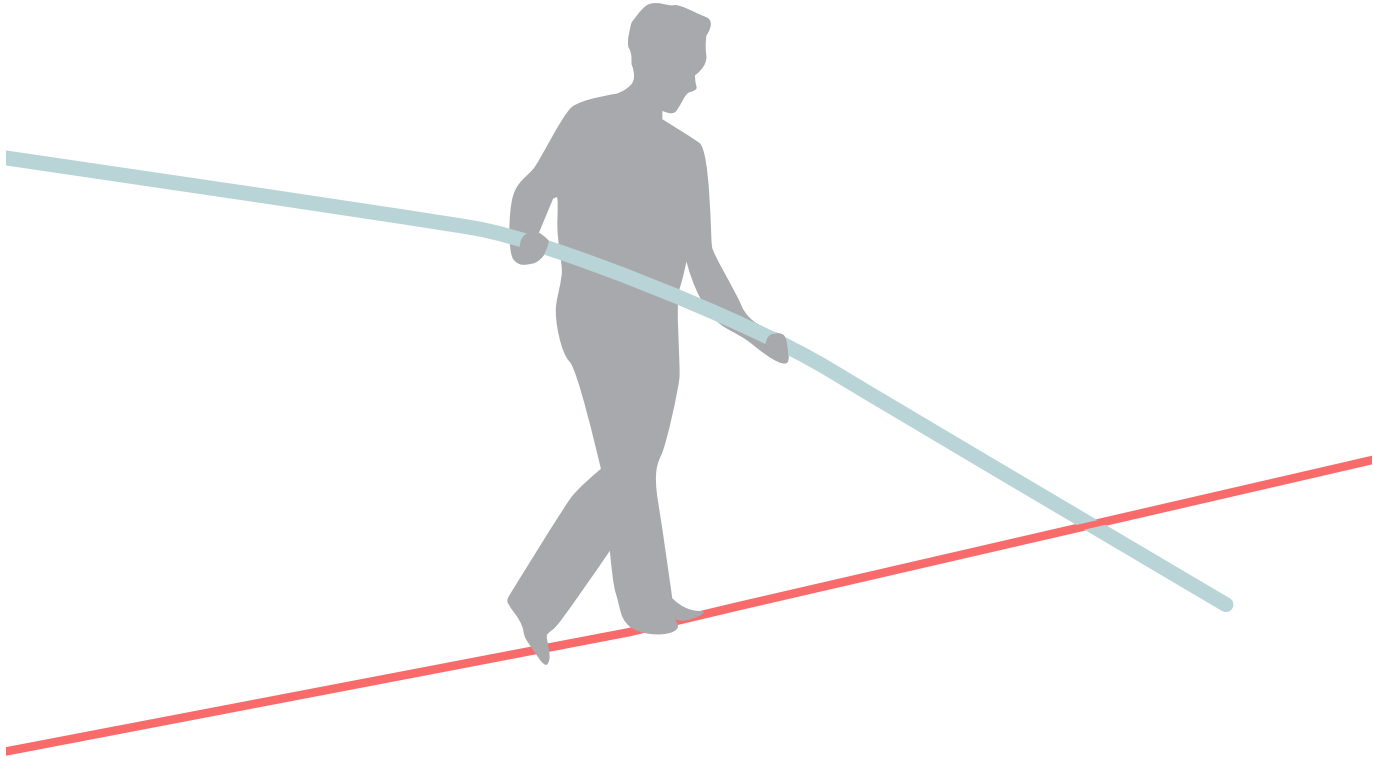


To plan and make
(something)
for a specific use or purpose

Design as a Tool to **Rethink** Healthcare Delivery



Why Design Your "Why"



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TMC | TEXAS MEDICAL CENTER



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A Few Good “Whys”

Iora Health

Restoring Humanity to Health Care

Intermountain Healthcare

Helping people live the healthiest lives possible SM

Ritz-Carlton

We are Ladies and Gentlemen serving Ladies and Gentlemen

Whole Foods

With great courage, integrity and love—we embrace our responsibility to co-create a world where each of us, our communities, and our planet can flourish. All the while, celebrating the sheer love and joy of food.

What Is Your Why?



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CENTER



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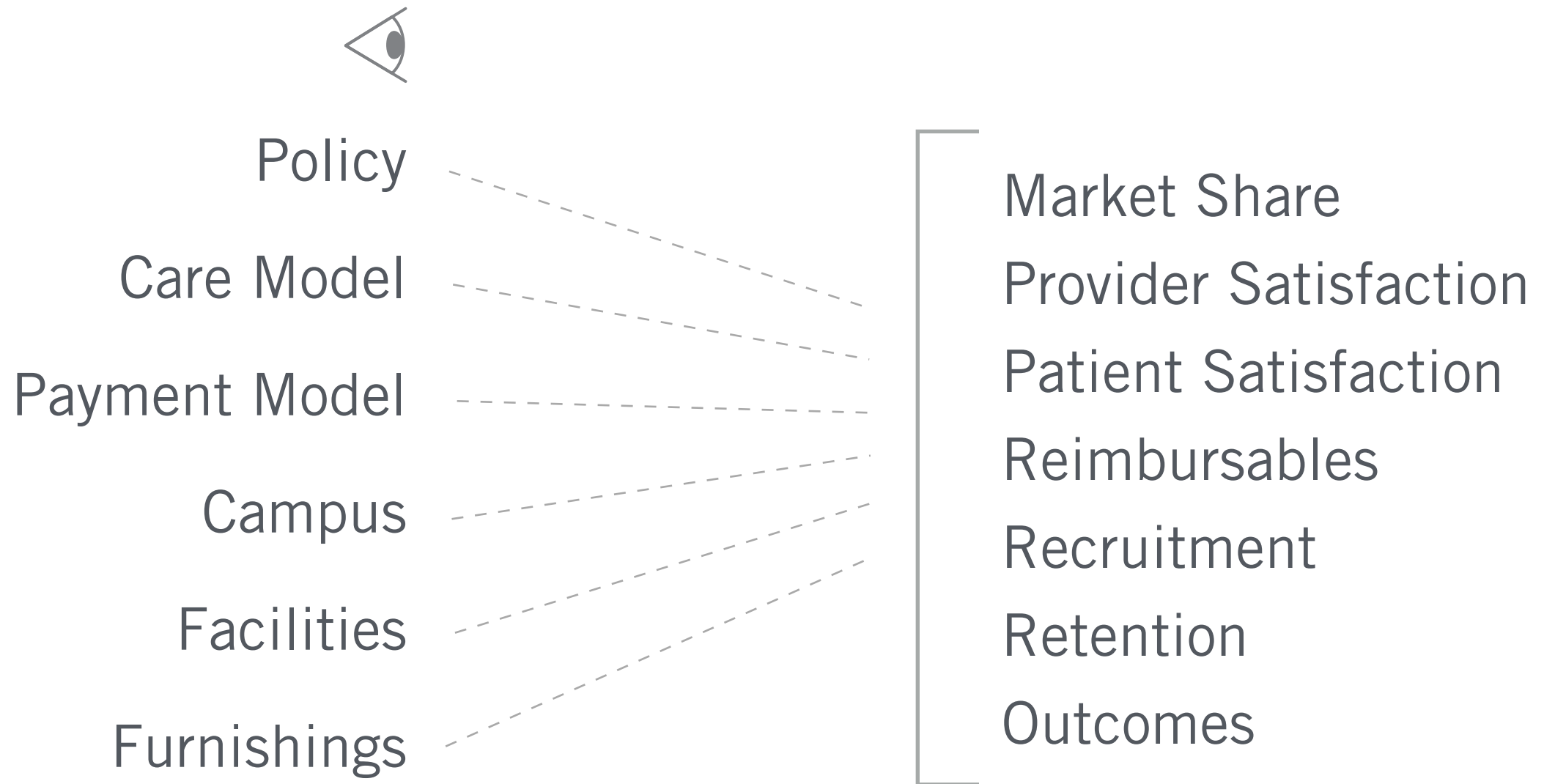
Example “Why”:

“Working together as
community to better health
and celebrate life”

