

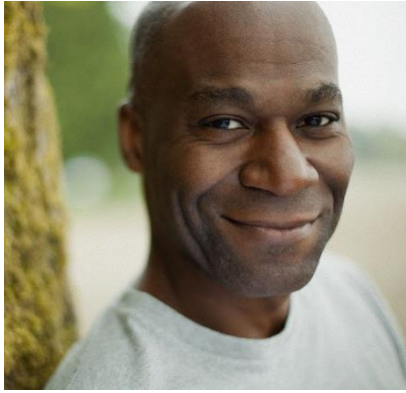


# IT'S NOT WORKING:

*Analysis and Fresh Approach to Patient Experience*



# PATIENT PROFILES



**MARTIN**

Age: 50

Esophageal  
Cancer

Concerned he won't live  
to see his son graduate  
from college



**JAN**

Age: 58

Ovarian Cancer

Looking for a holistic  
approach to treatment

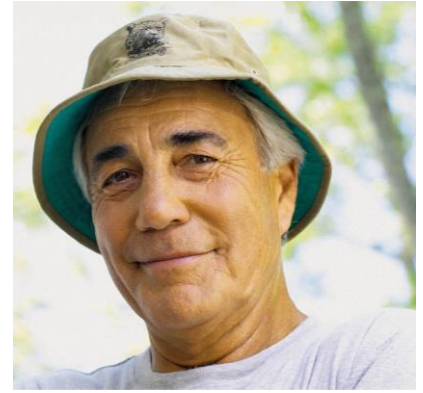


**REENA**

Age: 33

Breast Cancer

Worries about whether  
she will be able to have  
children



**TOM**

Age: 67

Lung Cancer

Having problems  
handling his  
chemotherapy side  
effects, extreme weight  
loss.



Director of Healthcare

**MICHAEL**

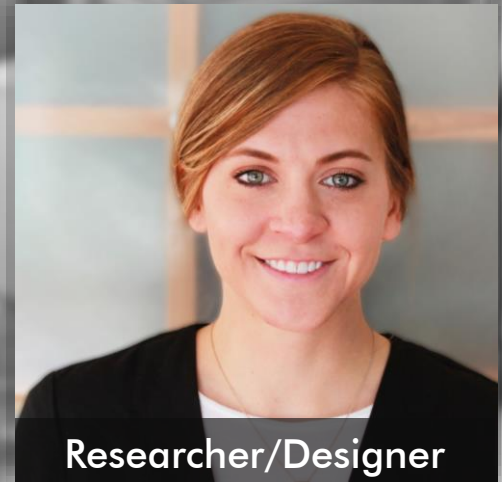
LIED



Interior Designer

**ERIN**

SCHMIDT



Researcher/Designer

**ANNE**

SCHWAB

# Continuing Education Information

## **Architects - 23 Credit Hours available**

- Have your conference badge scanned by the room monitor at the start of each session you attend.
- Complete the AIA verification form (be sure to check off the sessions you attend) and retain it for your records. CE credits will be uploaded to the AIA transcript system within 6-8 weeks of the close of the conference.

## **Interior Designers - 23 Credit Hours available**

- Have your IDCEC verification form STAMPED by the room monitor at the start of each session you attend. This is the ONLY proof of attendance that will be accepted.
- You will self-submit your credits to the IDCEC system at the conclusion of the conference.
- If you have questions about reporting your credits, contact the interior design association that is responsible for monitoring mandatory continuing education to fulfill membership requirements.

## **EDAC - 20 Credit Hours available**

- EDAC – Certified Sessions include: K01, K02, D01, D02, D03, W01, E01, E04, E05, E06, E09, E11, E12, E13, E14, E15, E18, E19, E21, E25, E26, E28, E30, E31, E32, E33, E35, E36, E41, E42, E45, E46, E47, E48, E49, E51, E53, E56, E57, E58, E59, E61, E66, E67, E69, E70, E71, E75, E77, E78, E81, E83, E84, E86, E87, E91, E92, E93, E94, E95, E96, E98, E99, E101, E103, E107, E108, E109, I01, I03, I05, I06, I08, I10, I13, I16, I23, I25
- Complete the EDAC verification form and retain it for your records
- You will self-submit your CE credits to Castle Worldwide at the time of your EDAC renewal. Renewal notices with login instructions will be sent from Castle Worldwide six months and three months prior to the candidate's renewal date.
- The verification form is your proof of attendance in case of an audit.



## **Session Evaluation – HCD Mobile App**

All session evaluations will be done through the new HCD Mobile App. If you have not done so already please download the app through your device's app store. If you have any questions or need assistance please visit the help desk.

### **Individual Session Evaluation Instructions -**

1. On the top navigation bar, click the small screen icon
2. Find the session you are attending – they are listed by day, track or type
3. After clicking on an individual session a navigation bar will appear on the left. Click the clipboard icon and evaluation/survey will begin.

# #HCDcon



@HCDcon



HealthcareDesignMag

*Tell us something you've learned or a unique product you've seen at this year's Healthcare Design Expo & Conference.*

# LEARNING OBJECTIVES

1. Understand key reasons stand-alone patient experience initiatives fail
2. Identify and prioritize macro and micro opportunities for experience improvement.
3. Learn about the relationship between spatial organization and the effect on perception and mood
4. Explore key learnings for optimizing interaction zones such as registration areas, waiting rooms, and exam rooms

