

Why is co-creation needed for service design in healthcare?

**Elizabeth B.-N. Sanders
The Ohio State University
MakeTools, LLC**



Why is co-creation needed for service design in healthcare?

Service design → Innovation

Why is co-creation needed for service design in healthcare?

Service design → Innovation

- Better experiences
- Efficiency
- Competitive advantage

Why is co-creation needed for service design in healthcare?

Service design + cocreation → Innovation

- Better experiences
- Efficiency
- Competitive advantage
- Relevant
- Sustainable

Why is co-creation needed for service design in healthcare?

Service design + cocreation → Innovation
Ownership
Empowerment

Co-creation for service design in healthcare

Who should be involved in the co-creation of services for healthcare?

Co-creation for service design in healthcare

Who should be involved in the co-creation of services for healthcare?

Everyone who has the potential to impact the design including **domain experts**.

Everyone who will be impacted by what is designed including the **experts of the lived experience**.

Co-creation for service design in healthcare: Who should be involved?

A Participatory Design Process: Guidelines for Hospital Patient Room Design

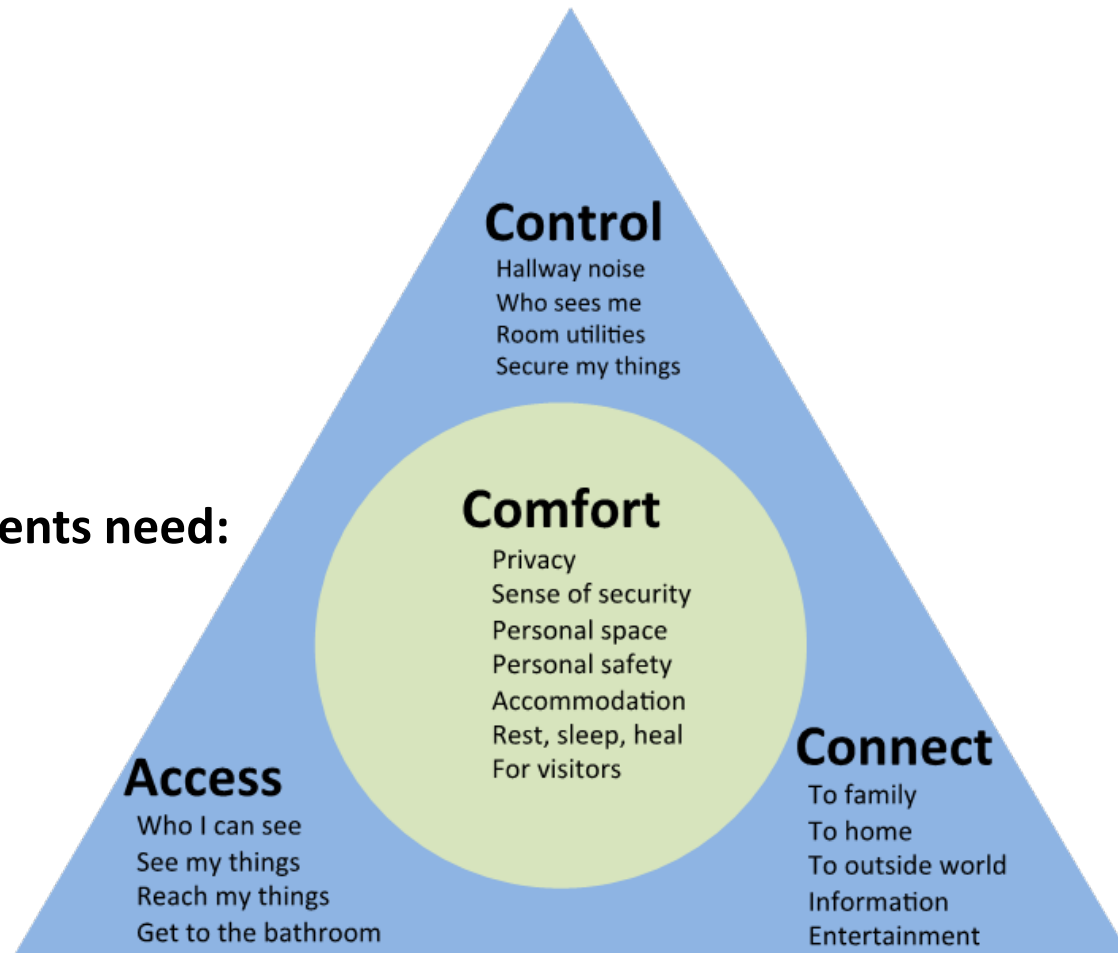
- Hospitalist
- Nurse
- Patient care assistant
- Safety care associate (sitter)
- Case manager
- Patient transporter
- Physical Therapy
- Occupational Therapy
- Respiratory Therapy
- Speech language pathologist
- Dietition
- Diet technician
- Nutrition aides (food service worker)
- Echocardiographer
- Ultrasound tech
- Vascular tech
- X-ray tech
- Housekeeper
- Clinical engineer
- Building operation
- Zone tech
- System shop
- Mechanical shop (plumber)
- Former patients
- Family members
- Visitors

Co-creation for service design in healthcare: Who should be involved?



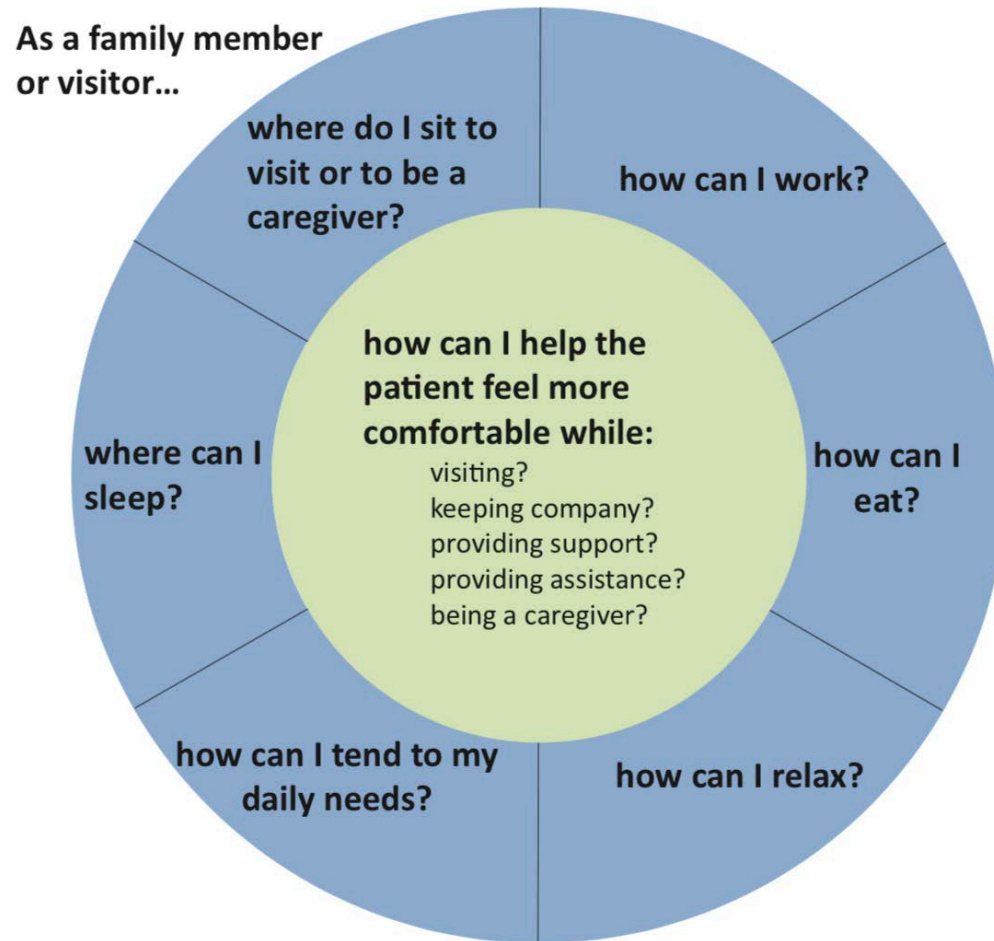
Co-creation for service design in healthcare: Who should be involved?