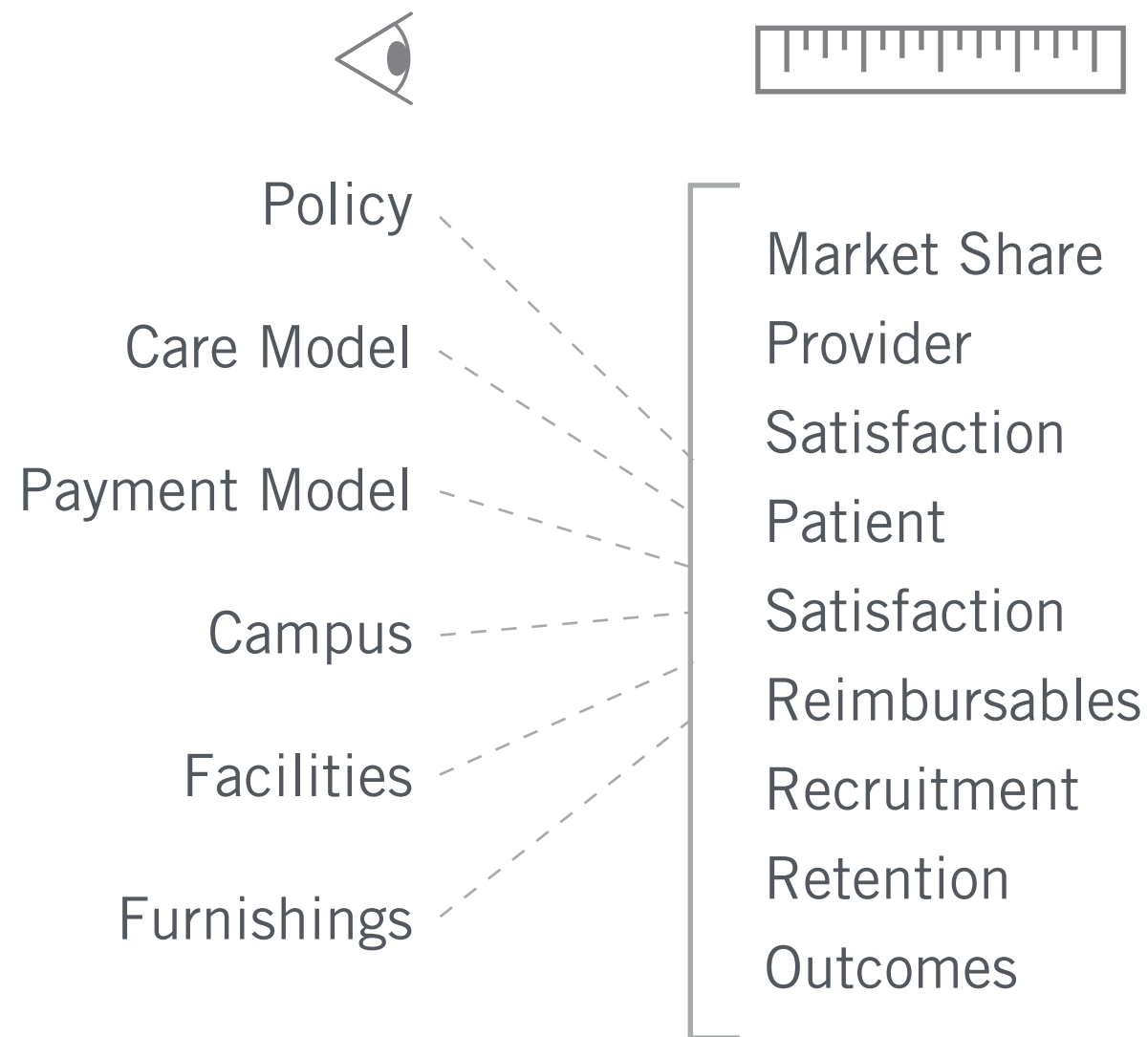
BUT “What” Are You Solving For in Your Daily Work Today?

Market Share
Provider Satisfaction
Patient Satisfaction
Reimbursables
Recruitment
Retention
Outcomes

BUT “What” Are You Solving For in Your Daily Work Today?

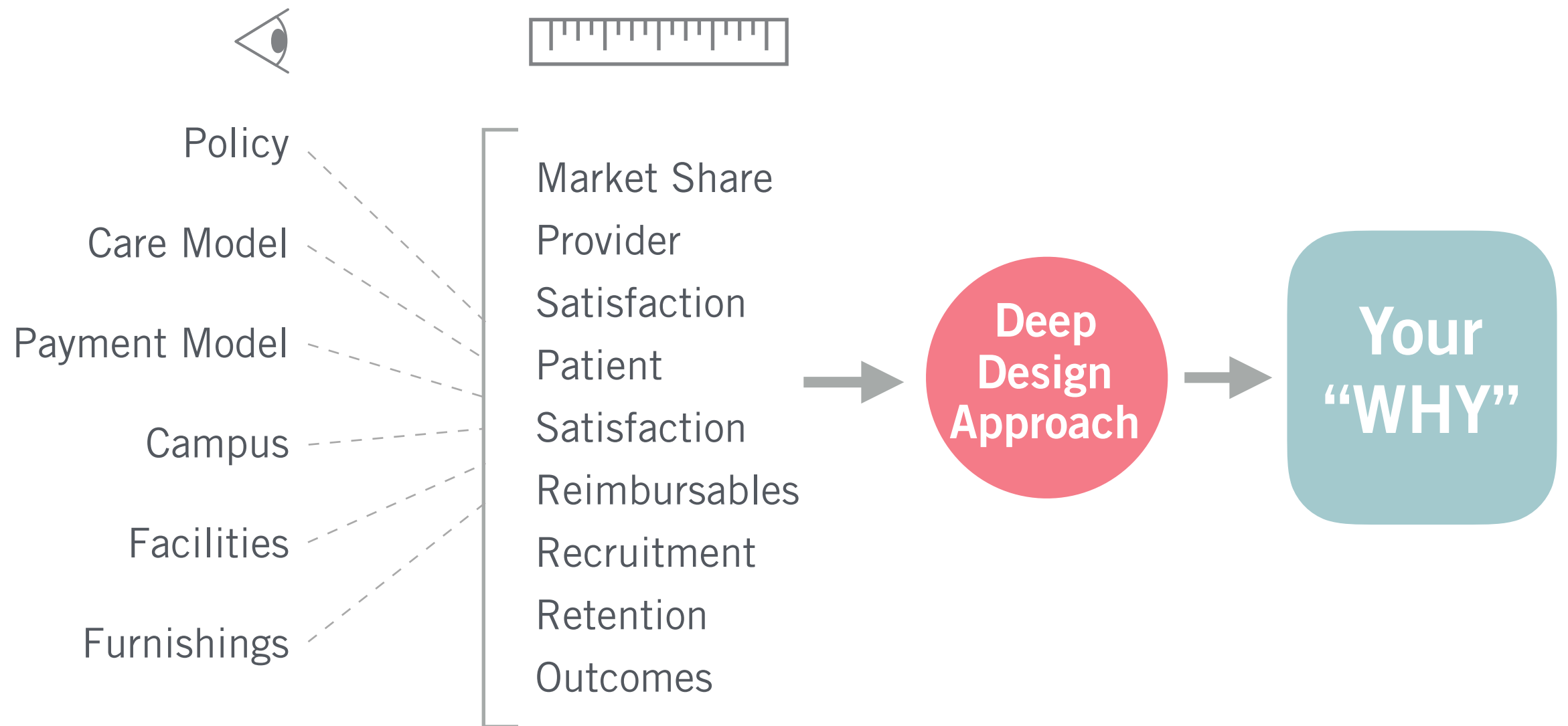


BUT “What” Are You Solving For in Your Daily Work Today?



Your
“WHY”