# Agenda

**WHAT**  
IS NOT WORKING

**WHY**  
IT'S NOT WORKING

**HOW**  
TO EVALUATE

**HOW**  
TO IMPROVE



What  
is not working

# Patient Experience





.03%



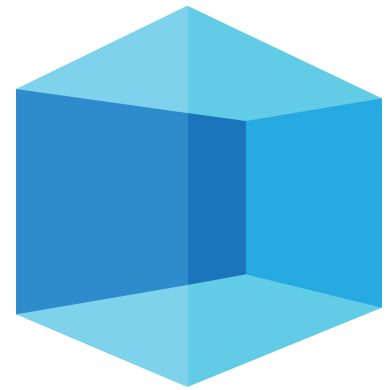
# Patient Experience



LEVEL OF CARE



PEOPLE



BUILT ENVIRONMENT

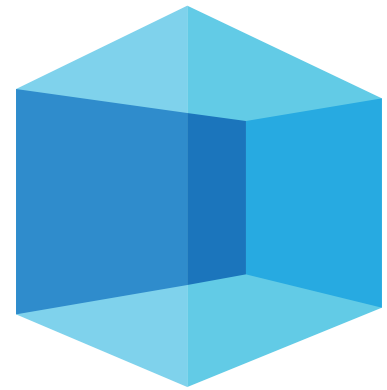
# Patient Experience



BRAND



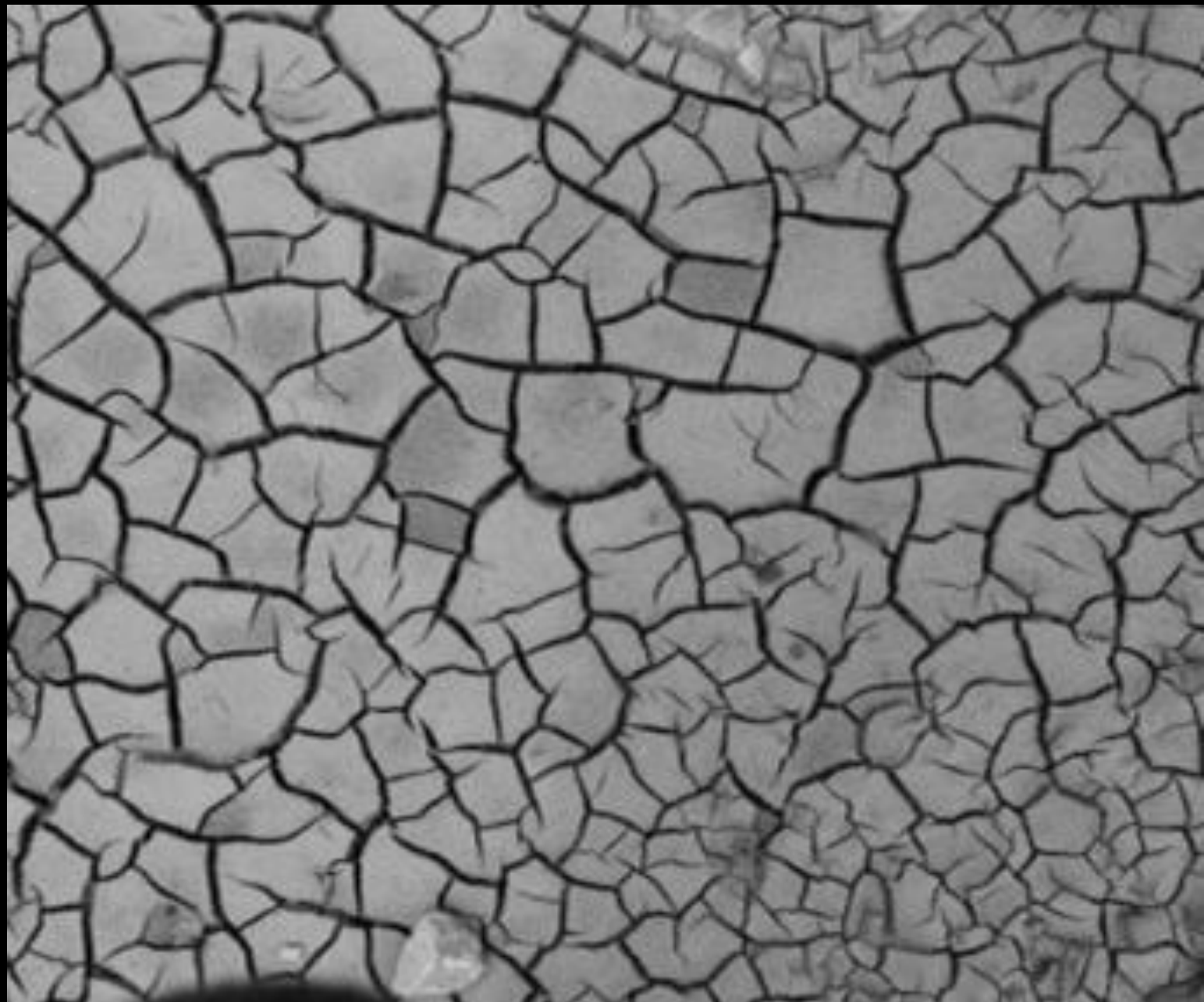
PEOPLE



BUILT ENVIRONMENT

The background of the image is a blurred photograph of several people in a meeting or office setting. The image is overlaid with a semi-transparent blue filter. The text is centered and reads: 