Hospital patients need:



Emily S. Patterson, Elizabeth B.-N. Sanders, Carolyn M. Sommerich, Steven A. Lavender, Jing Li, and Kevin D. Evans (2017) Meeting Patient Expectations During Hospitalization: A Grounded Theoretical Analysis of Patient-Centered Room Elements. *Health Environments Research & Design Journal*.

Co-creation for service design in healthcare: Who should be involved?



Emily S. Patterson, Elizabeth B.-N. Sanders, Steven A. Lavender, Carolyn M. Sommerich, Sanghyun Park, Jing Li, and Kevin D. Evans. (2018) A Grounded Theoretical Analysis of Room Elements Desired by Family Members and Visitors of Hospitalized Patients: Implications for Medical/Surgical Hospital Patient Room Design, *Health Environments Research & Design Journal*.

Co-creation for service design in healthcare: Who should be involved?

Exploring the Next Generation Intensive Care Unit of the Future

Design 6400 Class number: DESIGN 6400-0010 (13598) Spring Semester 2018
Mondays from 3:00 until 7:00 • 105 Hayes Hall and the OSU Medical Center

A Co-Design Studio for Graduate Students:

EXPLORING THE NEXT GENERATION INTENSIVE CARE UNIT OF THE FUTURE

An interdisciplinary, co-design-led exploration of future scenarios of use (both short-term and longer-term) for the Critical Care Units of the Ohio State University Wexner Medical Center. We will invite healthcare professionals into the front end of the design process to explore future ways of working.

A collaboration between the Department of Design and the Department of Surgery in the Critical Care Units of The OSUWMC. This unique setup will allow the students to work directly with healthcare professionals and immerse themselves in the working environment they are studying. The end goals for the students would include taking part in a hands-on experience on a real-world challenge in an interdisciplinary setting. We will focus on the James Cancer Hospital and University Hospital surgical intensive care units.

Format

- Immersive observations
- Facilitating a series of co-design workshops with healthcare professionals

Participants

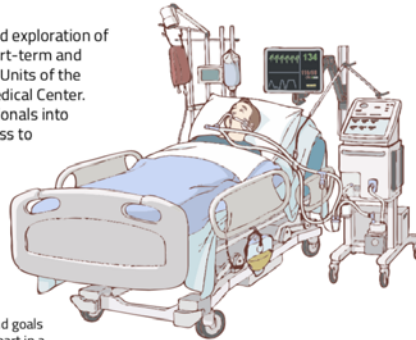
- Graduate students from all disciplines are welcome.
- Application paperwork and immunization record are required.
- No other prerequisites.
- Class size is limited to 16, so please enroll early.

We are particularly interested in hearing from graduate students in:

- | | | |
|-----------------|----------------------------------|----------------------------------|
| • Nursing | • Psychology | • Architecture |
| • Public Health | • Biomedical Sciences | • Computer Science |
| • Communication | • The Fisher College of Business | • Integrated Systems Engineering |

Facilitator/Instructor: Elizabeth Sanders, PhD, Department of Design, <http://u.osu.edu/sanders.82/>
Collaborator: Daniel Vazquez, MD, MSc, FACS, Surgical Intensive Care Unit, OSUMC

Questions? Send me an email to Liz Sanders at Sanders.82@osu.edu • Open to all disciplines. Seeded by Design.



- Attending Physicians
- Fellows in Training
- SICU Advance Practice Providers
- Nurse Managers
- Nurses
- Physical Therapists
- Occupational Therapists
- Respiratory Therapists
- Radiographers
- Volunteer Services
- Social Workers
- Pharmacists
- Ultrasound Technicians
- Former ICU patients and family members

Co-creation for service design in healthcare

What does the co-creation of services for healthcare look like?

Co-creation for service design in healthcare: What does it look like?

Workshop

Co-creation for service design in healthcare: What does it look like?



Co-creation for service design in healthcare: What does it look like?



Co-creation for service design in healthcare: What does it look like?

Tablet Device Diabetes Tinder for Sensitive Topics

Patients can use this application in the waiting room previous to meeting with a health care professional.

The health care professional gets notified of which topics the patient would like to address during their visit.



Co-creation for service design in healthcare: What does it look like?



Co-creation for service design in healthcare: What does it look like?

- 16 graduate students from 8 disciplines
 - 28 ICU participants
 - 2 former ICU patients
 - 5 family members
-
- 47 design opportunities

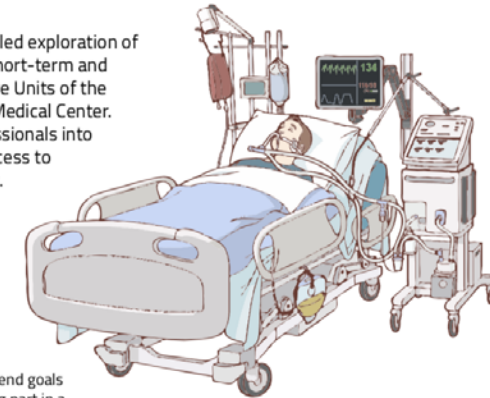
Design 6400 Class number: DESIGN 6400-0010 (13598) Spring Semester 2018
Mondays from 3:00 until 7:00 • 105 Hayes Hall and the OSU Medical Center

A Co-Design Studio for Graduate Students:

EXPLORING THE NEXT GENERATION INTENSIVE CARE UNIT OF THE FUTURE

An interdisciplinary, co-design-led exploration of future scenarios of use (both short-term and longer-term) for the Critical Care Units of the Ohio State University Wexner Medical Center. We will invite healthcare professionals into the front end of the design process to explore future ways of working.

