DESIGN INstitute for HEALTH

Person-Centered Design, Patient-Centered Healthcare

2019 CAPH/SNI Annual Conference

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Executive Director

@Stacey_Chang

Nobody believes that our current healthcare system has achieved perfection.

In healthcare,
we never get the opportunity
to design a new model
that embraces wholesale change.

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In Austin

A new property tax = a new hospital + a new medical school + a unique payer

Engaged Community

A Positive Feedback Loop

New Care Provider Structures

Local Focus

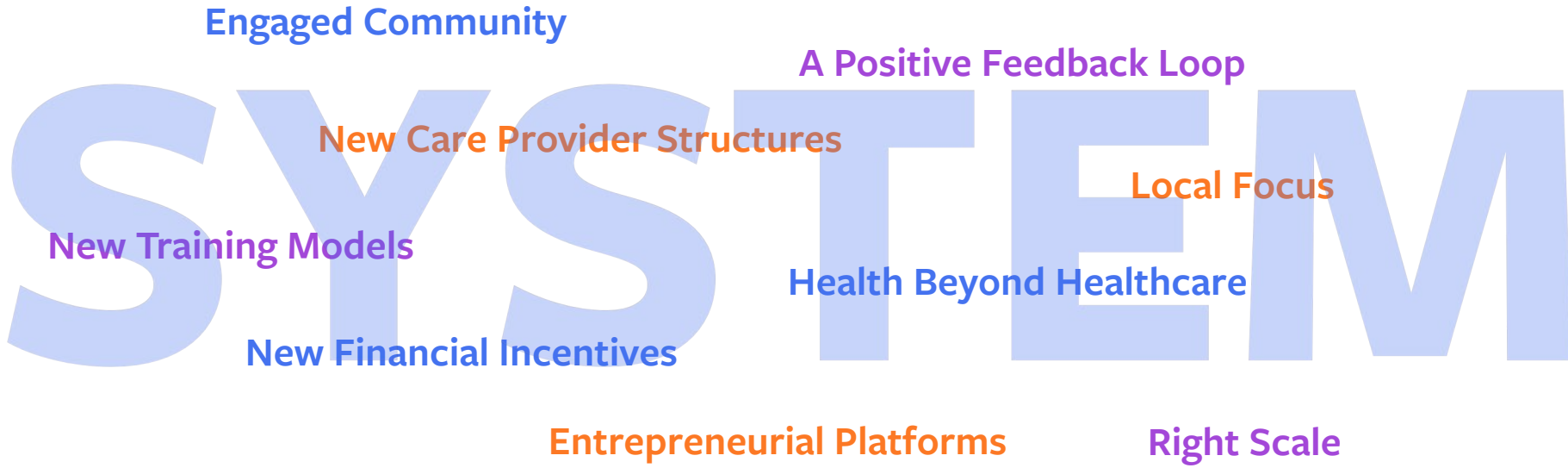
New Training Models

Health Beyond Healthcare

New Financial Incentives

Entrepreneurial Platforms

Right Scale


Engaged Community
A Positive Feedback Loop
SYSTEM
New Care Provider Structures
Local Focus
New Training Models
Health Beyond Healthcare
New Financial Incentives
Entrepreneurial Platforms
Right Scale