Why  
it's not working



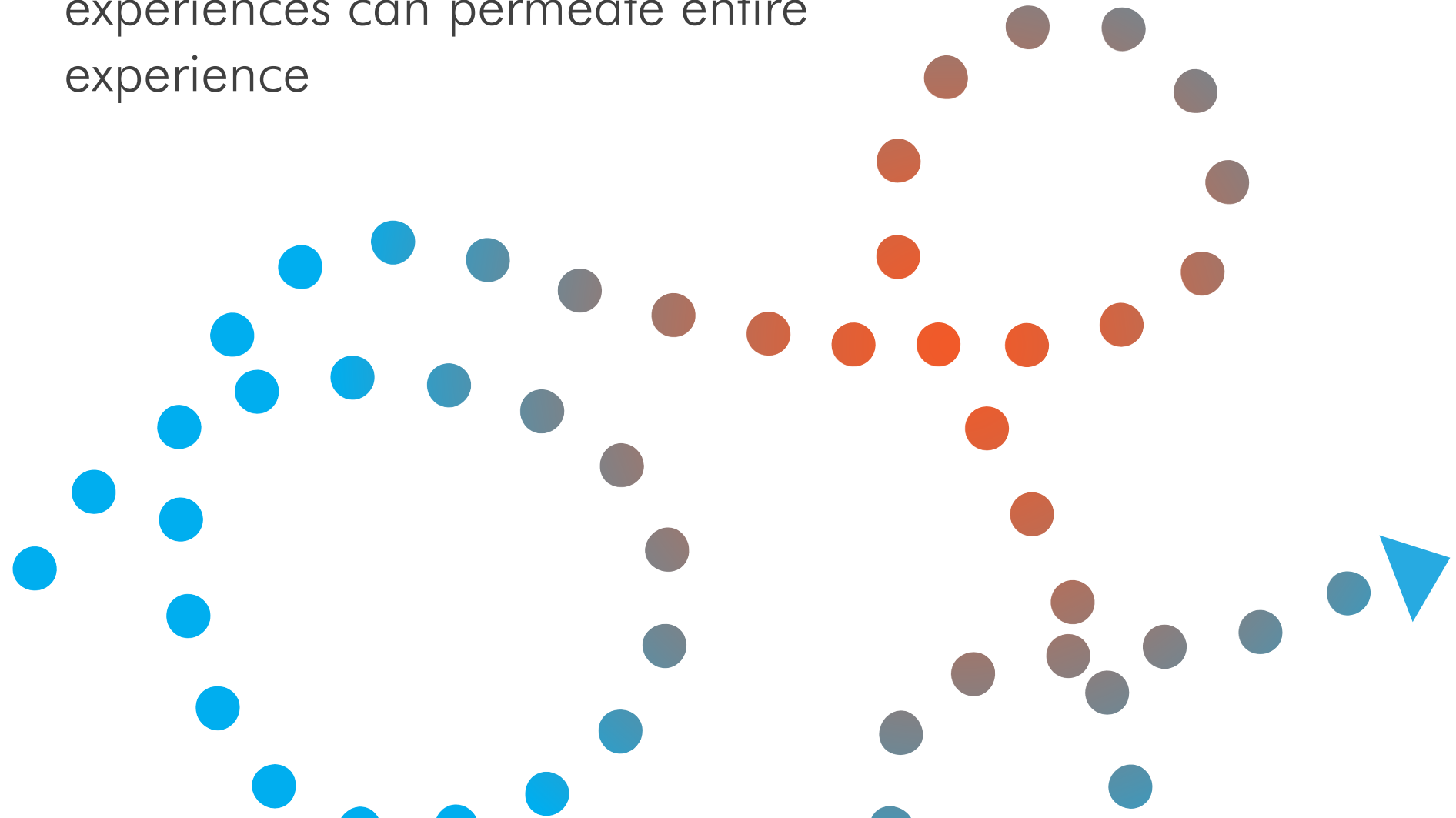




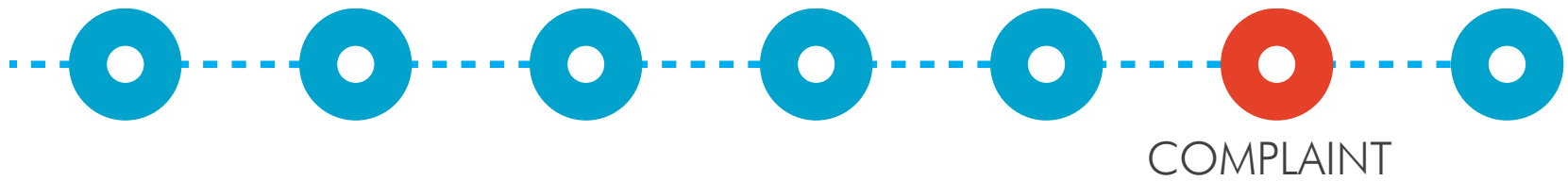


# Series of Events

A negative episode in a series of experiences can permeate entire experience



# Treating the Symptom...



# Treating the Symptom...



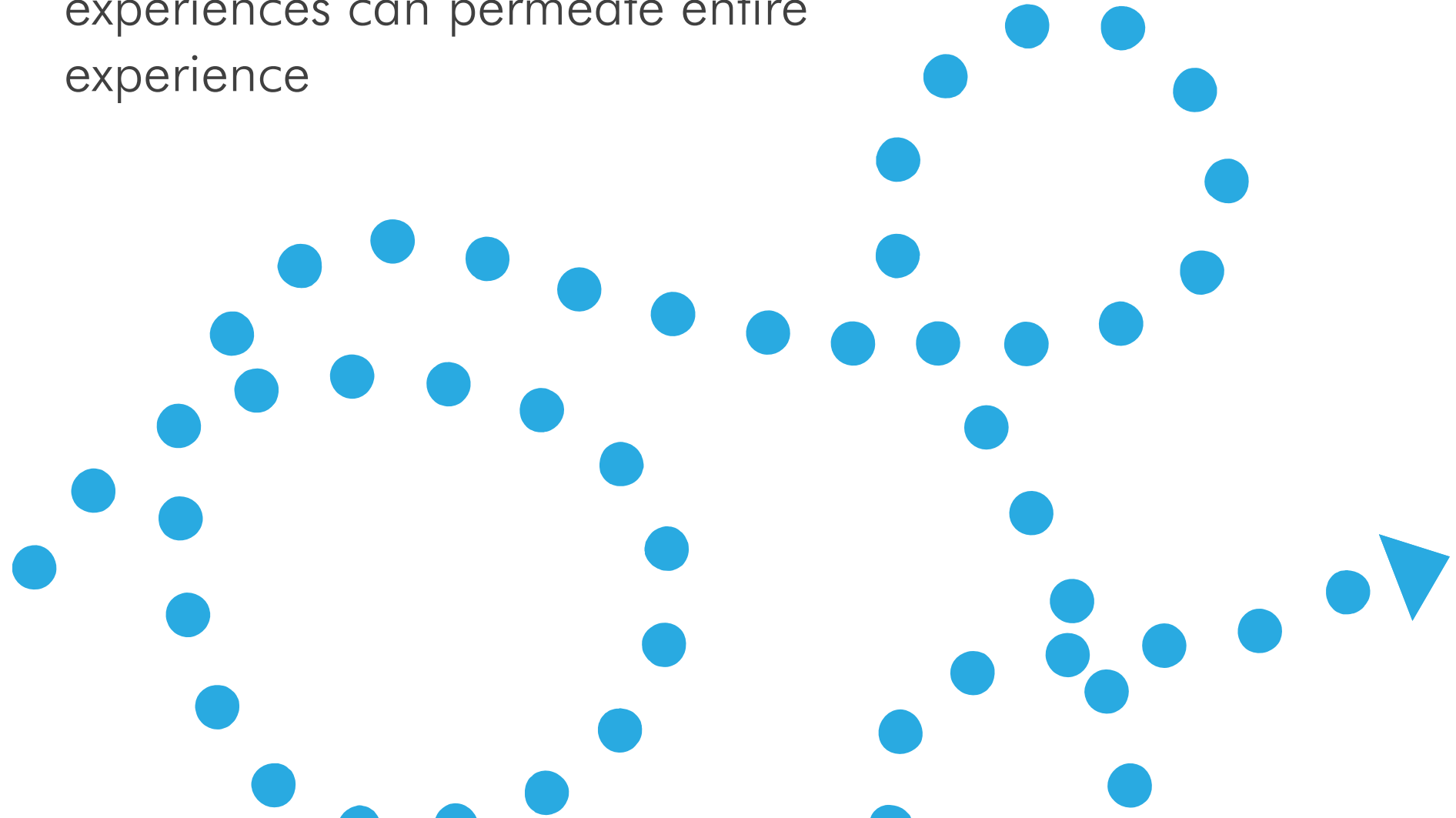


LOWER LEVEL		SECOND FLOOR <small>U of M Health System</small>	
Ann Arbor Healing Arts, LLC	1	Dept. of Physical Medicine & Rehabilitation	
Eastern Integrated Services	1	Administration Office	200
HMSS	2	Residency Education Programs Admin. Office	200
Pearson Professional Centers	3a	Spine Occupational & Physical Therapy	200
Omnes	4		
	5	THIRD FLOOR <small>U of M Health System</small>	
	6	Dept. of Anesthesiology	
SPS Consulting - Geriatric Care Services	8	Administration Office	310
Plates & Movement Studio - FMSA, LLC	11	Anesthesiology - Call Center	310
Transitions Training Studio - FMSA, LLC	12		
Pulmonary Rehabilitation Program	14	Dept. of Physical Medicine & Rehabilitation	
		Bullington Occupational & Physical Therapy	300
		Nautilus Lab - Neuroscience & Rehabilitation Research Lab	300
FIRST FLOOR <small>U of M Health System</small>		PL - Physical Activity Lab	300
Department of Anesthesiology		PNRP - Call Center	300
Back & Pain Center	100	Rehabilitation Psychology/Neuropsychology	300
Department of Neurology		Research Office	300
Headache and Neurologic Pain Clinic	100	Resident Offices	300
Dept. of Physical Medicine & Rehabilitation - FMSA			
Physician Clinics - General Rehab & Spine	100		



# Series of Events

A negative episode in a series of experiences can permeate entire experience





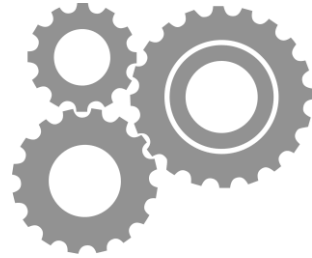
A photograph of a doctor in a white coat examining an elderly patient. The doctor is on the right, looking at the patient on the left. The doctor's hands are on the patient's chest, and a stethoscope is visible. The patient is looking up and to the right. The entire image has a blue tint.

# How to evaluate

# Measuring Success

1. State Desired Impact
2. Gather Data
3. Analyze Data
4. Plot Successes + Failures

# State the Desired Impact



**FUNCTION**



**ASPIRATION**

# State the Desired Impact

What Should the Space do?



# Gather Data



## "A Day in the Life"

Elijah

Age: 10

Reason for Visit: Family Physician Referral

Health Condition: Suspect Diabetes

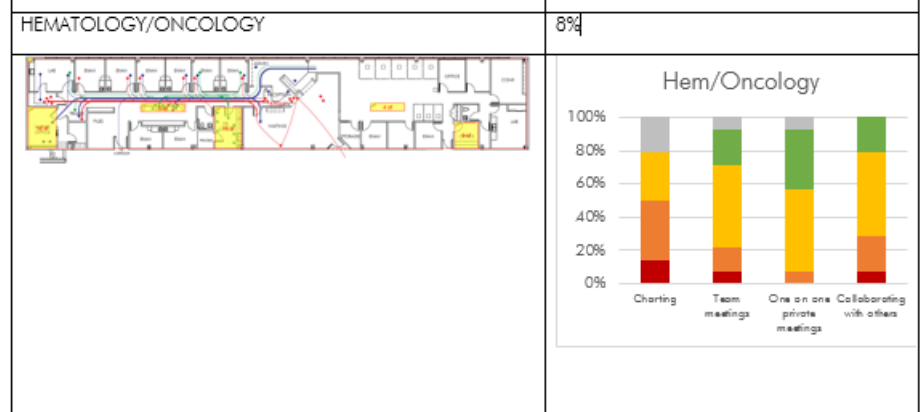
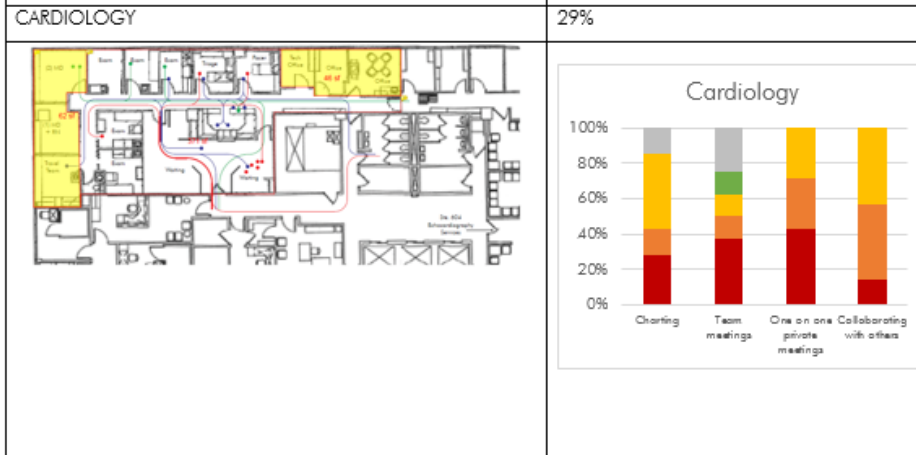
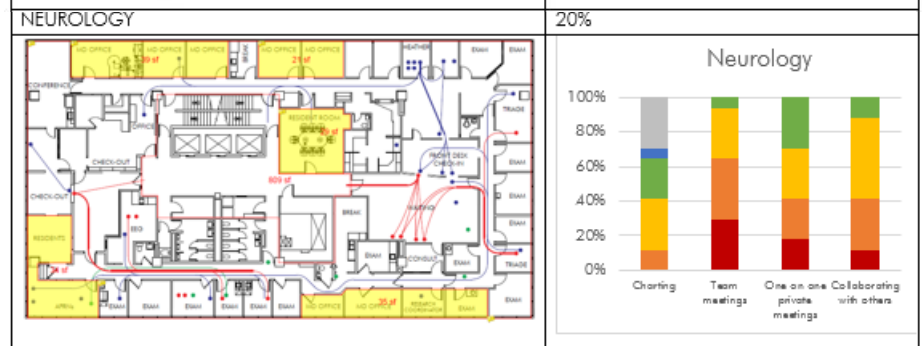
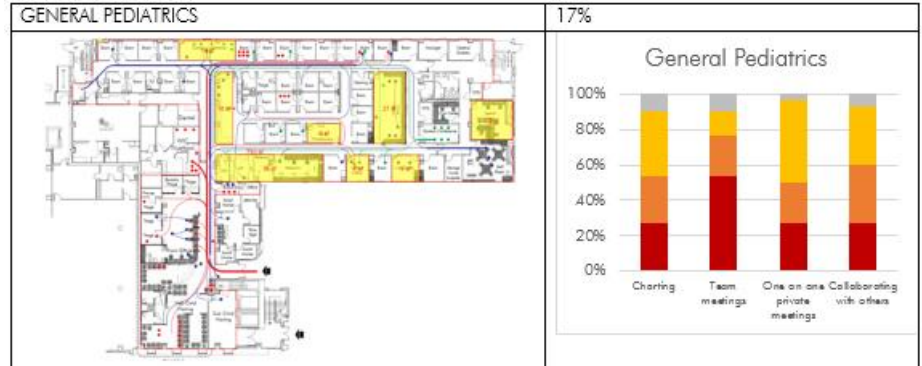
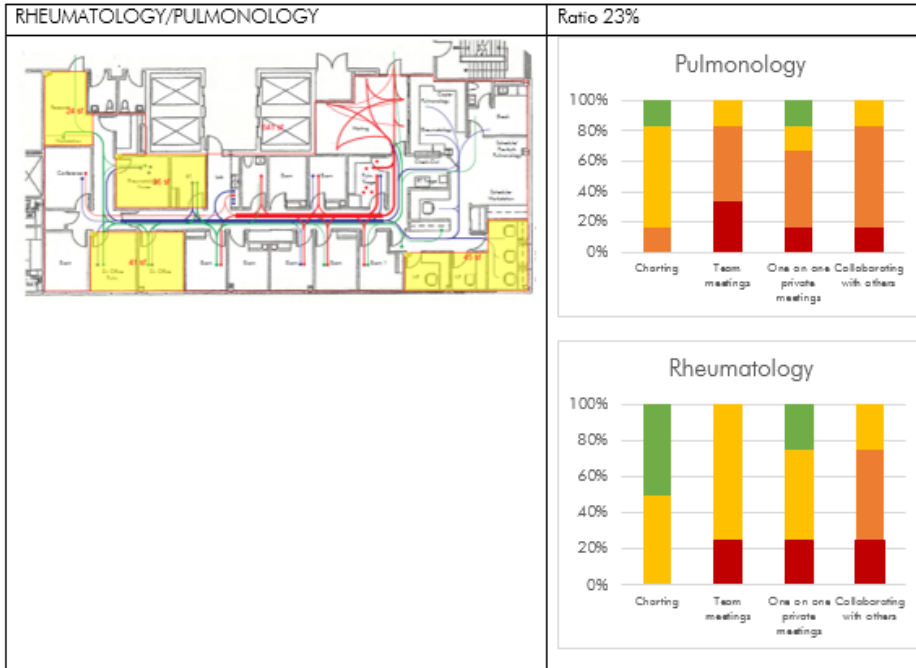
First time visit to Hospital Campus