Deep Design Is “How” To Identify Wicked Problems

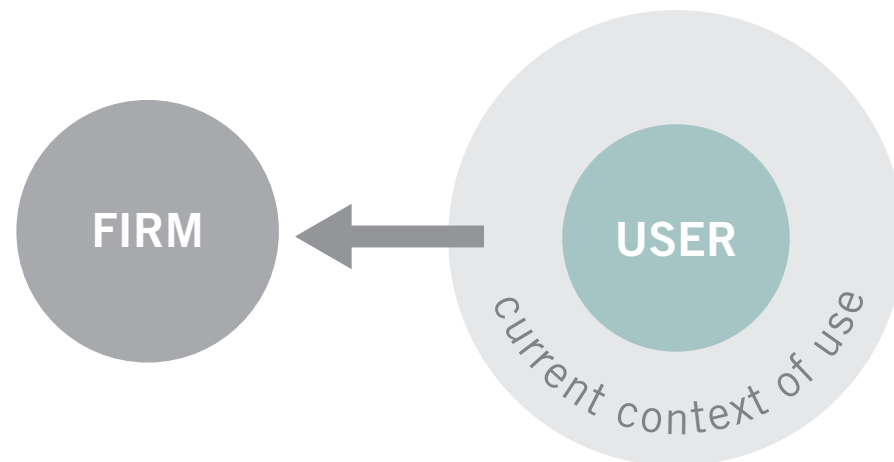


Wicked Problems

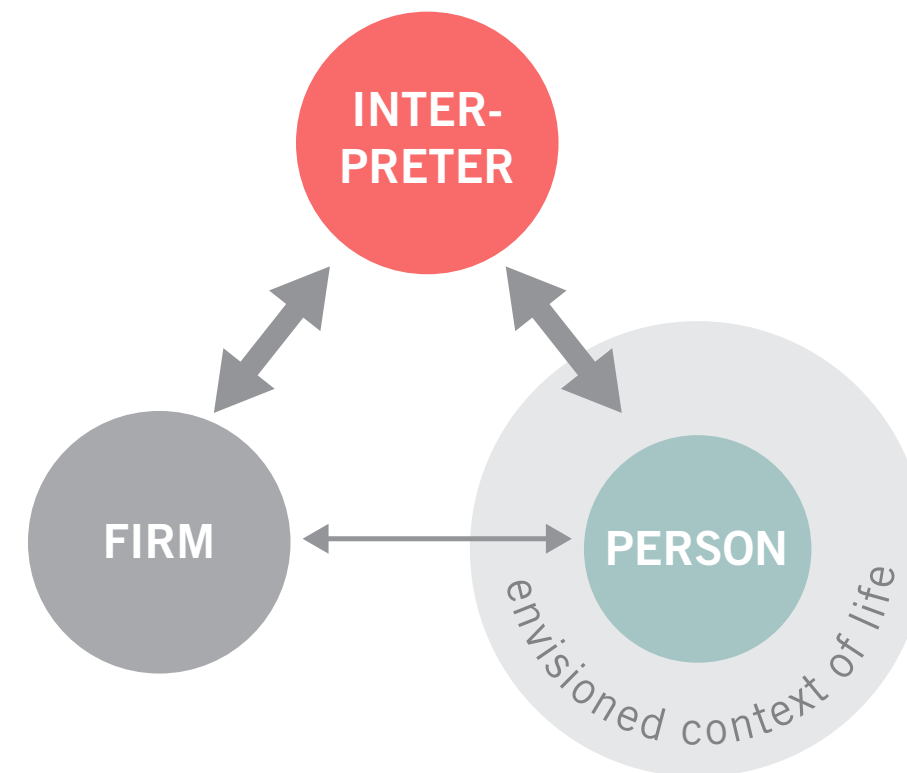


Context: the foundation for radical innovation

User-centered Design

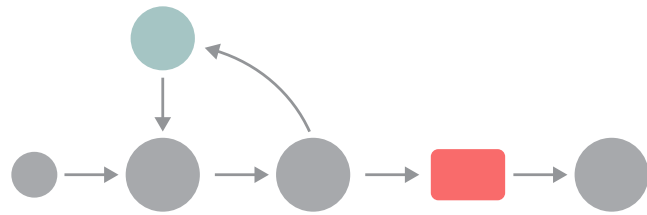


Design-driven Innovation

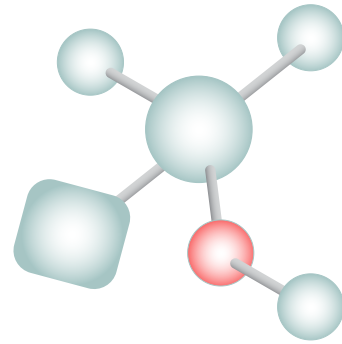


Concept: Roberto Verganti

A Few Good Design Tools



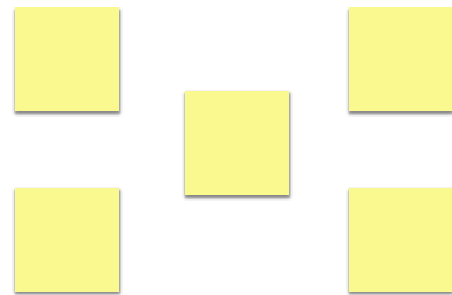
Hero's Journey



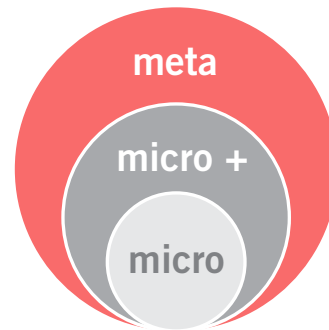