A collaboration between the Department of Design and the Department of Surgery in the Critical Care Units of The OSUWMC. This unique setup will allow the students to work directly with healthcare professionals and immerse themselves in the working environment they are studying. The end goals for the students would include taking part in a hands-on experience on a real-world challenge in an interdisciplinary setting. We will focus on the James Cancer Hospital and University Hospital surgical intensive care units.



Format

- Immersive observations
- Facilitating a series of co-design workshops with healthcare professionals

Participants

- Graduate students from all disciplines are welcome.
- Application paperwork and immunization record are required.
- No other prerequisites.
- Class size is limited to 16, so please enroll early.

We are particularly interested in hearing from graduate students in:

- | | | |
|-----------------|----------------------------------|----------------------------------|
| • Nursing | • Psychology | • Architecture |
| • Public Health | • Biomedical Sciences | • Computer Science |
| • Communication | • The Fisher College of Business | • Integrated Systems Engineering |

Facilitator/Instructor: Elizabeth Sanders, PhD, Department of Design, <http://u.osu.edu/sanders.82/>
Collaborator: Daniel Vazquez, MD, MSc, FACS, Surgical Intensive Care Unit, OSUMC

Questions? Send me an email to Liz Sanders at Sanders.82@osu.edu • Open to all disciplines. Seeded by Design.

Co-creation for service design in healthcare: What does it look like?



Co-creation for service design in healthcare: What does it look like?



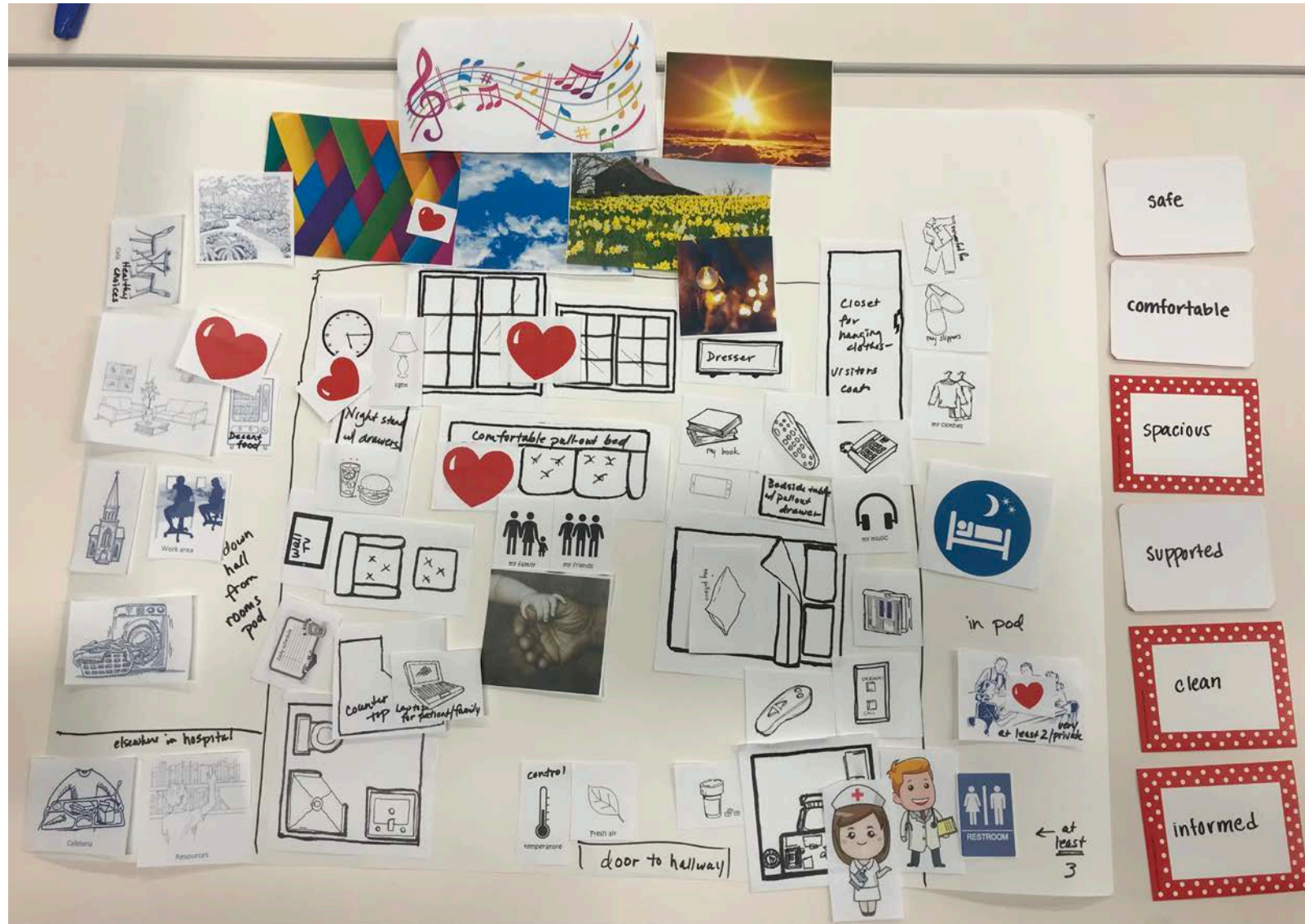
Co-creation for service design in healthcare: What does it look like?



Co-creation for service design in healthcare: What does it look like?



Co-creation for service design in healthcare: What does it look like?



Co-creation for service design in healthcare: What does it look like?

47 opportunities for design were identified.
The most highly prioritized were explored.