Journey  
Map

Role Playing

A Day in the  
Life

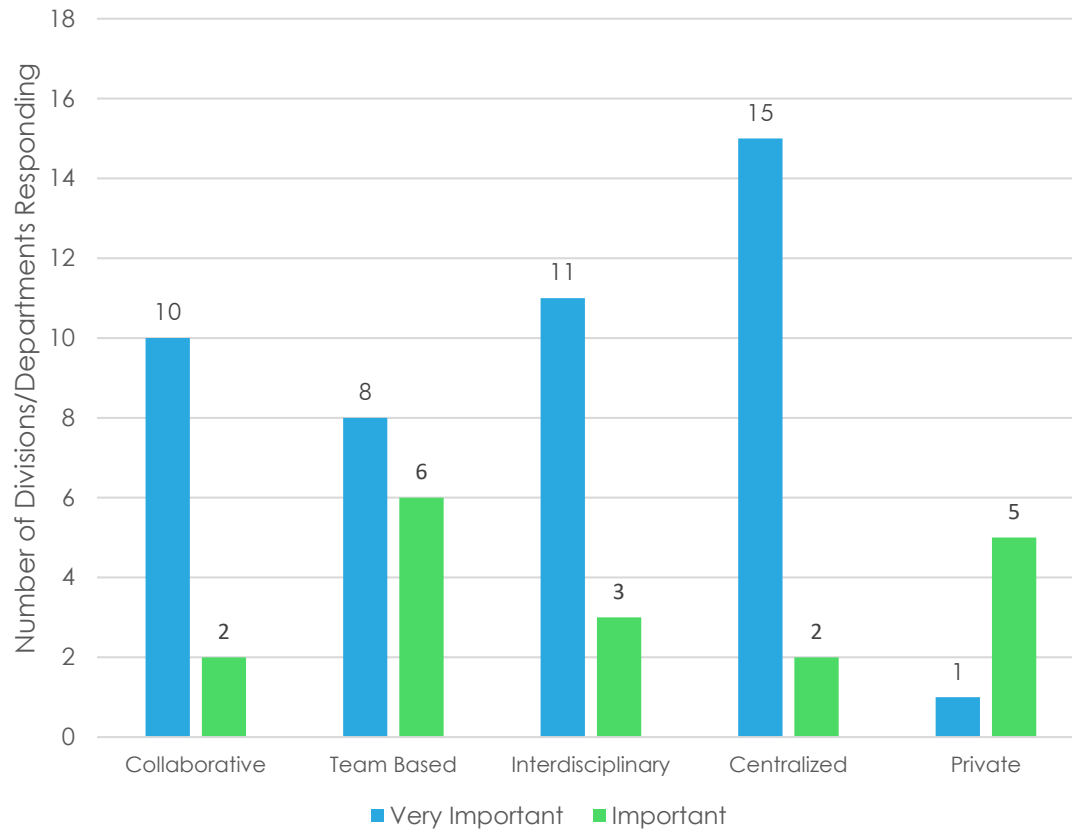
# Gather Data





# Gather Data

## SPACE CHARACTERISTICS



# Gather Data

Research how the Space Performs



# Gather Data

## Research Tools

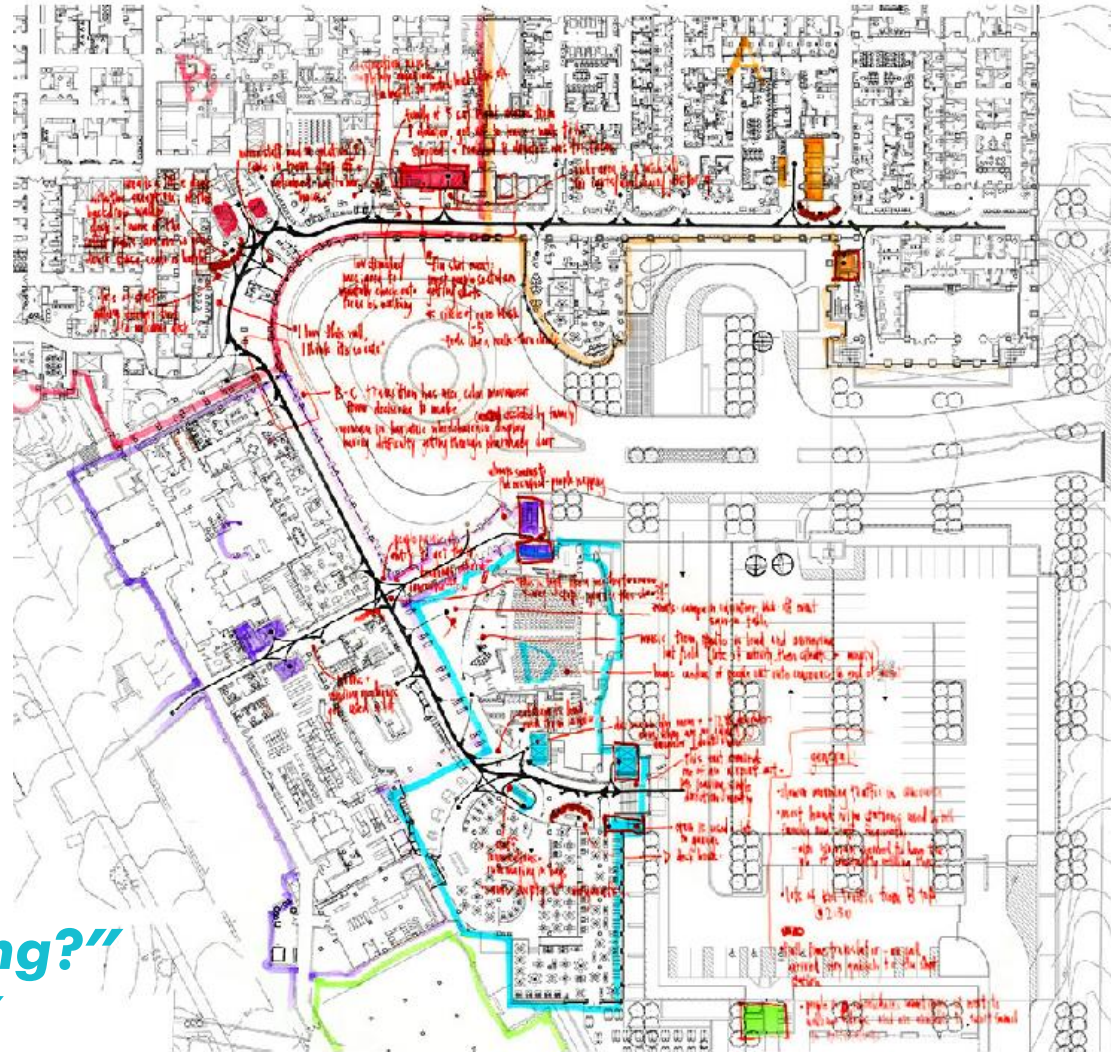
- Observations
- Surveys
- Gemba Walks
- Interviews
- Facility Statistics