The Model



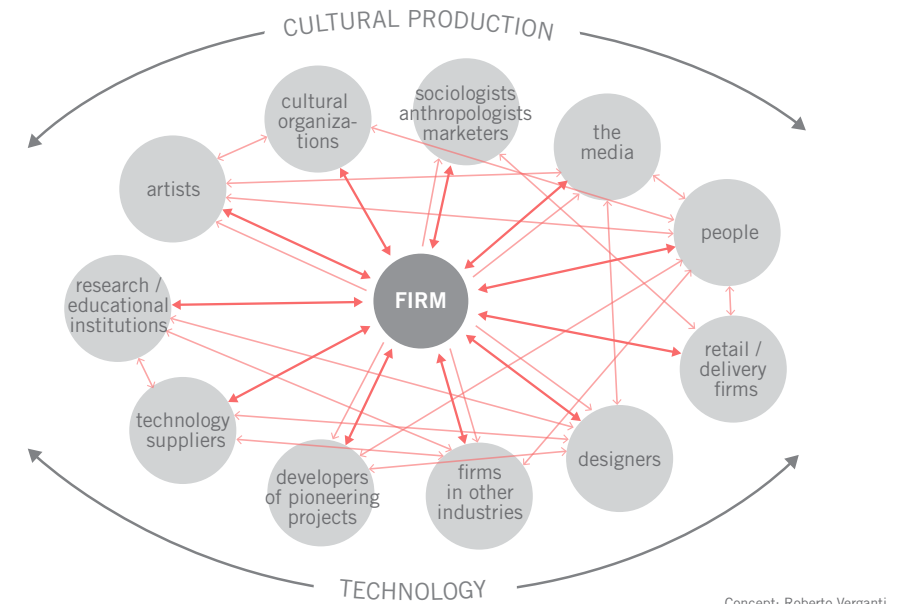
Design Diagnostics



4 Corners



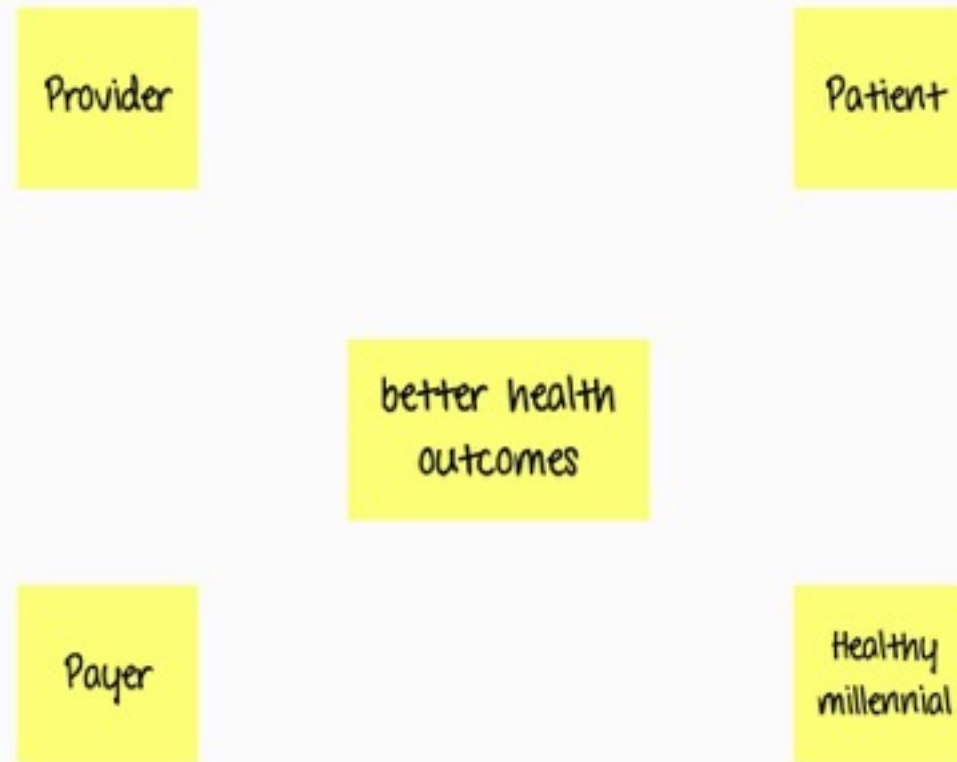
Circling the Problem



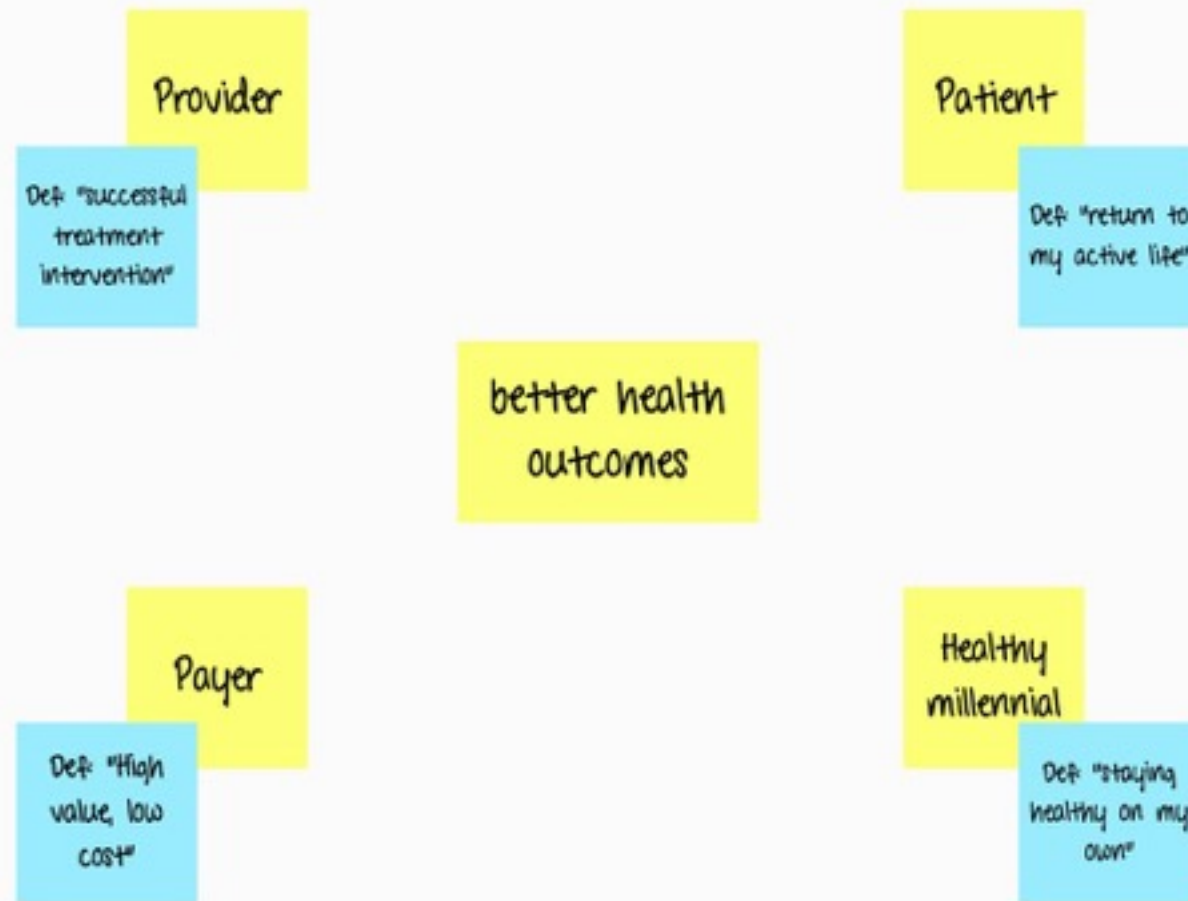
Concept: Roberto Verganti

Design Dialogue

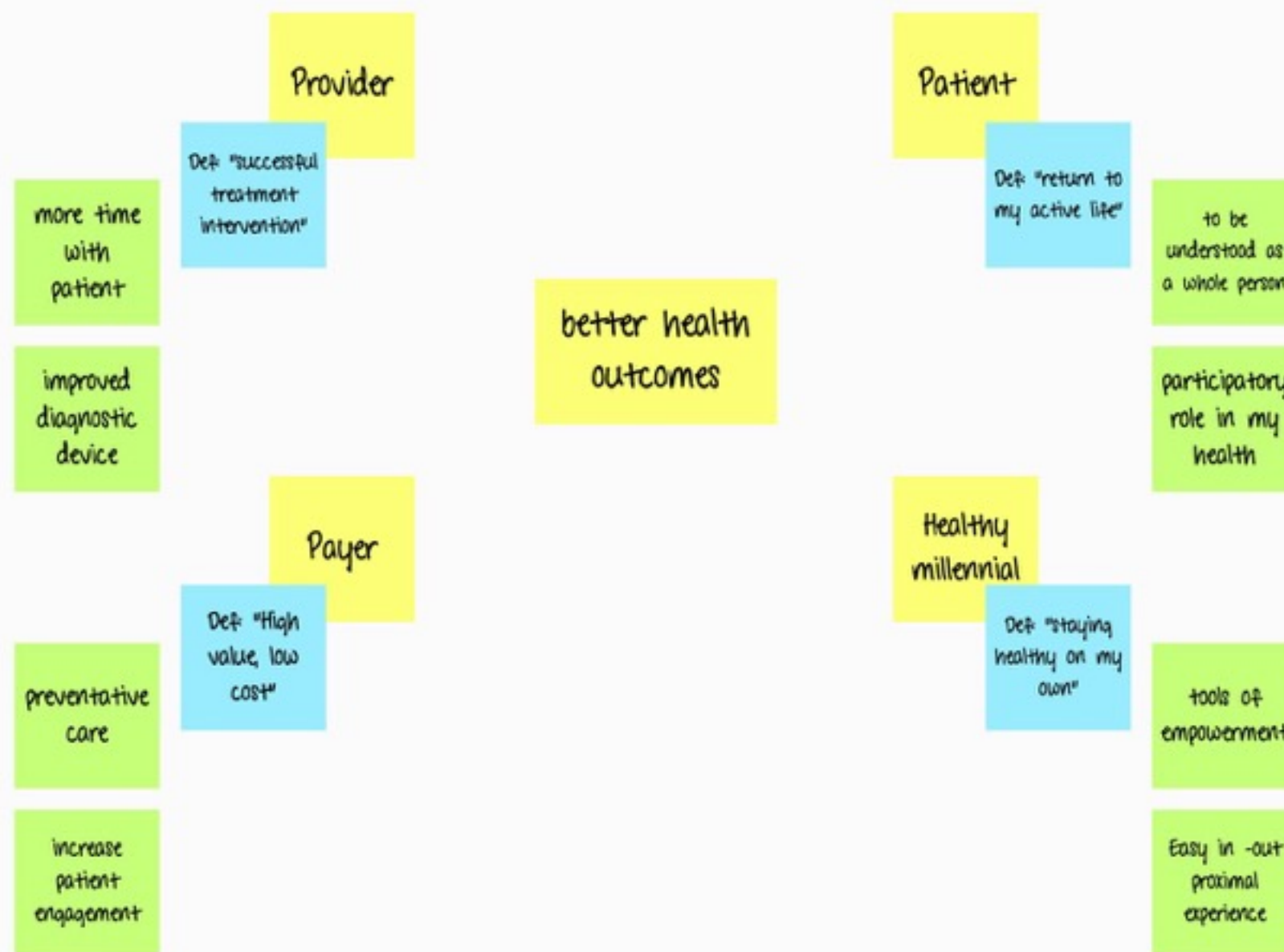
4 Cornering Stakeholders



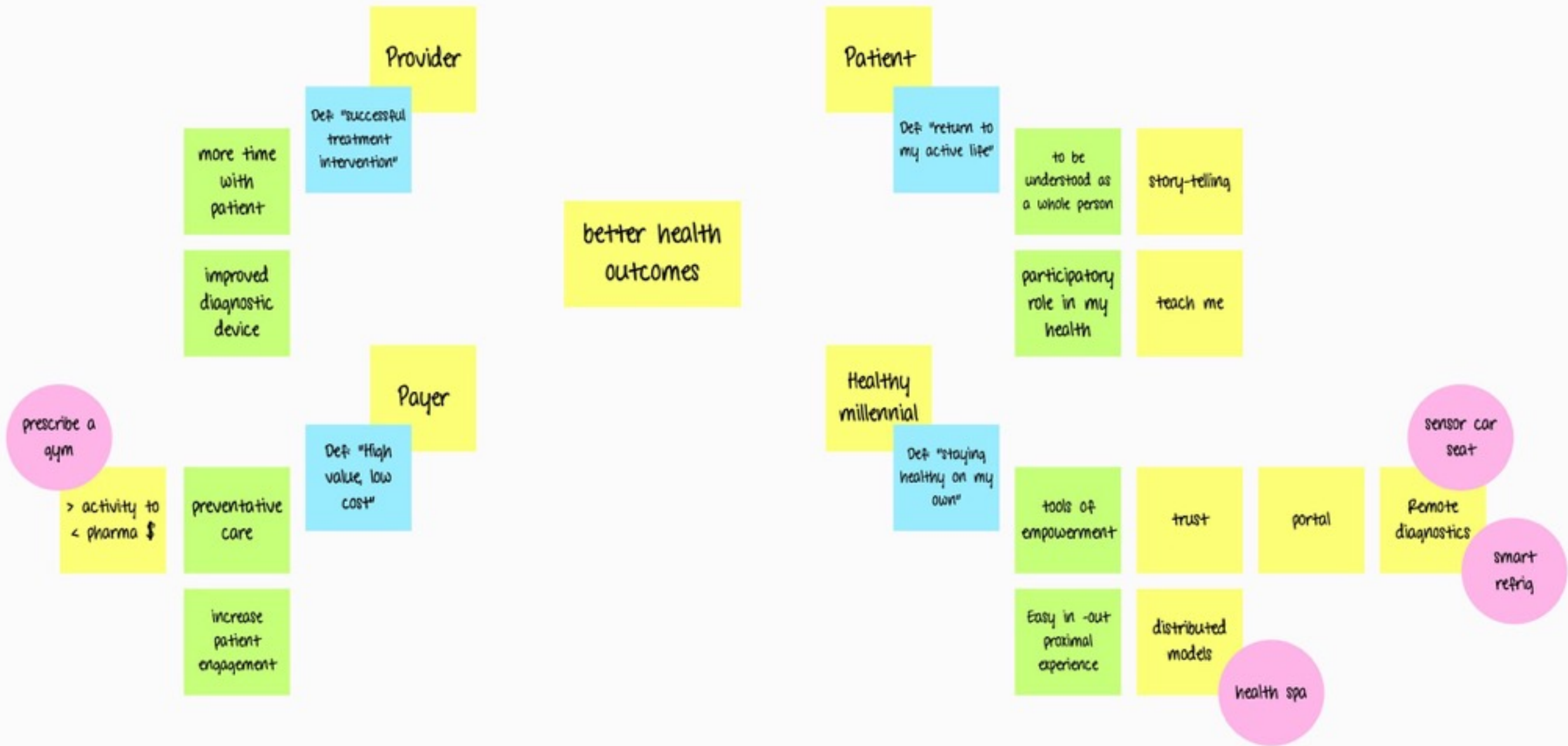
4 Cornering Stakeholders



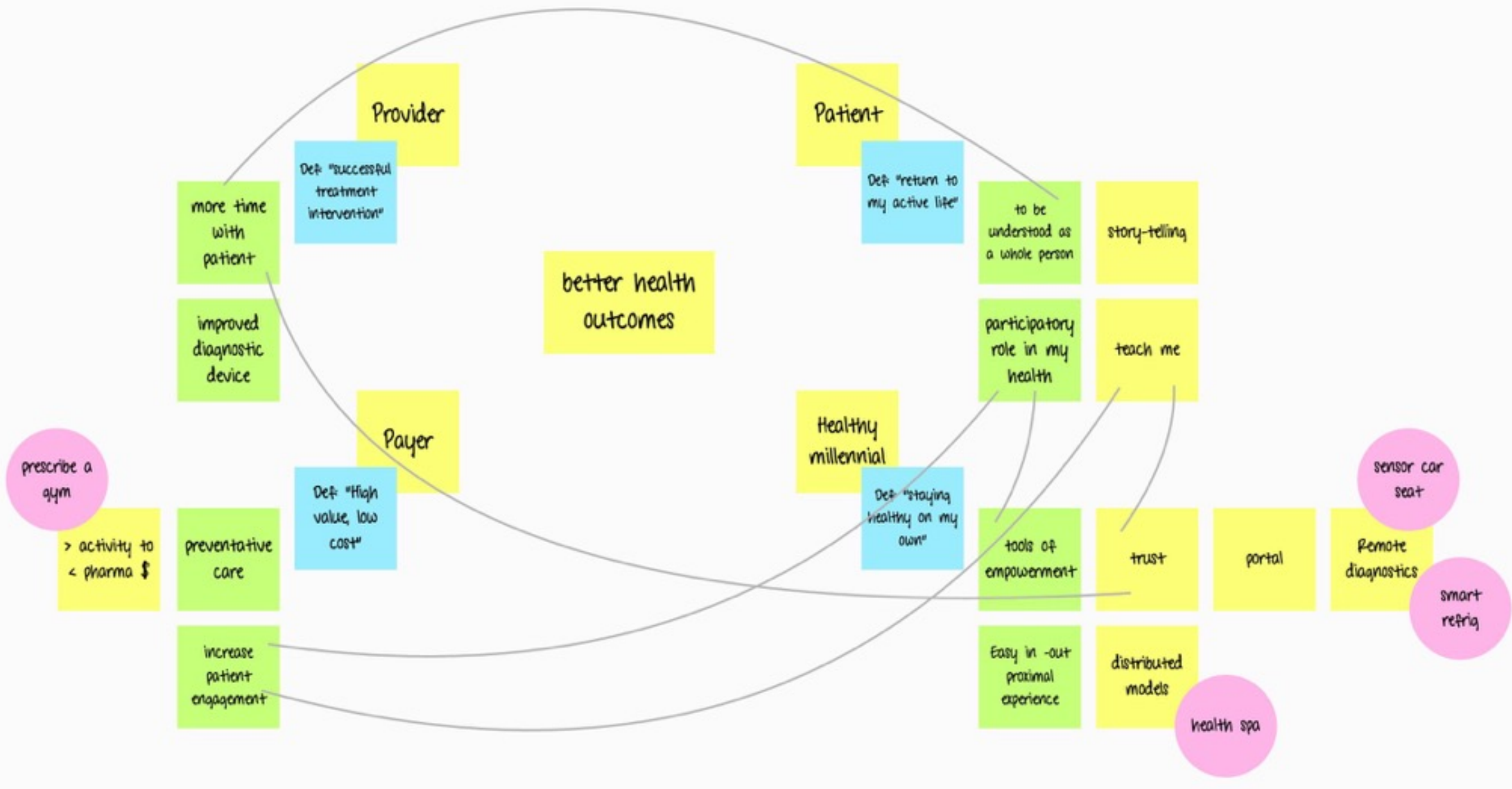
4 Cornering Stakeholders