Unit Level

- Linear vs pod design
- Dedicated spaces to meet the needs of the SICU staff

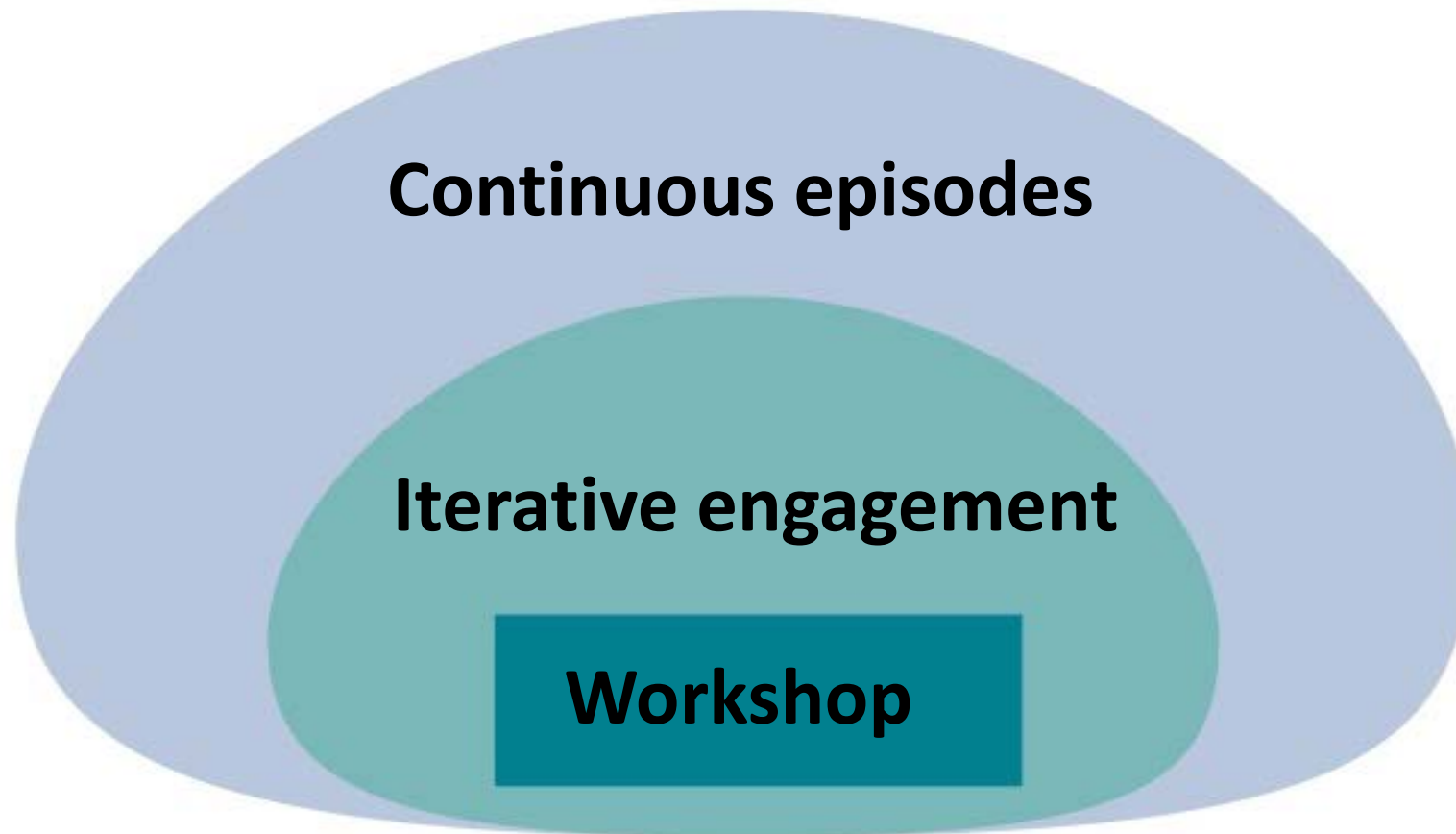
Room Level

- The sharps containers
- The booms
- Lighting: natural and artificial lighting from the perspectives of staff, family, patients

Experience Level

- Communication between staff members as well as between staff and family
- The patient/family SICU experience

Co-creation for service design in healthcare: What does it look like?



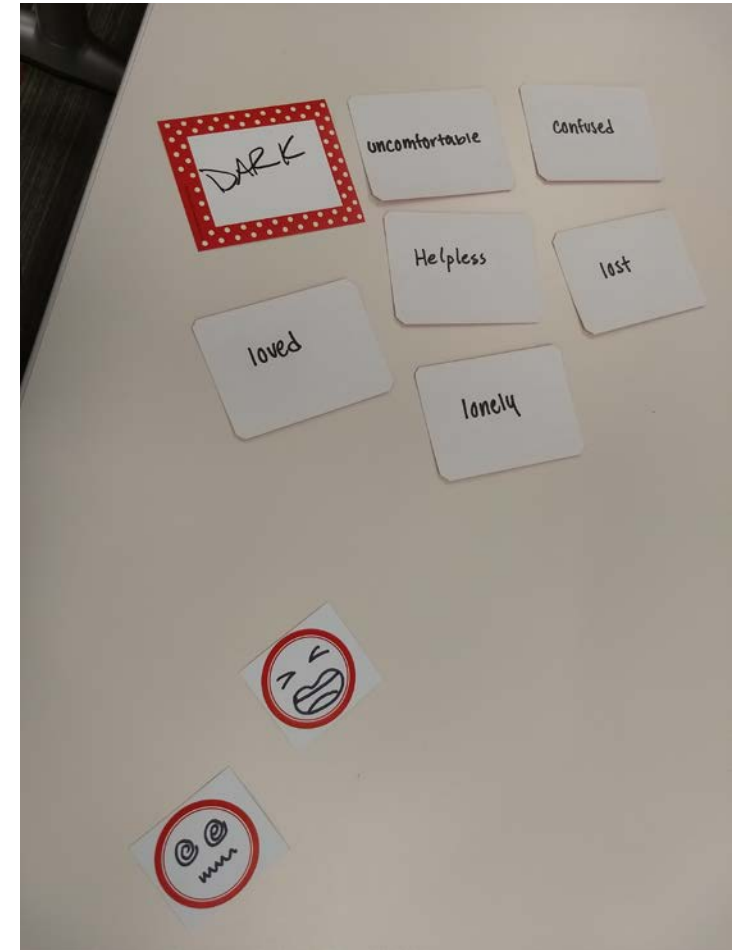
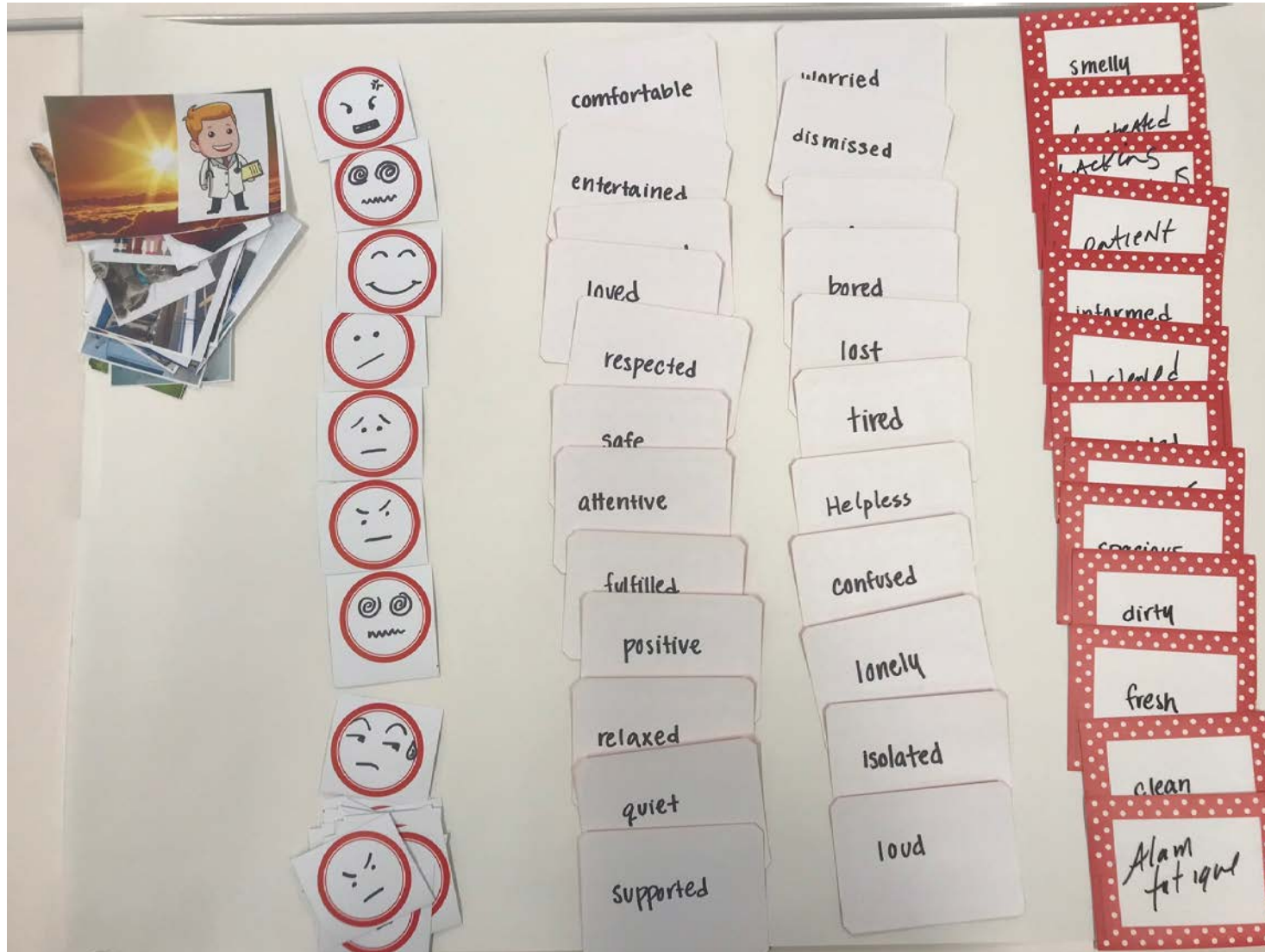
Co-creation for service design in healthcare