# Gather Data

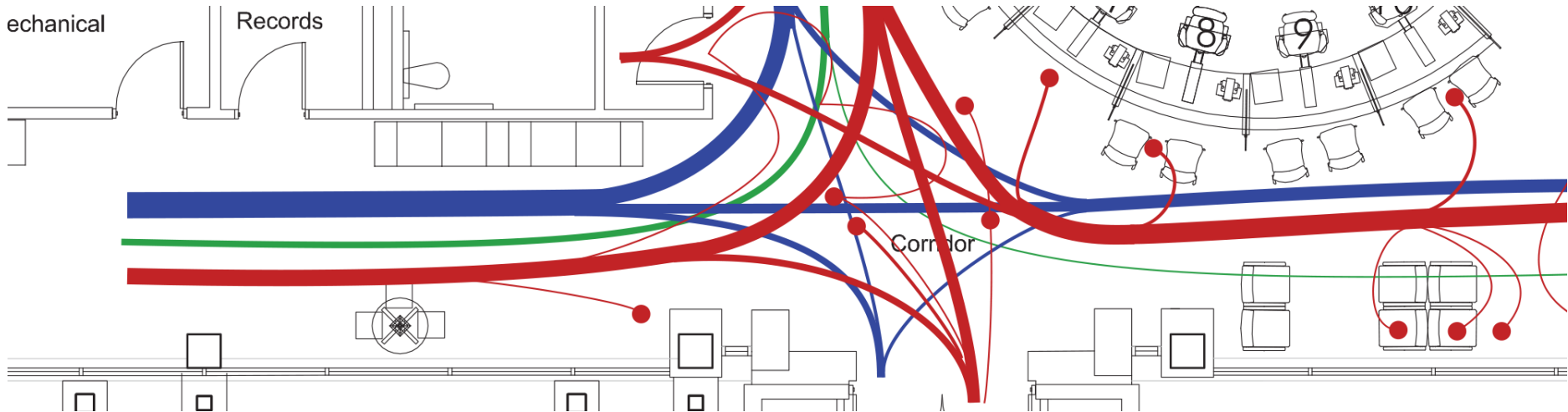
## Observations



Mom: "Where are we going?"  
Daughter: "I don't know!"

# Gather Data

## Observations





I wish the entire experience was less like a 'cattle cart' and a

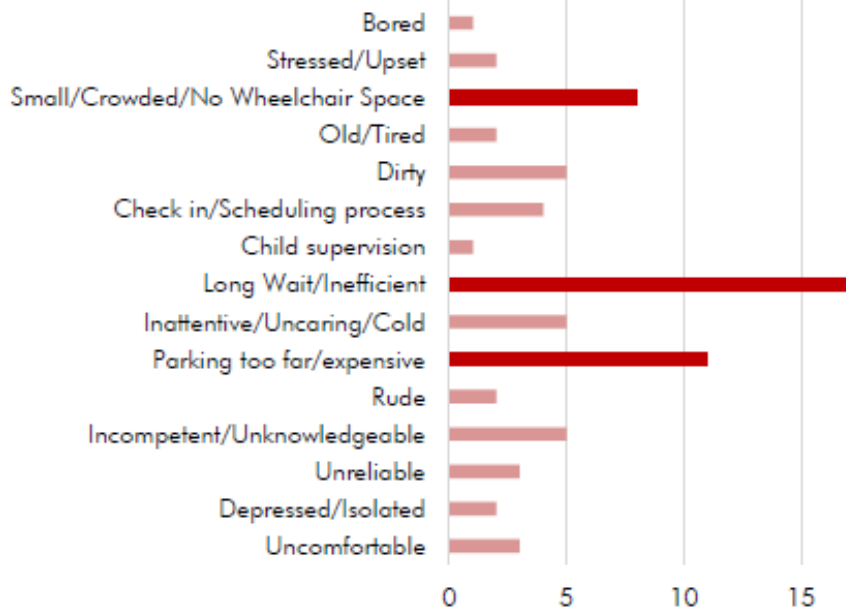
**more personalized,  
patient experience.**

My doctor spends an appropriate amount of time with me, but the other aspects (check-in, MA bringing me back, etc) feel very sterile.

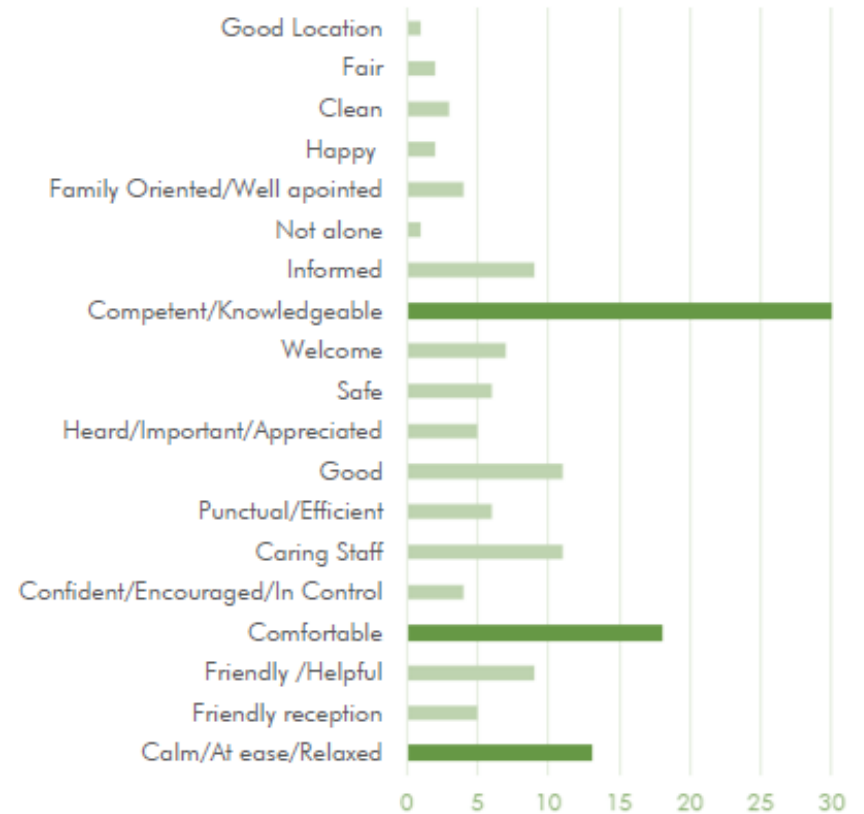


# Plot Success + Failures

## Negative Clinic Experiences



## Positive Clinic Experiences





# Plot Success + Failures

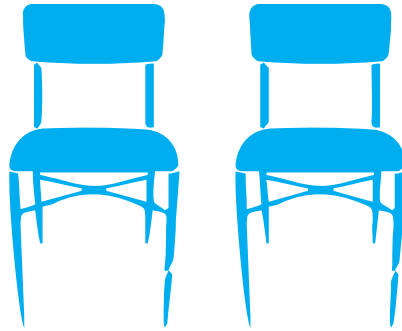
PATIENT DESCRIPTIVE WORD GRAPH





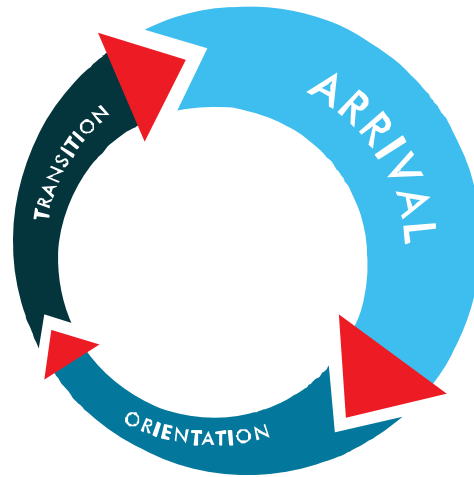


# How to improve





RECOGNITION: ( ▶ )