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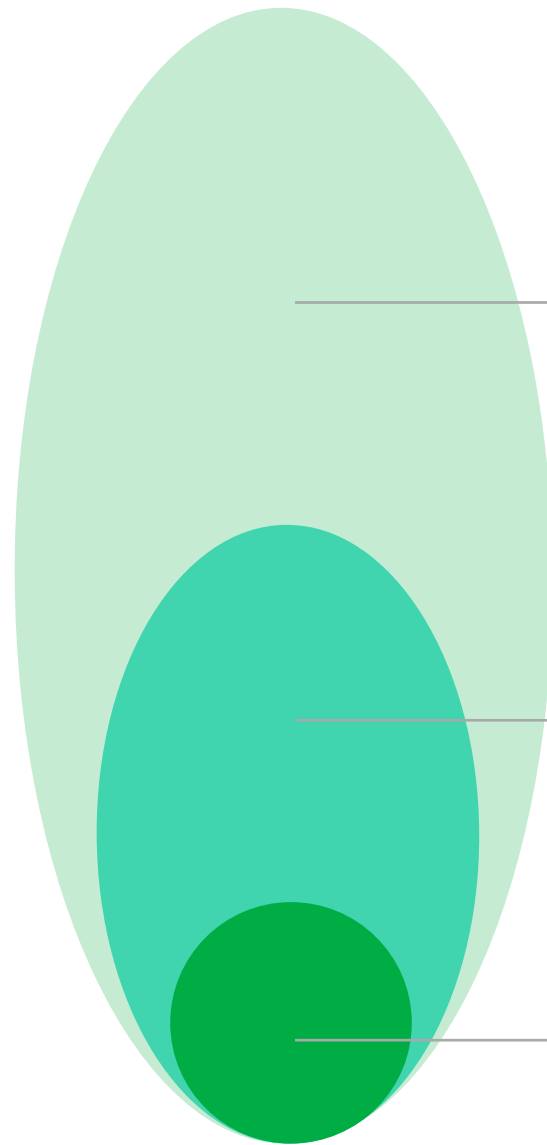
A Wicked Problem that Serves Your Why

WHY

“Working together as community to better health and celebrate life”

Facilitate engaging, empowering health experiences that build lasting relationships.

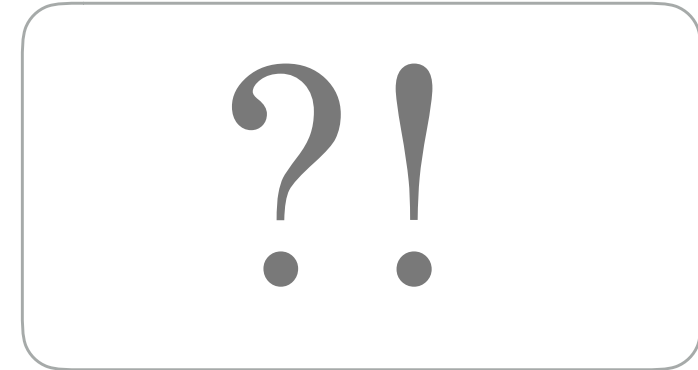
Iterative Design of Solutions (FF&E)



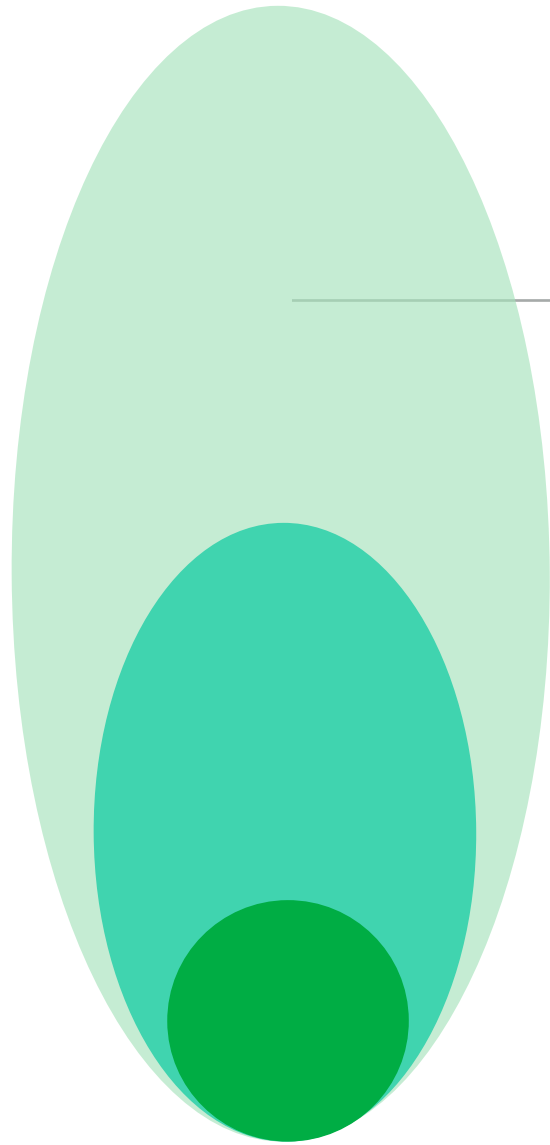
Facilitate engaging, empowering health experiences that build lasting relationships