How do we do co-creation of services for healthcare?

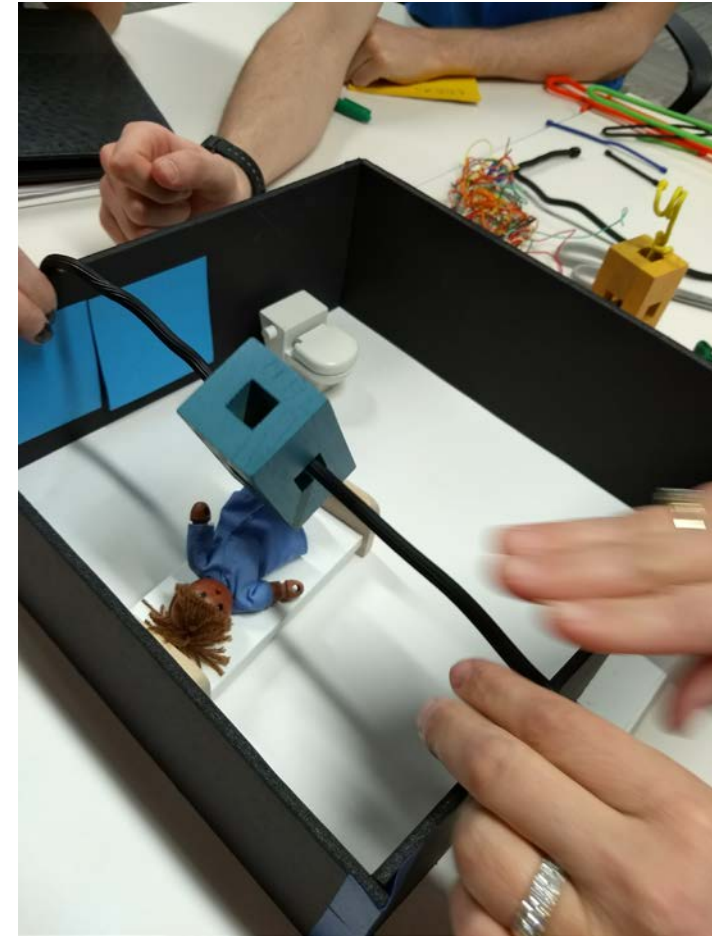
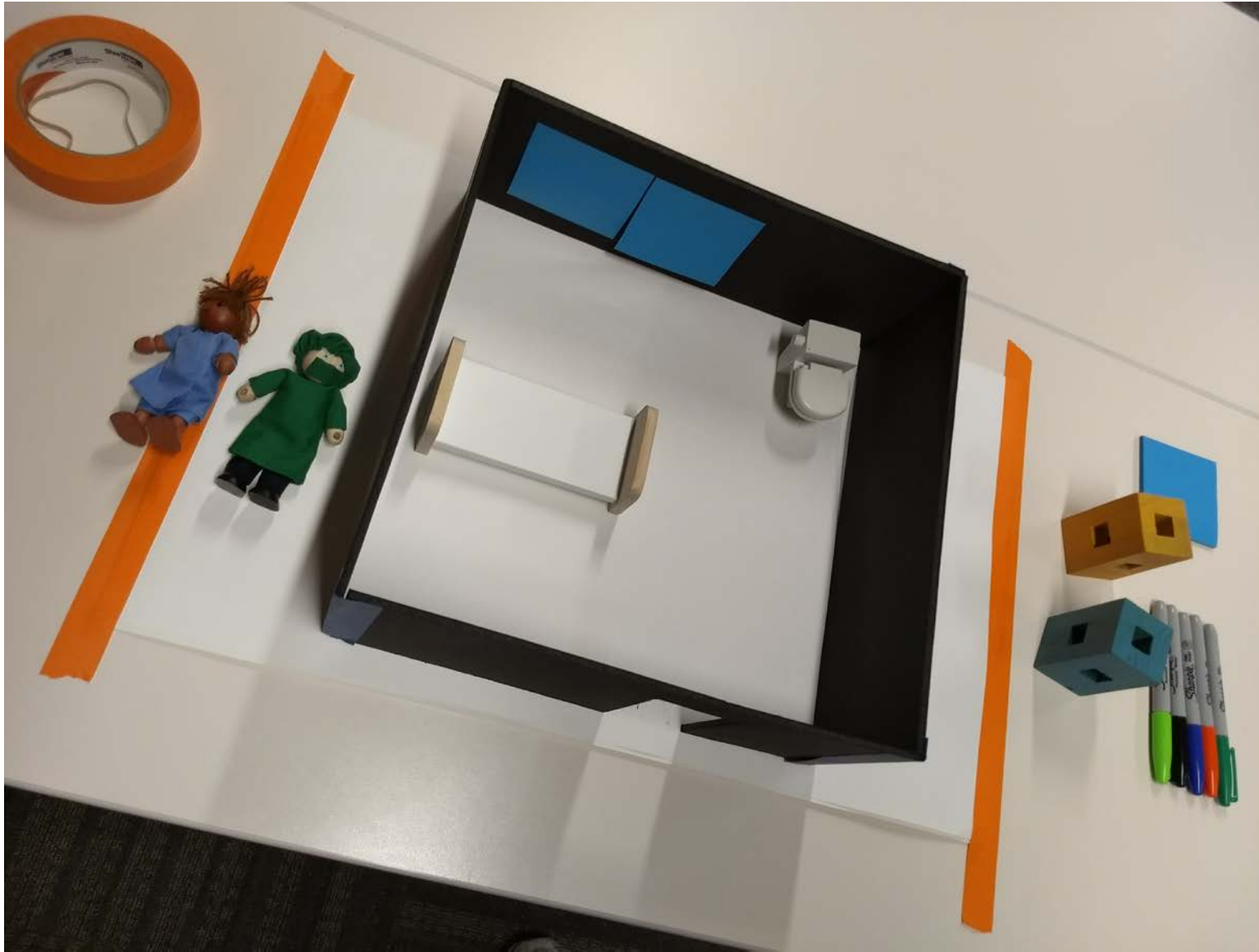
Co-creation for service design in healthcare: How do we do it?