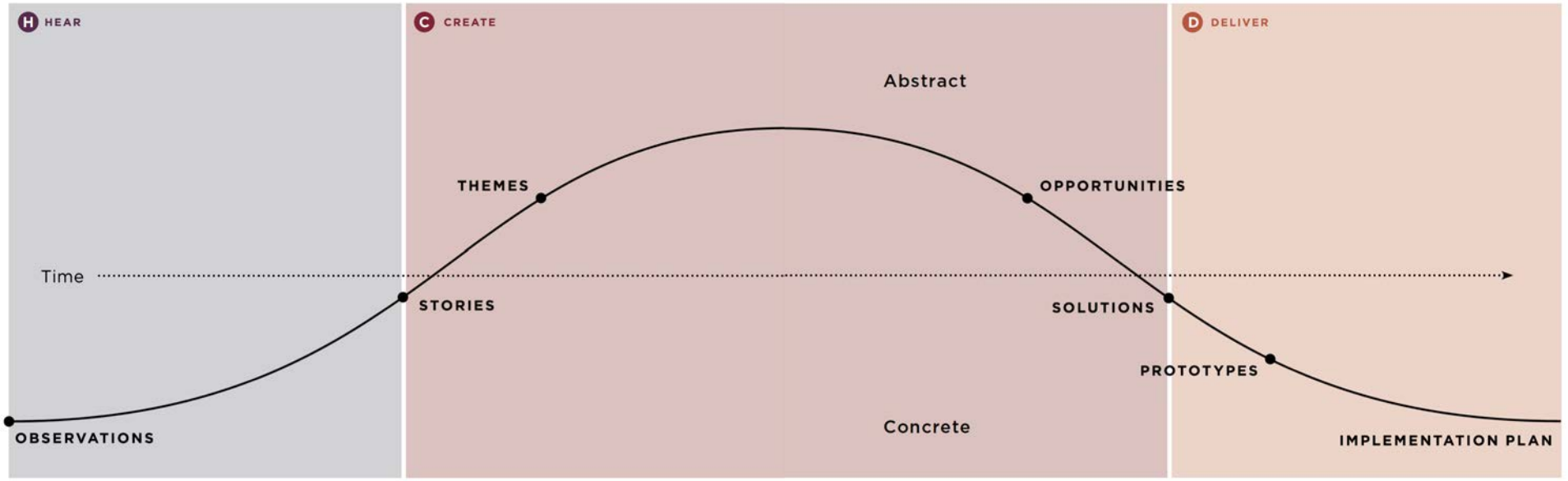
The University of Texas at Austin
Dell Medical School

The University of Texas at Austin
School of Design and Creative Technologies
College of Fine Arts

“It’s not just what it looks like and feels like.
Design is how it works.”

STEVE JOBS

IDEO


H HEAR
C CREATE
D DELIVER
Abstract
THEMES
OPPORTUNITIES
Time
STORIES
SOLUTIONS
PROTOTYPES
OBSERVATIONS
Concrete
IMPLEMENTATION PLAN

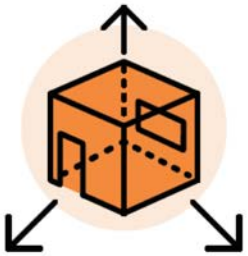
Carrier 3
Plan Name B
HMO
Silver
Add To Cart
Carrier 3
Plan Name B
HMO
Silver
Add To Cart
Anticipated Costs
Costs include advanced payment of your Premium Tax Cre
MONTHLY PREMIUM
$291/month
ANNUAL COST
$00,000
$00,000
$00,000
Minimum
Expected
Maximum
MONTHLY PREMIUM
$291/month
ANNUAL COST
$00,000
$00,000
$00,000
Minimum
Expected
Maximum
Additional Coverage
Dental Included
Vision Included
Dental Included
Vision Included
Quality Rating
Customer Service
Customer Service

What is the role of Design in Health?

To provoke
systemic change in health
through design.

Practice Areas

Product Design

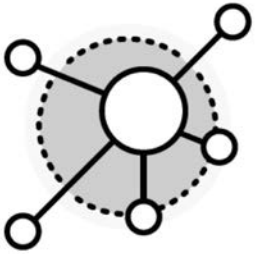


Environments Design

Communication Design

Service Design

Organization Design



Systems Design

A systemic view of care

Ecosystem of Care

A necessarily incomplete, possibly inaccurate, but urgently needed map of how healthcare happens in Travis County, Texas.