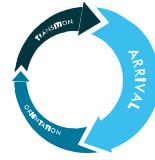
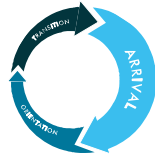
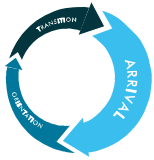
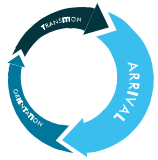
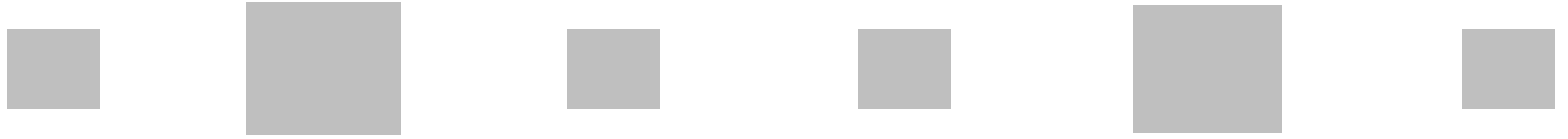




# THE JOURNEY

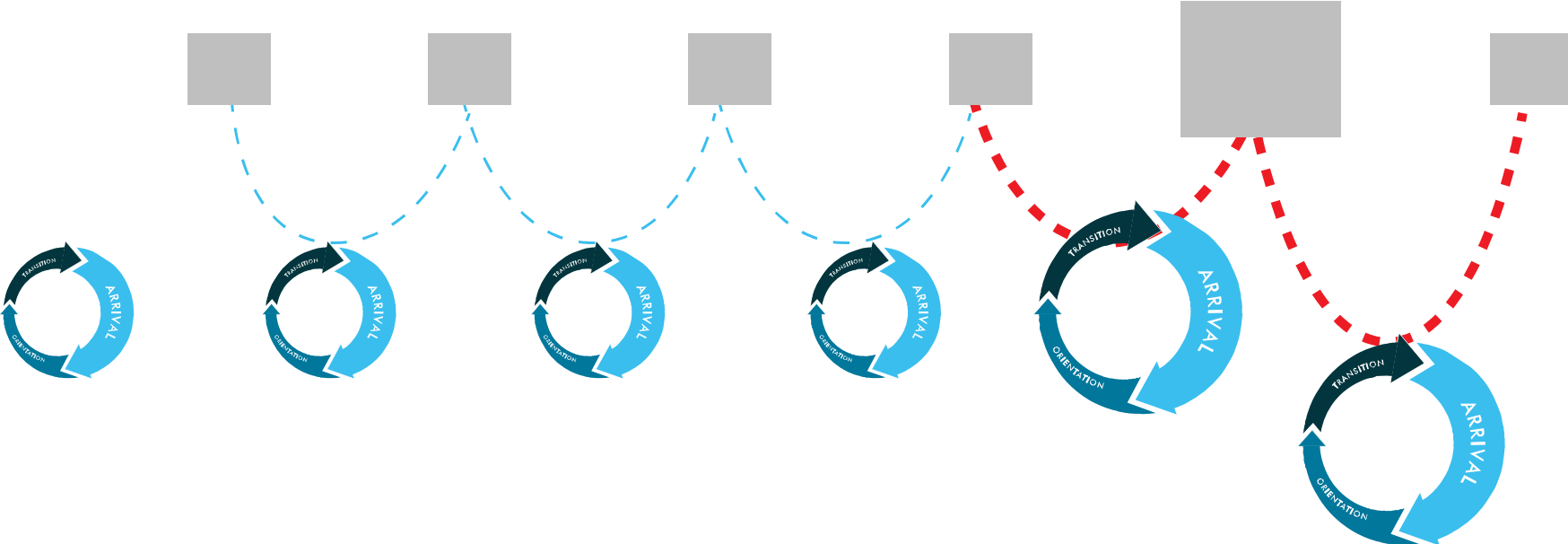


# THE JOURNEY





# THE JOURNEY





JOURNEY



ORIENTATION  
&  
WELCOME



































REGISTRATION  
&  
WELCOME



**Group Health**  
TriHealth Physician Partners

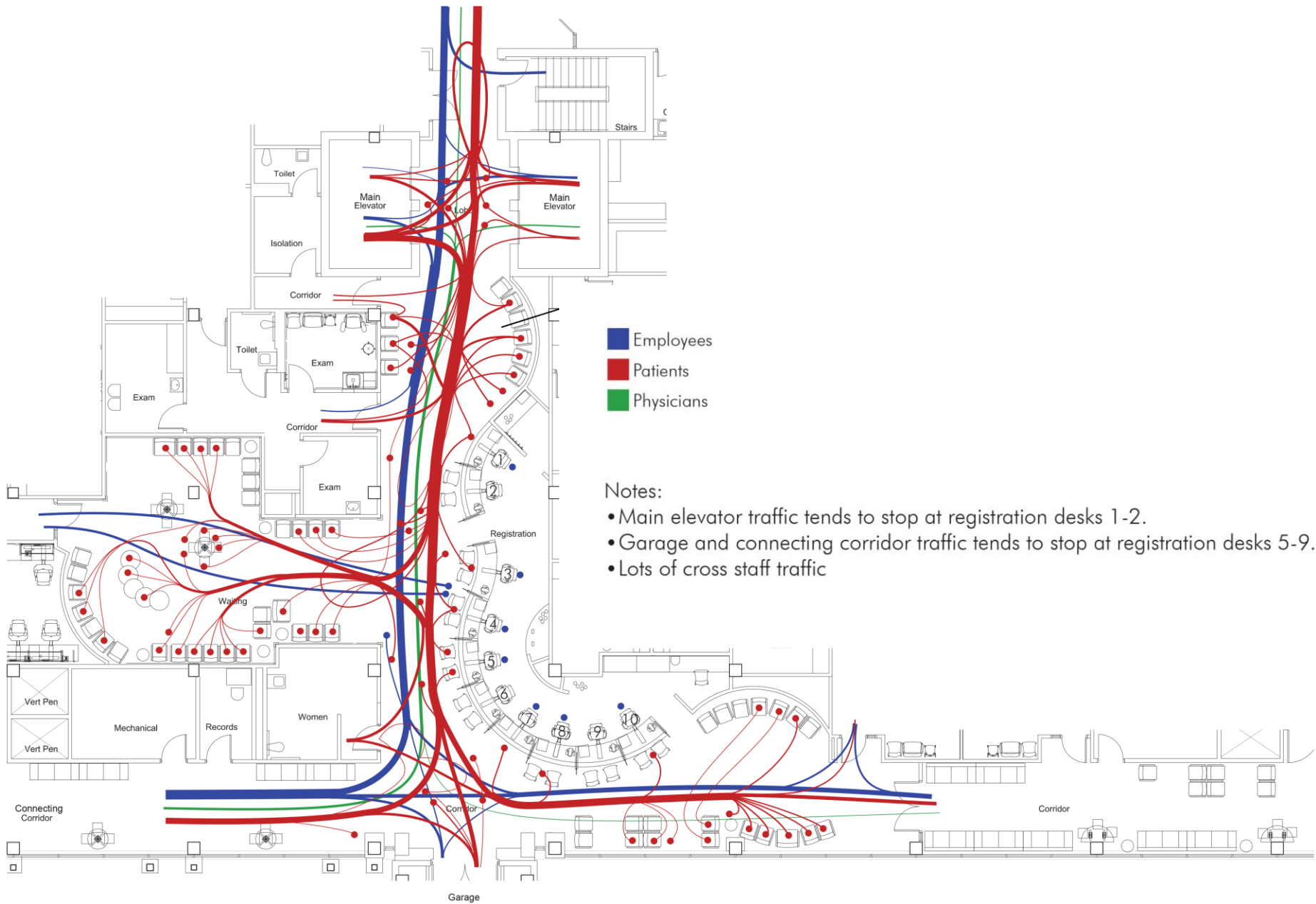


EXIT

Physician  
Innovation  
Building

Physician  
Innovation  
Building





- Employees
- Patients
- Physicians

Notes:

- Main elevator traffic tends to stop at registration desks 1-2.
- Garage and connecting corridor traffic tends to stop at registration desks 5-9.
- Lots of cross staff traffic





WELCOME TO  
The Christ Hospital  
Outpatient Center

EXPRESS

EXPRESS-CHECK-IN

SUITE G300

WELCOME

The Christ Hospital



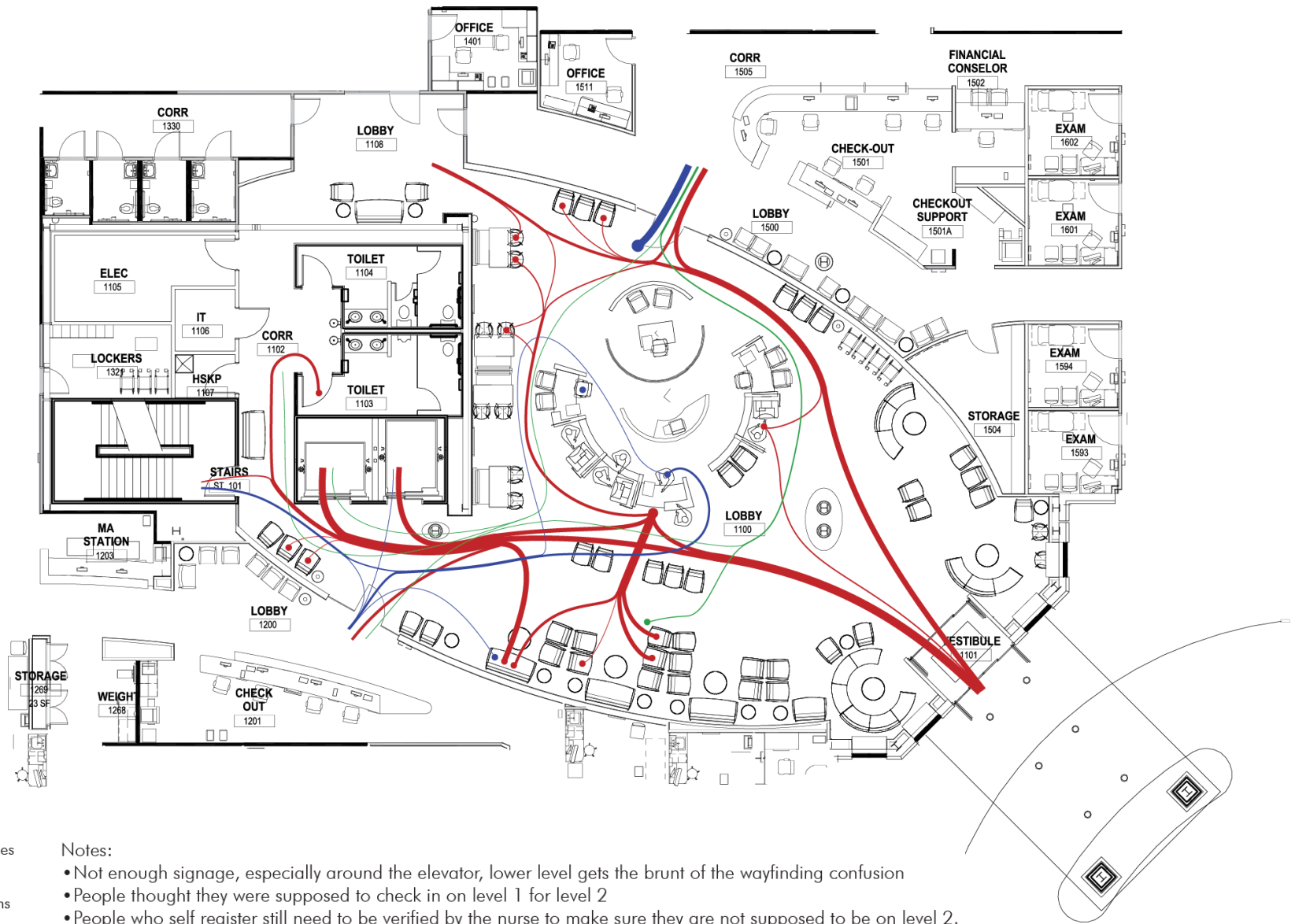
WELCOME TO  
The  
**Christ Hospital**  
Outpatient Center



EXPRESS CHECK-IN

WELCOME





- Employees
- Patients
- Physicians

Notes:

- Not enough signage, especially around the elevator, lower level gets the brunt of the wayfinding confusion
- People thought they were supposed to check in on level 1 for level 2
- People who self register still need to be verified by the nurse to make sure they are not supposed to be on level 2.
- In a half hour, three people who self registered discovered that they were in the wrong place
- A doctor had to walk all the way around to try and find a patient



Check-In

Check-In

Check-In

THE ROBERT M. BUTLER FAMILY

*Imagine what we can do together*

FIFTH THIRD FOUNDATION

*Heal through generosity*

JACOB G. SCHMIDLAPP TRUSTS

*Inspire hope*

ST. ELIZABETH ASSOCIATE VISION CAMPAIGN

*Make a difference*

BB&T

*Build a better community through generosity*





THE SPACE BETWEEN



A5  
CENTRAL

















PLACE ORDER

New Day

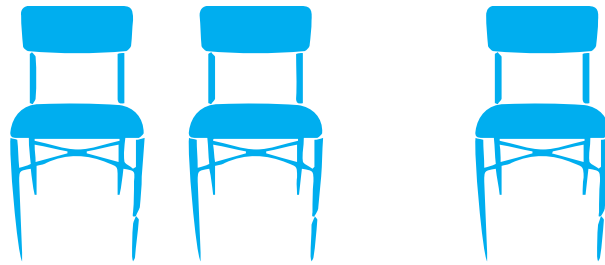
Espresso Beverages		Flat White Blends	
Espresso	\$1.50	Flat White	\$2.50
Espresso with Milk	\$2.00	Flat White with Milk	\$3.00
Espresso with Cream	\$2.00	Flat White with Cream	\$3.00
Espresso with Sugar	\$2.00	Flat White with Sugar	\$3.00
Espresso with Syrup	\$2.00	Flat White with Syrup	\$3.00
Espresso with Toppings	\$2.00	Flat White with Toppings	\$3.00
Espresso with Extras	\$2.00	Flat White with Extras	\$3.00