Tangible tools

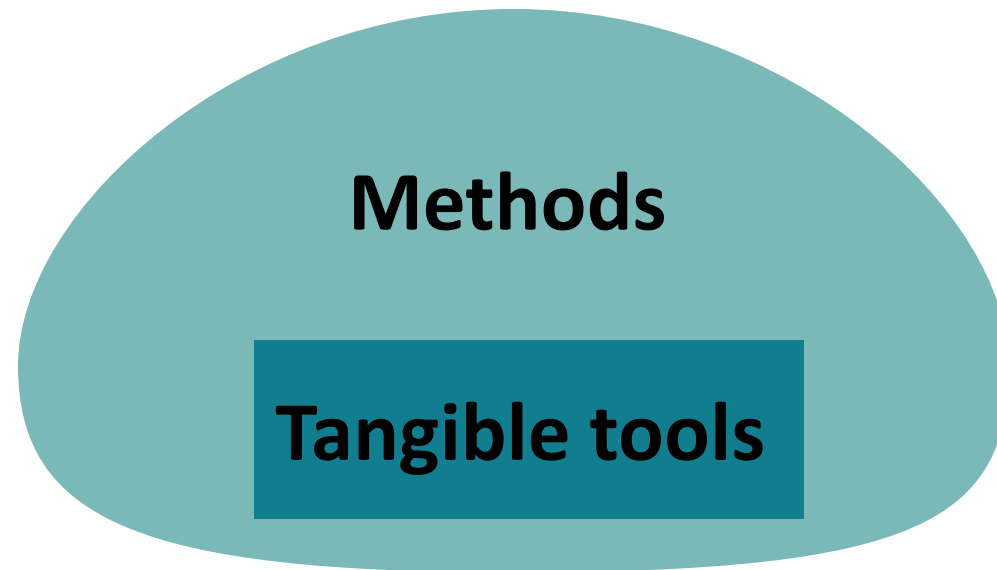
Co-creation for service design in healthcare: How do we do it?



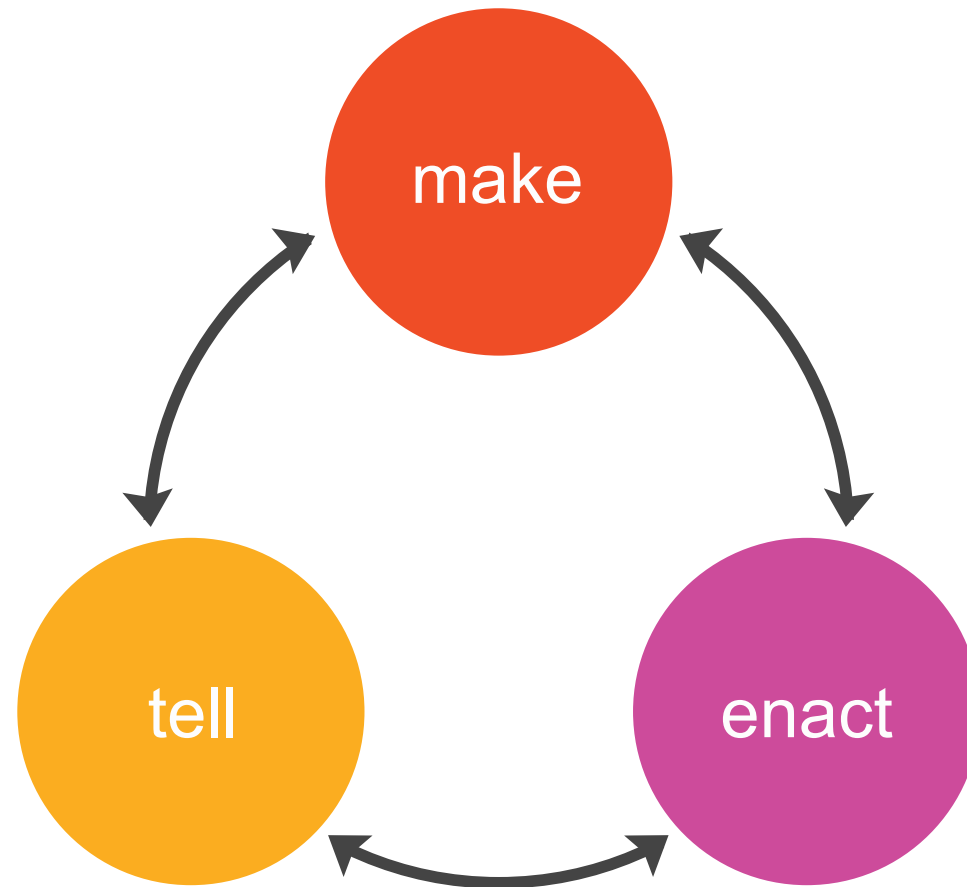
Co-creation for service design in healthcare: How do we do it?