INSURANCE

CARE PROVIDERS

POPULATION

Private Health System

Private Insurance

Public Health

MAP
Medical Access Program

Medicaid

Medicare

Veterans Affairs

Delivery of Care

Seton Healthcare Family | St. David's Health | Baylor Scott & White | Austin Regional Clinic | CommUnityCare | Integra

Lone Star Circle of Care | UT Health Austin | People's Community Clinic | El Buen Samaritano | Austin State Hospital | Other Care

Travis County Population

PRIVATE INSURANCE*
73%

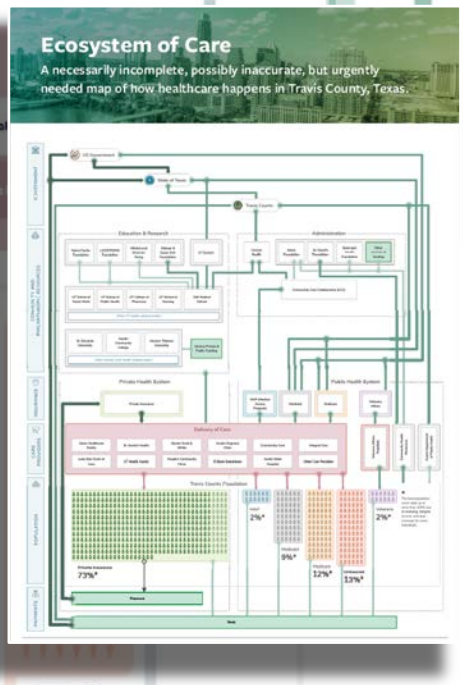
MAP*
2%

MEDICAID*
9%

MEDICARE*
12%

UNINSURED*
13%

Premiums



- The total population is more than 100% due to rounding, margin of error, and dual coverage for some individuals.