Modular seating to support productive waiting

Seating for waiting areas with best-in-class comfort



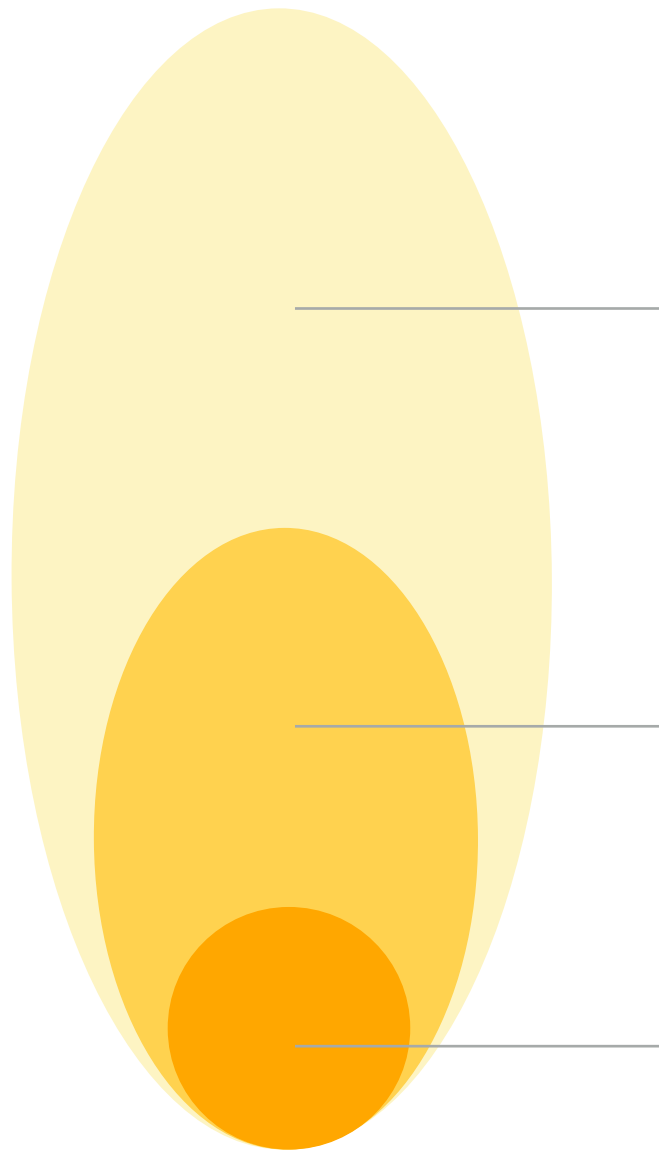
Iterative Design of Solutions (FF&E)



Facilitate engaging, empowering health experiences that build lasting relationships



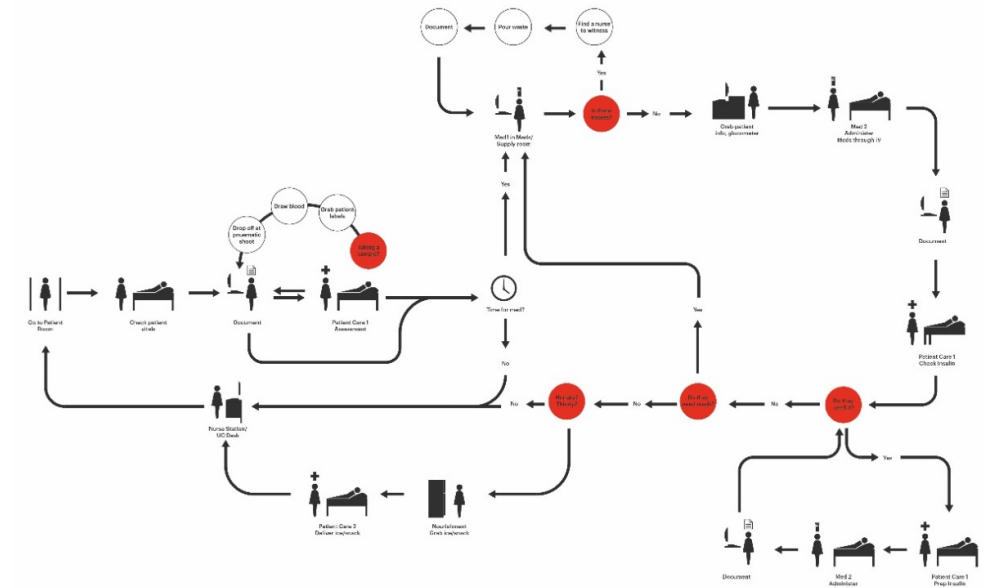
Iterative Design of Solutions (Architecture)



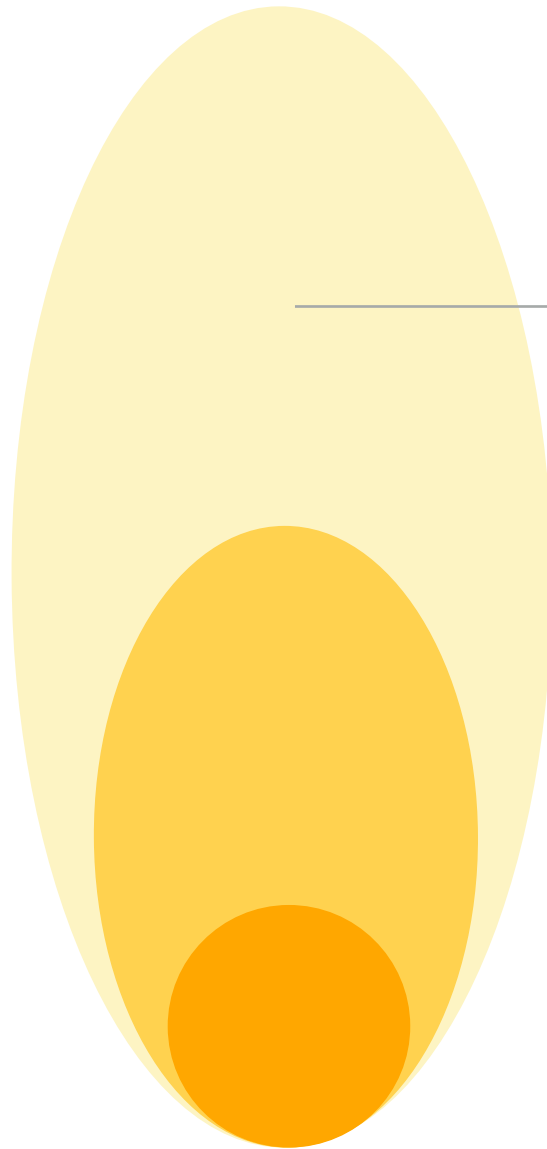
Environments that are good stewards of our resources and facilitate engaging, empowering health experiences that build lasting relationships