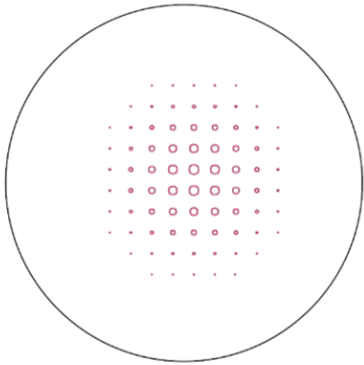




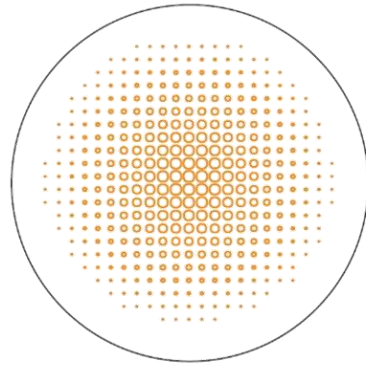


WAITING

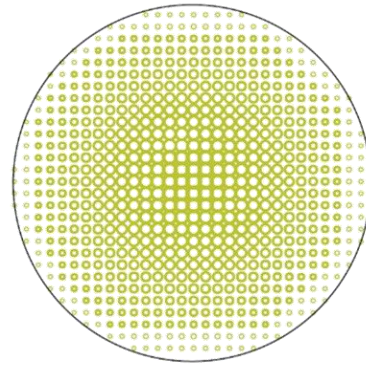
# Research



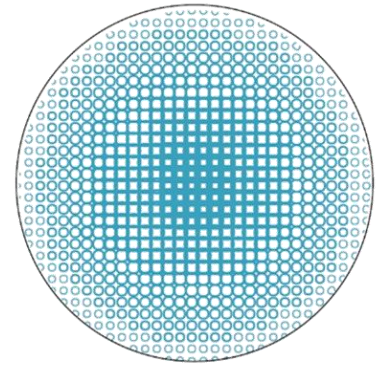
QUIET



CASUAL



INTERACTIVE

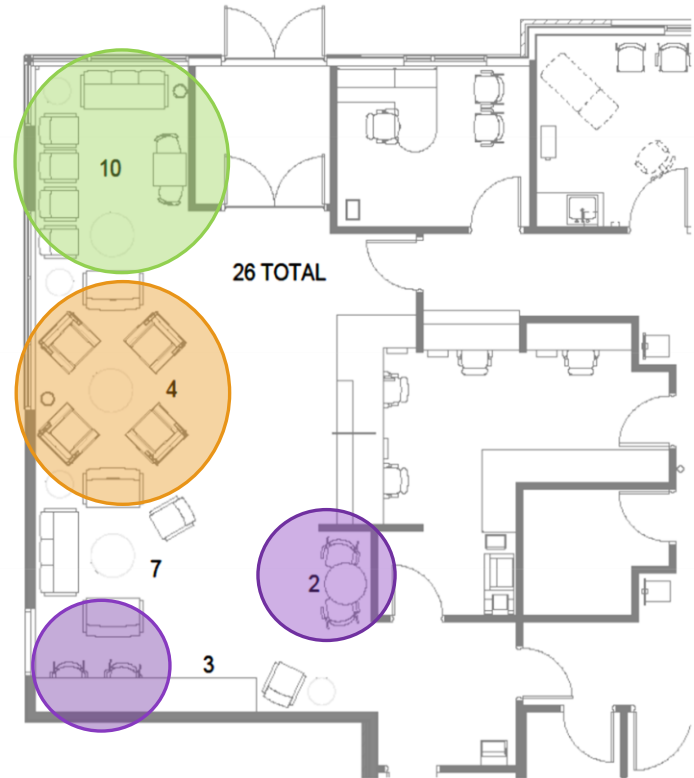
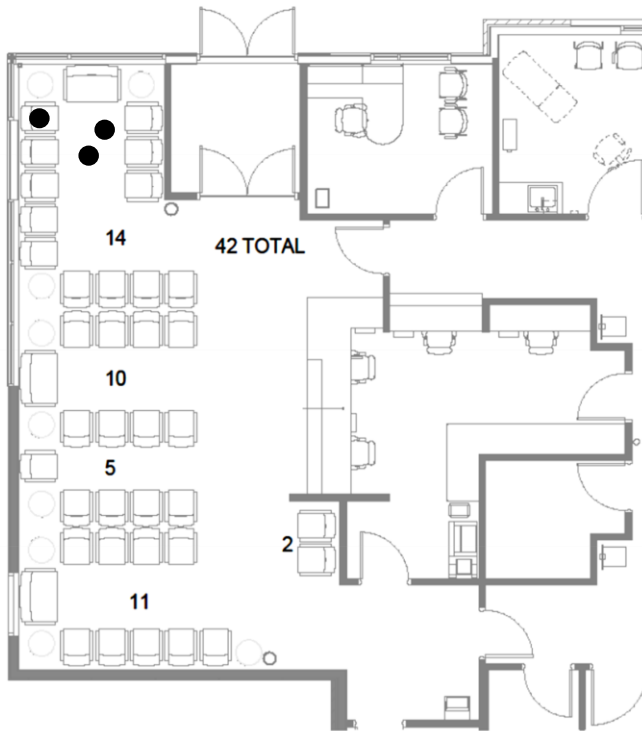


COMMUNAL





# Research







teamwork  
Connects  
Driven  
INNOVATION

SUITE G300





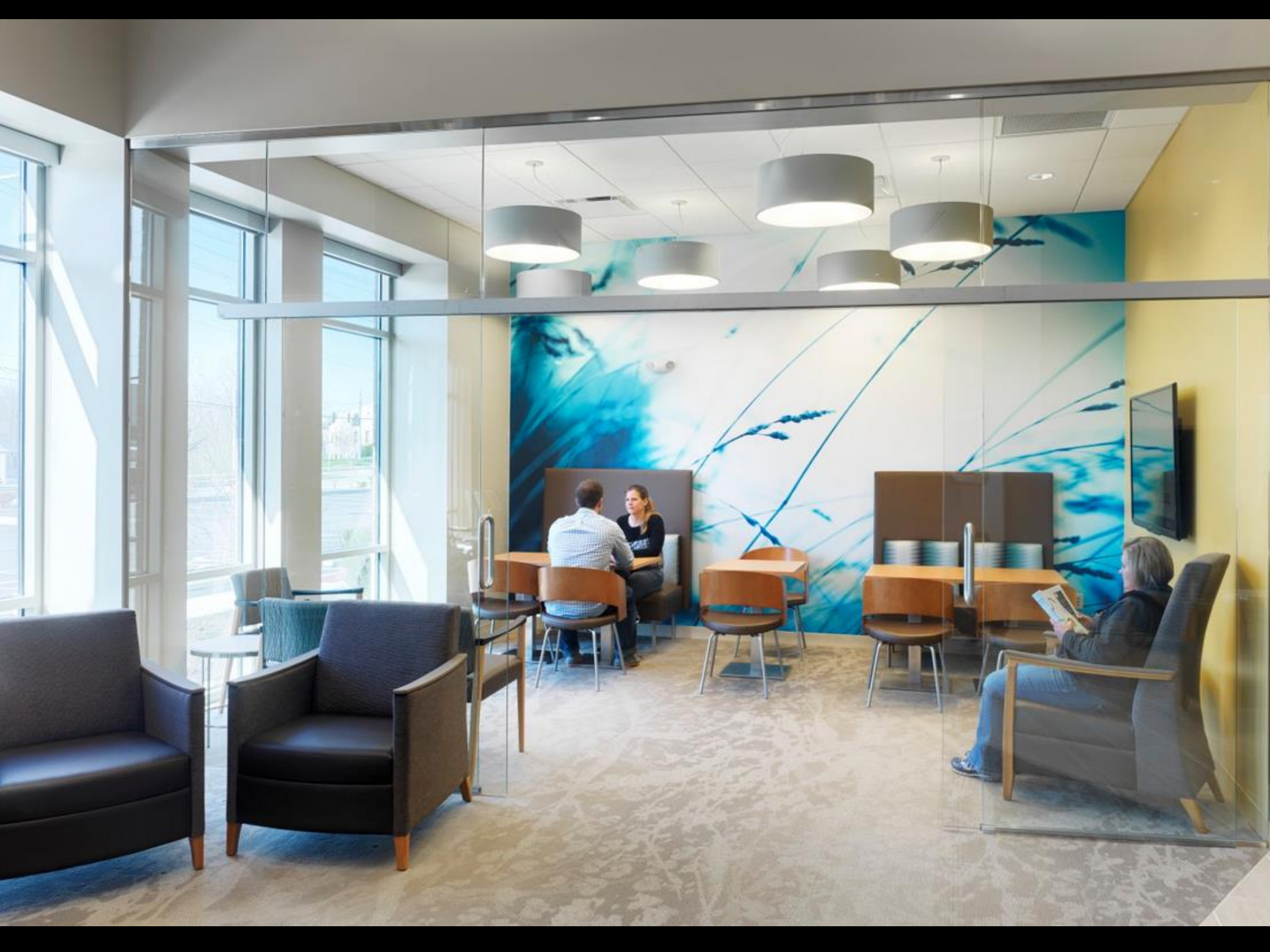


WELCOME TO  
The  
**Christ Hospital**  
Outpatient Center



200







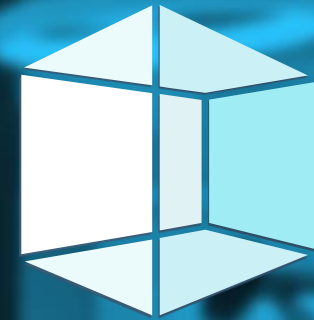




LEVEL OF CARE



PEOPLE



BUILT ENVIRONMENT

WHAT MAKES A GOOD EXPERIENCE?





**Michael** Lied  
mlied@gbbn.com



**Erin** Schmidt  
eschmidt@gbbn.com



**Anne** Schwab  
aschwab@gbbn.com