Co-creation for service design in healthcare: How do we do it?



Co-creation for service design in healthcare: How do we do it?



Co-creation for service design in healthcare: How do we do it?

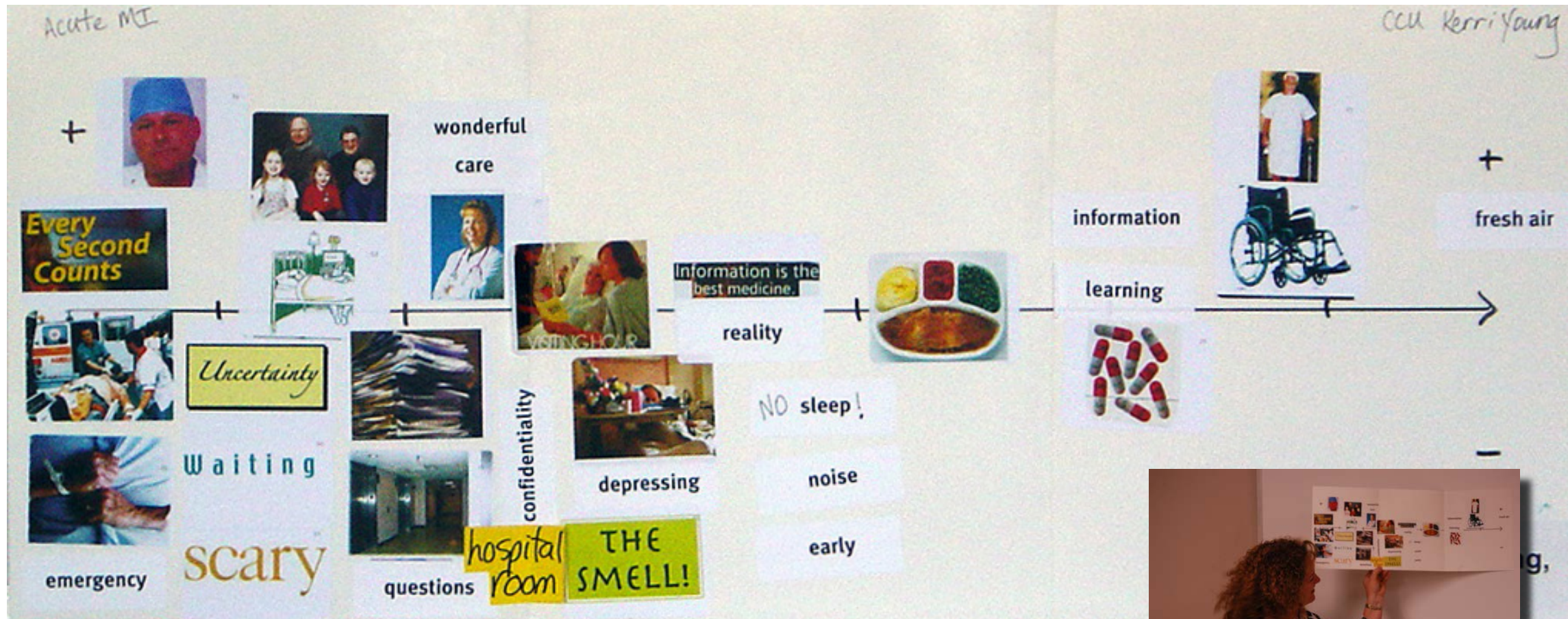


Children's Hospital of Philadelphia, Philadelphia, PA

Co-creation for service design in healthcare: How do we do it?



Co-creation for service design in healthcare: How do we do it?



Co-creation for service design in healthcare: How do we do it?



Co-creation for service design in healthcare: How do we do it?



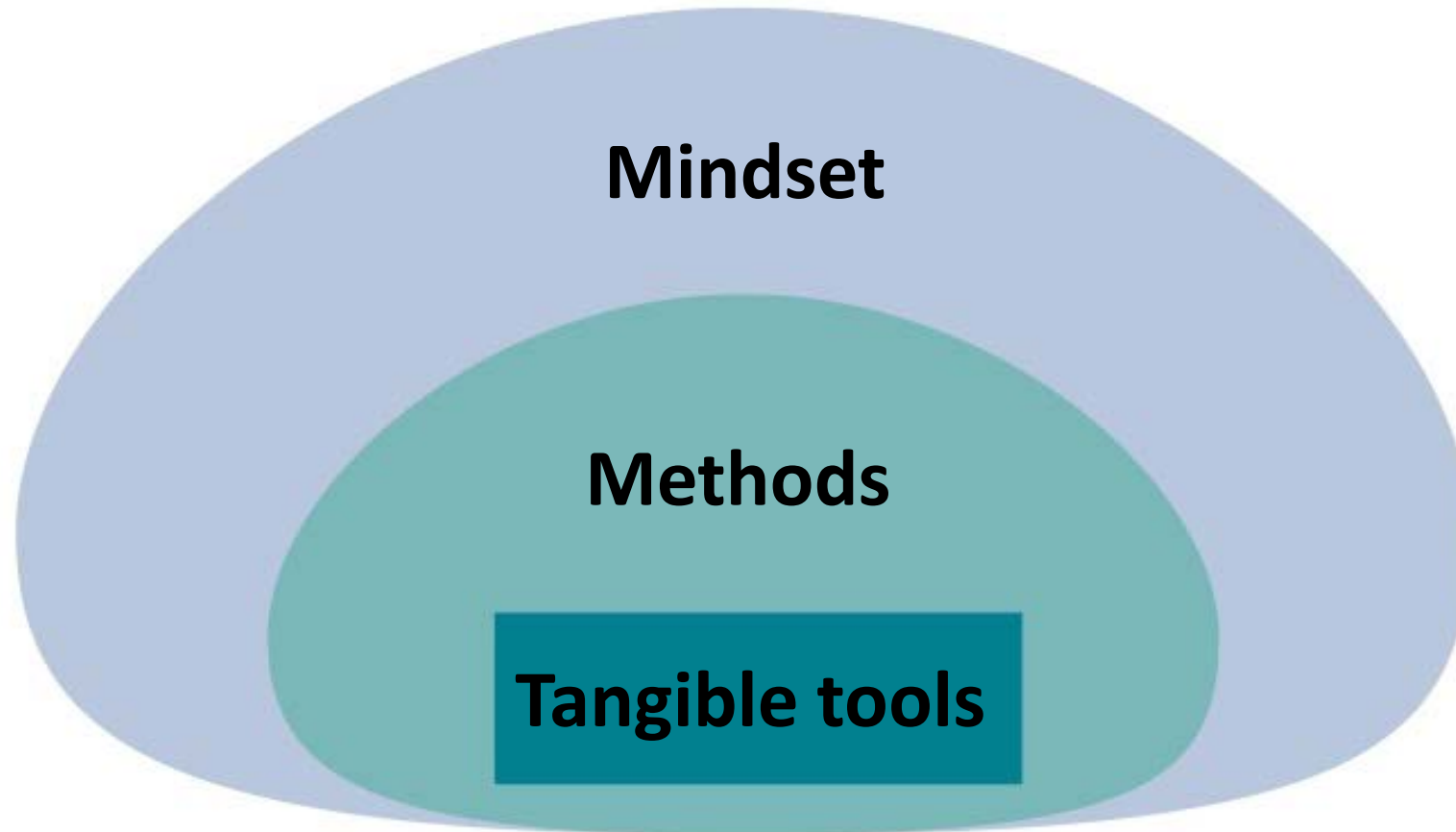
Co-creation for service design in healthcare: How do we do it?