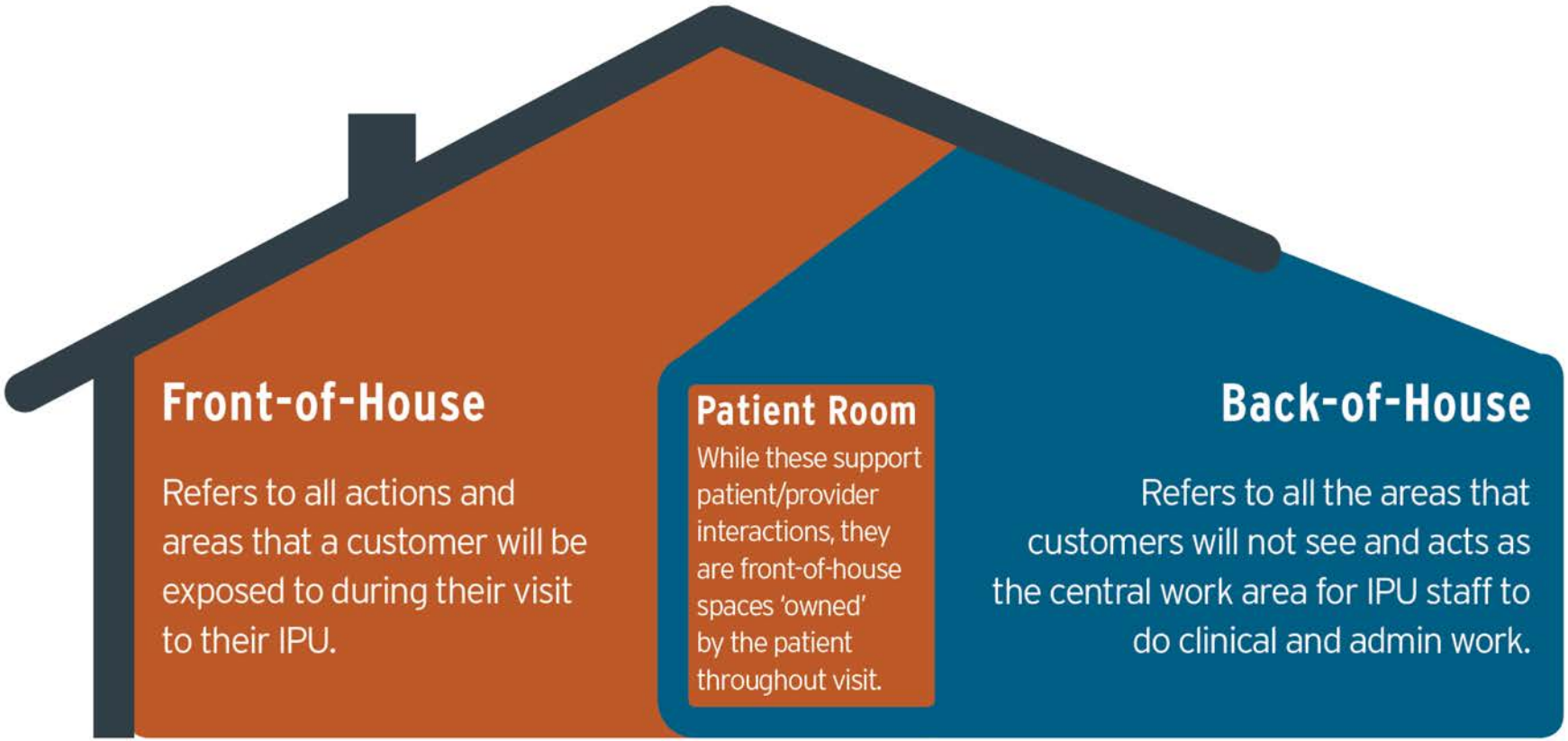
A new model of care

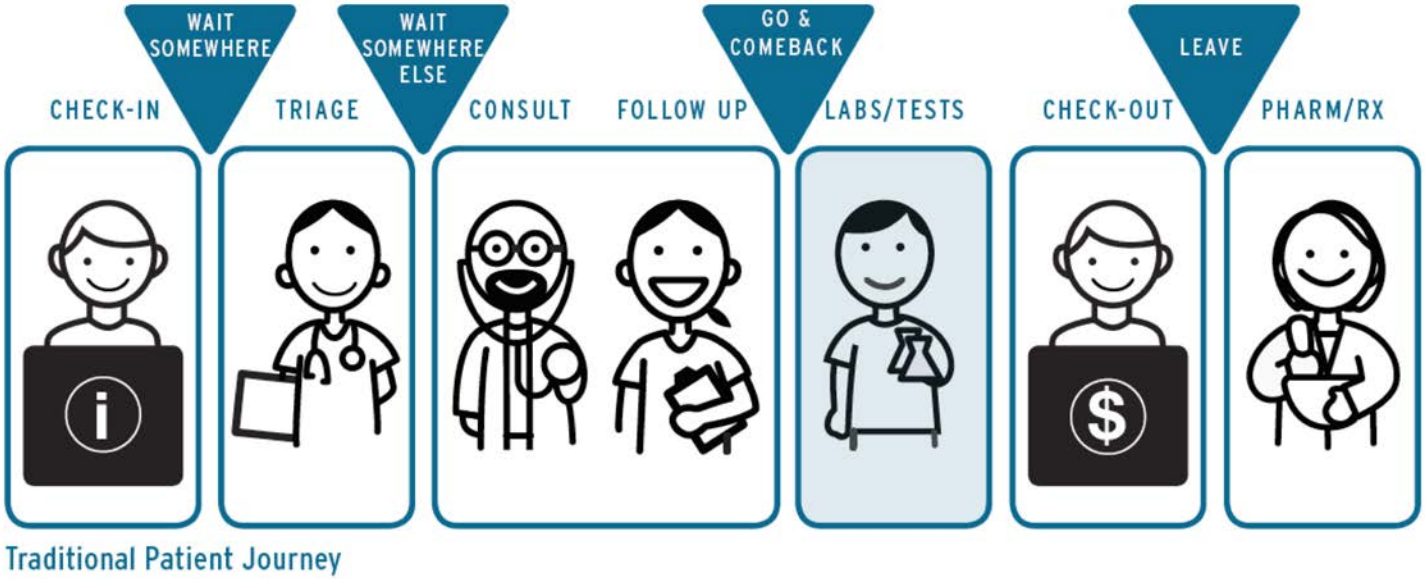
Patient
Experience Principles

1. Make the patient the center of the experience
2. Set expectations for the journey ahead of time
3. Grand the patient control over some aspects of the journey
4. Engage the informal caregivers
5. Decrease the authority gap between providers and patients