Environments that support operations and improve performance outcomes

A new best-in-class building to support growing service line demands



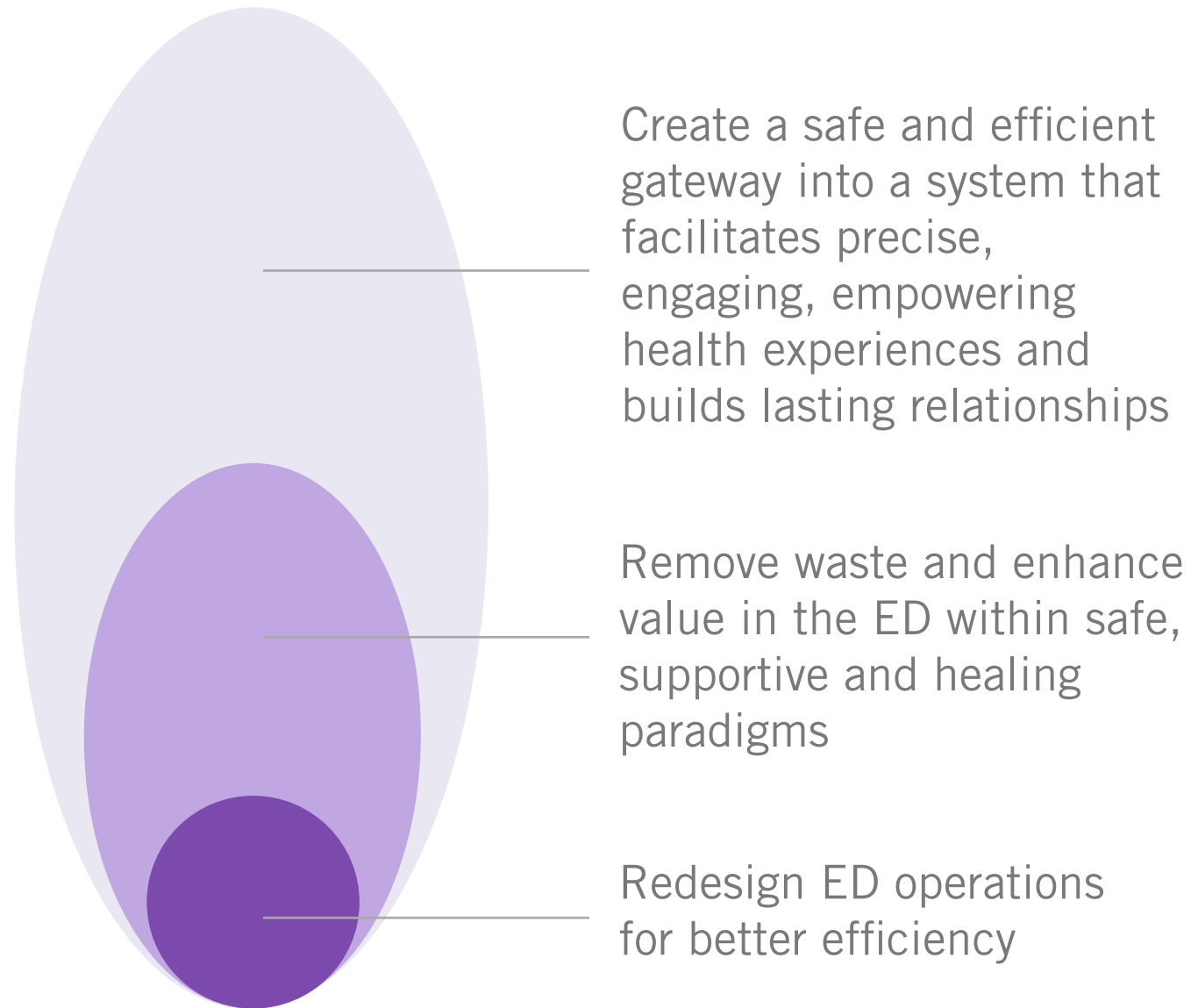
Iterative Design of Solutions (Architecture)



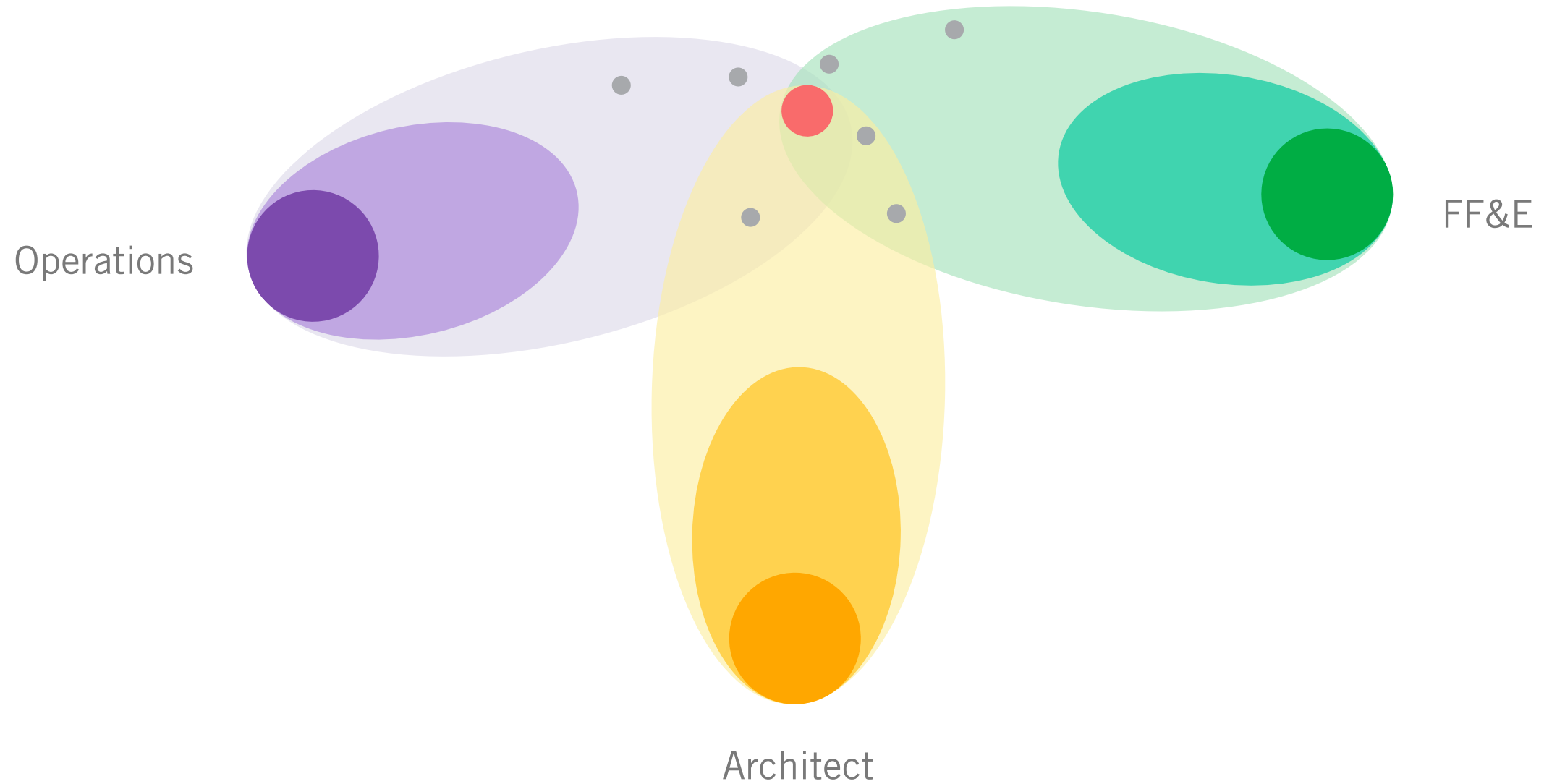
Environments that are good stewards of our resources and facilitate engaging, empowering health experiences that build lasting relationships



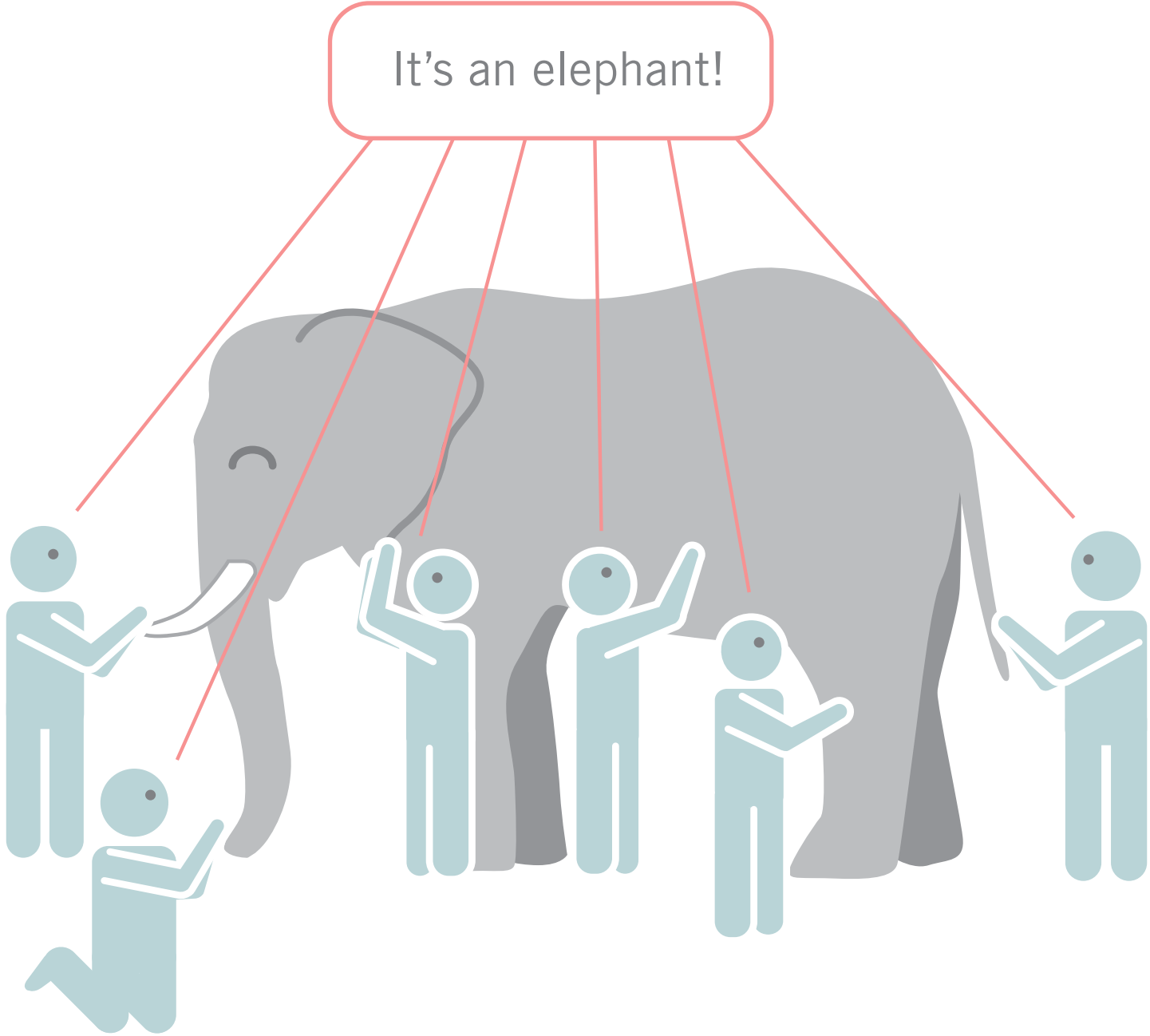
Iterative Design of Solutions (Operations)