Provider
Experience Principles

1. Separate front and back of house activities
2. Facilitate informal interactions between staff
3. Create flexibility in space, and allow staff to optimize it
4. Enable and empower staff to own their roles

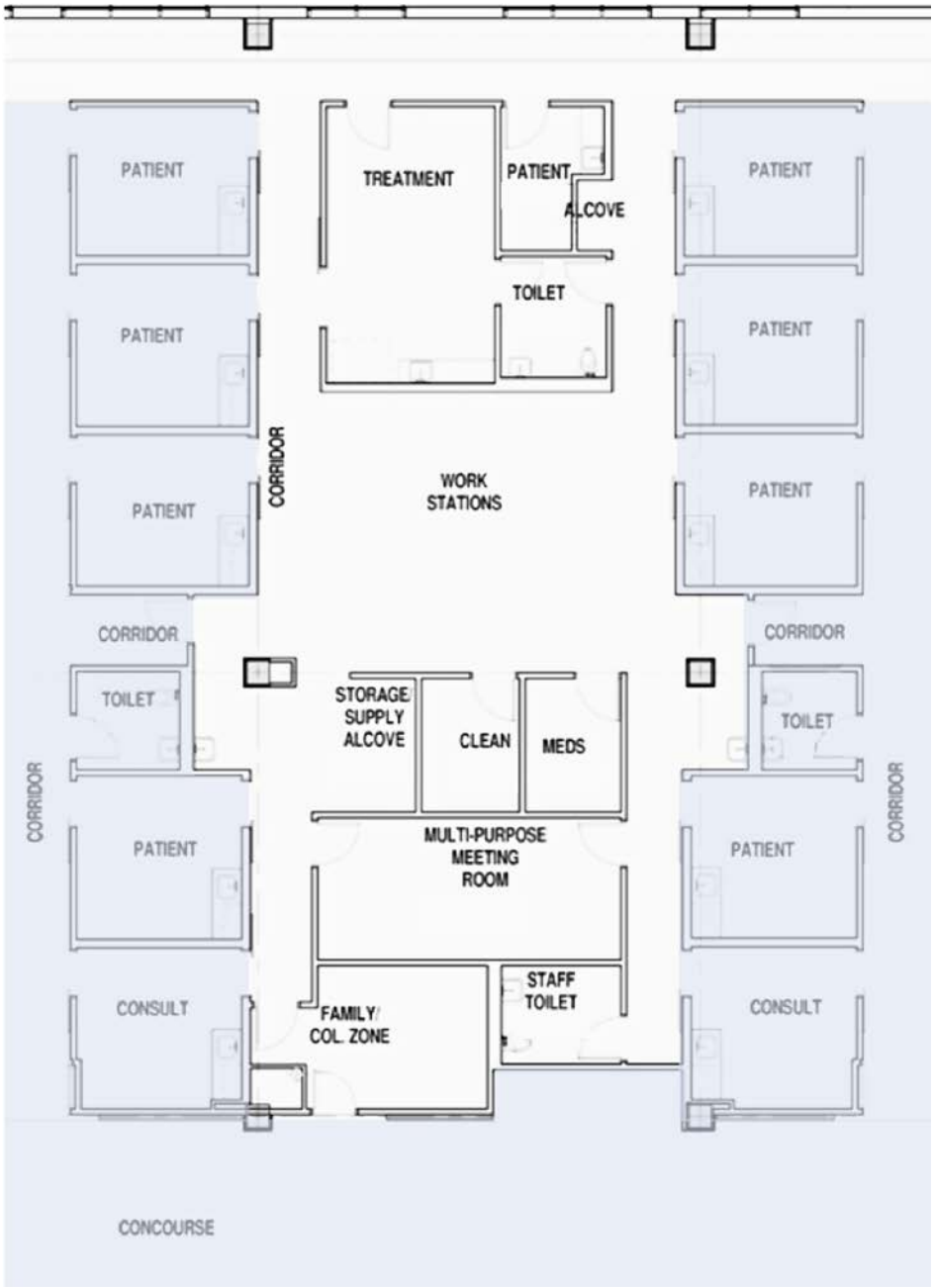

Front-of-House
Refers to all actions and areas that a customer will be exposed to during their visit to their IPU.
Patient Room
While these support patient/provider interactions, they are front-of-house spaces 'owned' by the patient throughout visit.
Back-of-House
Refers to all the areas that customers will not see and acts as the central work area for IPU staff to do clinical and admin work.



Traditional Patient Journey

IPU Patient Journey

11
Care Rooms
B1 – B10
Consultorios


PATIENT
TREATMENT
PATIENT
ALCOVE
PATIENT
TOILET
PATIENT
PATIENT
CORRIDOR
WORK
STATIONS
PATIENT
PATIENT
CORRIDOR
CORRIDOR
TOILET
STORAGE
SUPPLY
ALCOVE
CLEAN
MEDS
TOILET
CORRIDOR
CORRIDOR
PATIENT
MULTI-PURPOSE
MEETING
ROOM
PATIENT
STAFF
TOILET
CONSULT
FAMILY/
COL. ZONE
CONSULT
CONCOURSE

Welcome to the
Women's Health Institute
T Health Austin
al Instituto de Salud
en UT Health Austin
1-833-882-2737

Enabling the malcontents

MS3 Distinction in Healthcare Design & Innovation

	MS3 FALL	MS3 SPRING
COFA COURSES	ITD 3__ INTRODUCTION TO DESIGN THINKING	ITD 110 SKETCHING FOR THINKING & COMMUNICATIONS
		ITD 110 INTRODUCTION TO PROTOTYPING
DELL MED COURSES	MED 3__ DESIGN IN HEALTH	MED 2__ HEALTHCARE DESIGN LECTURE
		MED 5__ HEALTHCARE DESIGN LAB
BUNDLED COURSES	___3__ INTERDISCIPLINARY SKILLS COURSE	___3__ INTERDISCIPLINARY SKILLS COURSE
	___3__ INTERDISCIPLINARY SKILLS COURSE	

COURSE BUNDLES

NOTE: SUBJECT TO CHANGE

TOPIC 01 STORYTELLING

- ADV 378 Brand Storytelling
- RTF 366K Introduction to Documentary
- DES 311J Design Technologies I

or

- J 336D Graphic Design Print/Online

TOPIC 02 BUSINESS DESIGN

- ITD 350 The Business of Design
- LEB 370 Intellectual Property
- MAN 327 Innovation and Entrepreneurship

TOPIC 03 SERVICE DESIGN

- ARI 338 Designing for Human Behavior
- OM 386.1 Service Operations
- RTF 317 Narrative Strategies and Media Design

TOPIC 04 DIGITAL INTERACTION DESIGN

- CS 303 Elements of Computers and Programming
- DES 334 Intro to Interaction Design
- DES 325 Typography I

or

- ADV 348 Design of Integrated Communications

TOPIC 05 HEALTH COMMUNICATIONS

- ADV 319 Psychology of Advertising
- MKT 320F Foundations of Marketing
- ADV 378 Health Communications

or

- ADV 391K Health Communications

TOPIC 06 HEALTH ORGANIZATION DESIGN

- ITD 350/B The Business of Design
- MAN 320F Foundations of Organizational Behavior and Administration
- LEB 334M Healthcare Law and Policy

Integrating social services into primary care

Health Snapshot
To start, pick just one of the following cards:
I want to sleep better at night.
I want to have energy to do things after work or school.
I want to feel good when I look in the mirror.
Health Tree
Leave your wishes here
2
Physical Check
Check-In
Daily Bites
COMMUNITY
FOOD • HEALTH • ART