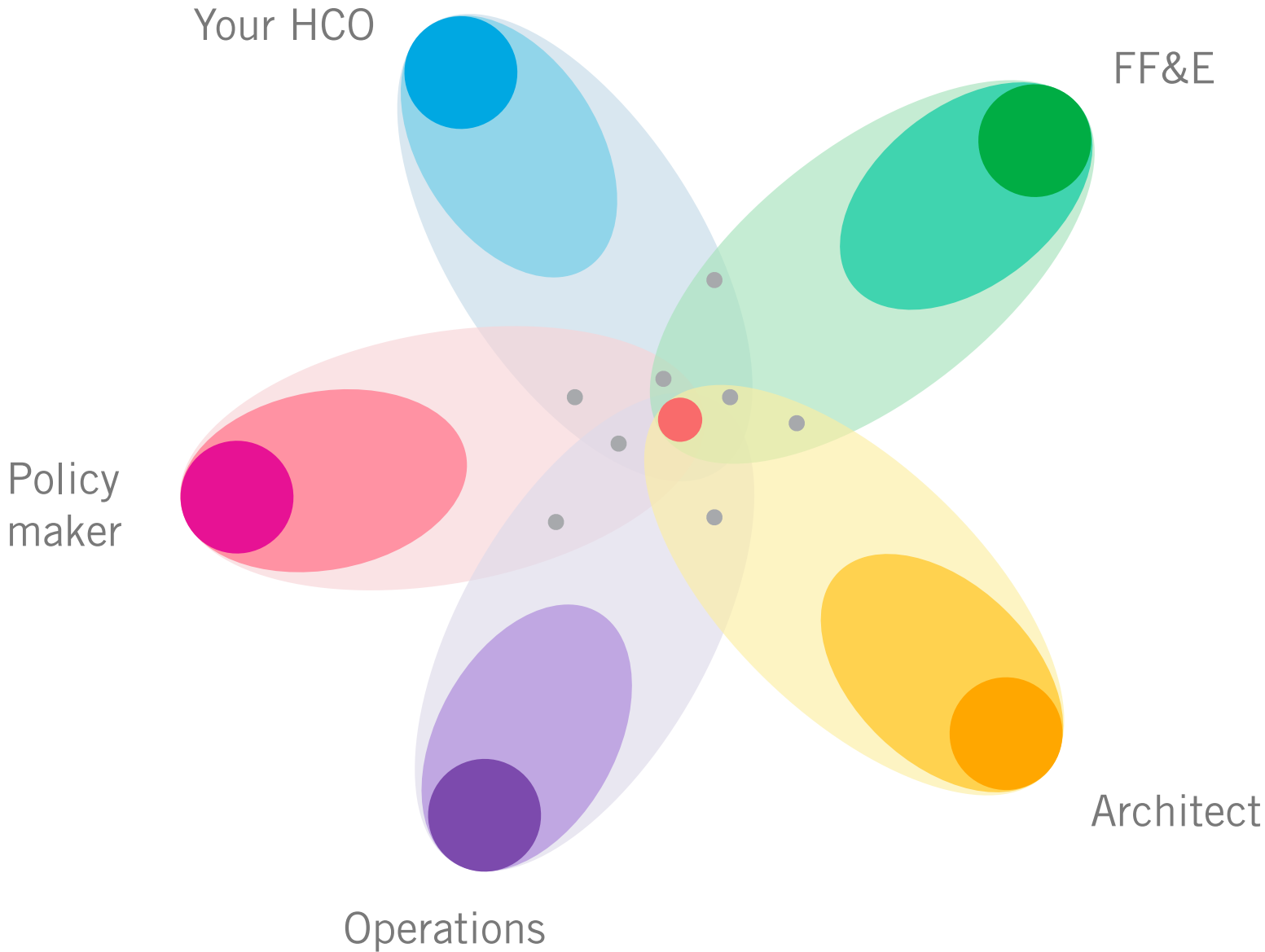
Iterative Design of Solutions



We Finally See the Elephant

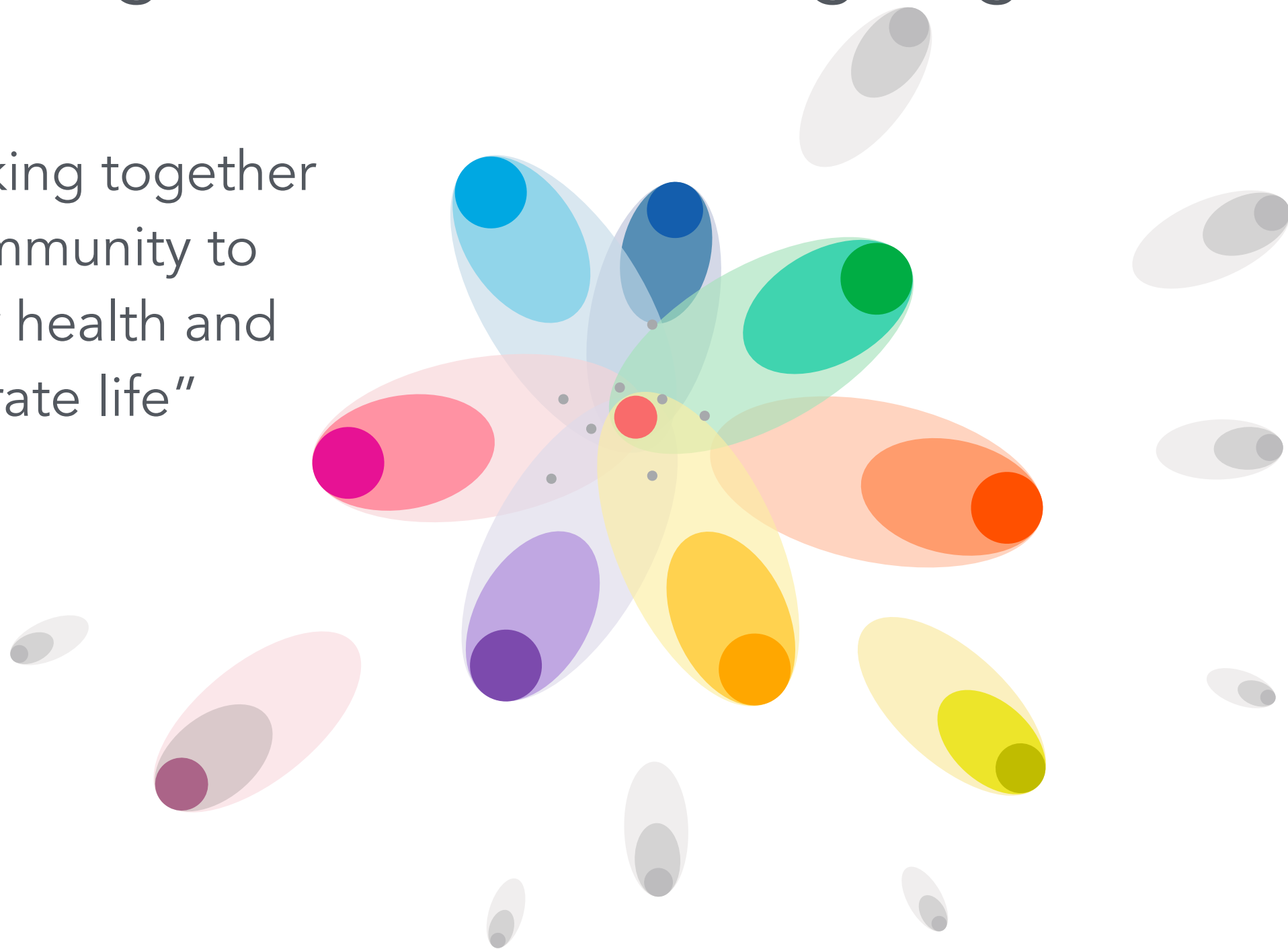


Your Solutions Fit within the Health System



Your Organization is a Living Organism

“Working together
as community to
better health and
celebrate life”



Fit



Presentation/Graphic Design
Miho Suzuki-Robinson



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