SCHOOL
SPEED LIMIT 20 WHEN FLASHING
CELL PHONE USE PROHIBITED UP TO $200 FINE
322
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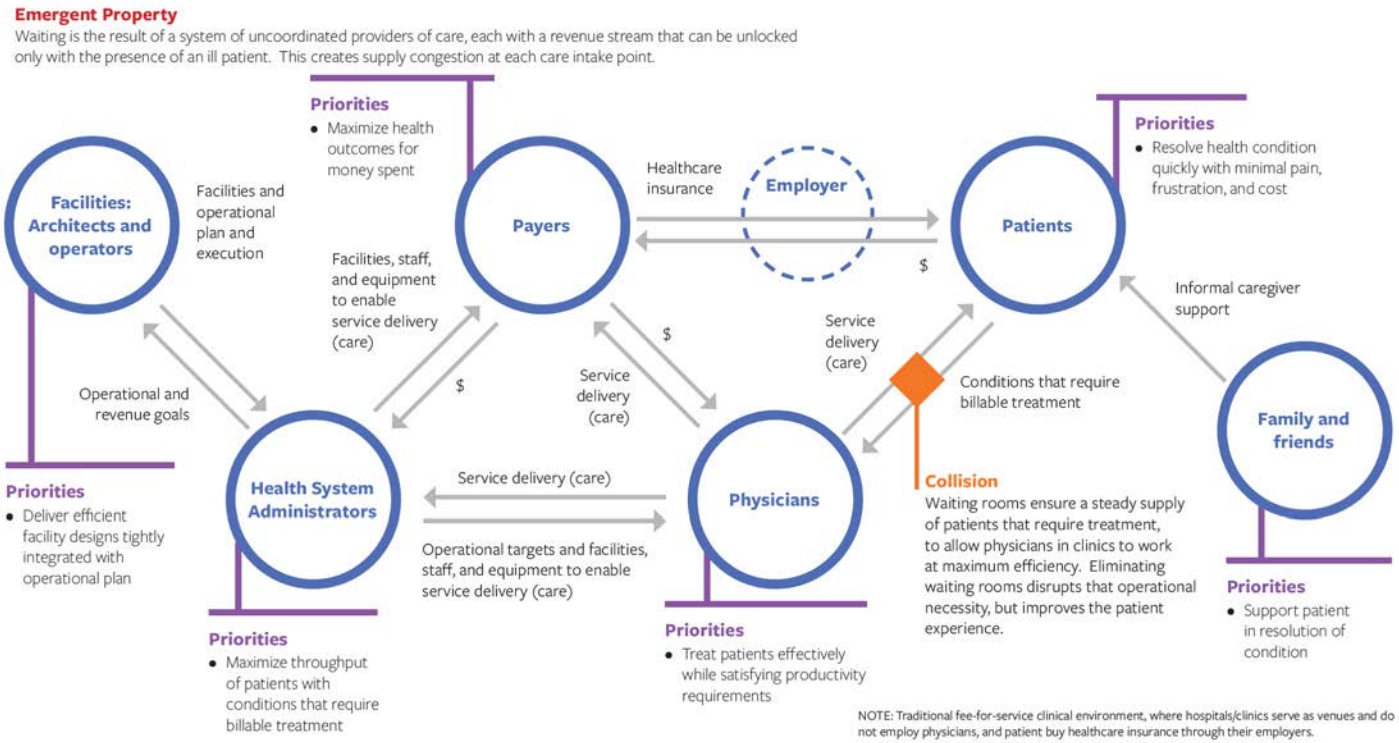
Rail Trail Promenade connection to Walnut Creek Bikeway
live-work industrial/creative studio space multi-family above
pedestrian and/or vehicular crossing to neighborhood north
water quality pond
Rail Trail Promenade connection to 100 acre thinkEAST District and to Lance Armstrong Bikeway
Proposed Green Line + Rail Trail
community vegetable garden
jain lane CIP Completion
pedestrian connection
JAIN LANE
flexible function building
parking garage
mercado/wellness hub
amphitheater
water quality pond
SHADY LANE
affordable multi-family housing
WALNUT
parkland A

System intelligence and systemic intervention



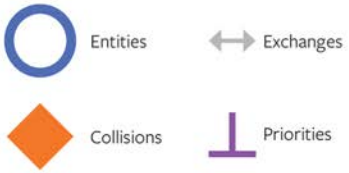
SYSTEM CHALLENGE

Traditional clinical models prioritize efficiency to the detriment of patient experience.

SYSTEM EFFORT

Eliminate waiting rooms to improve patient experience.

LEGEND



Thank you.