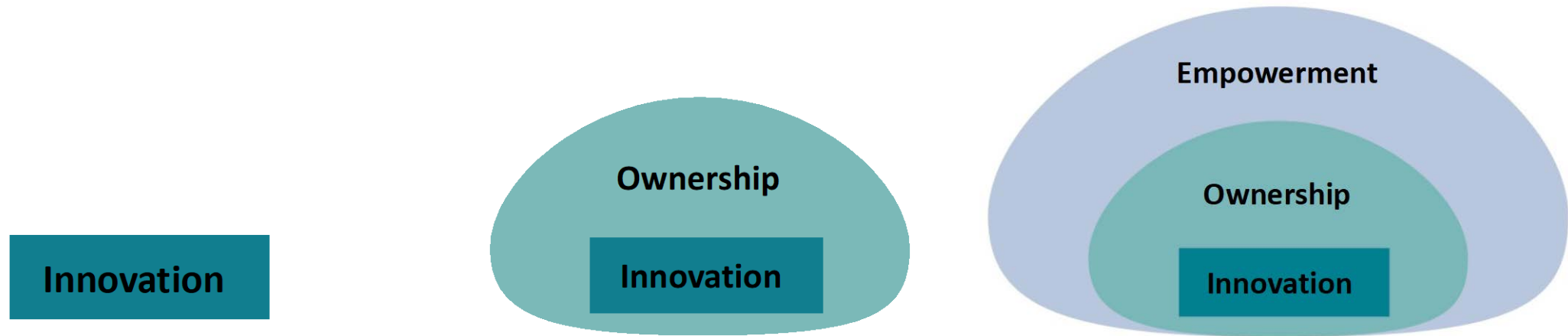
Co-creation for service design in healthcare: How do we do it?



Co-creation for service design in healthcare: How do we do it?



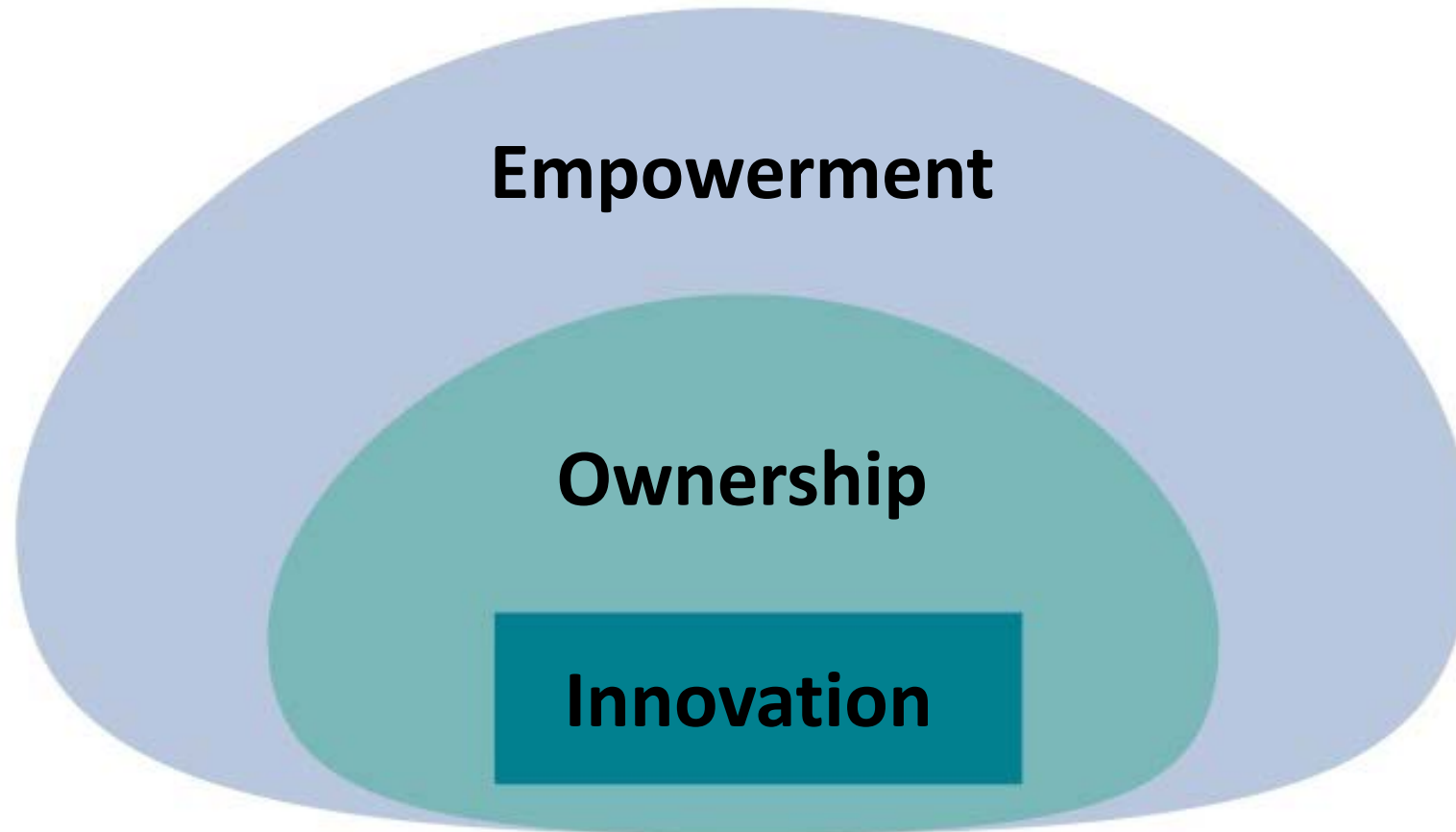
Why is co-creation needed for service design in healthcare?



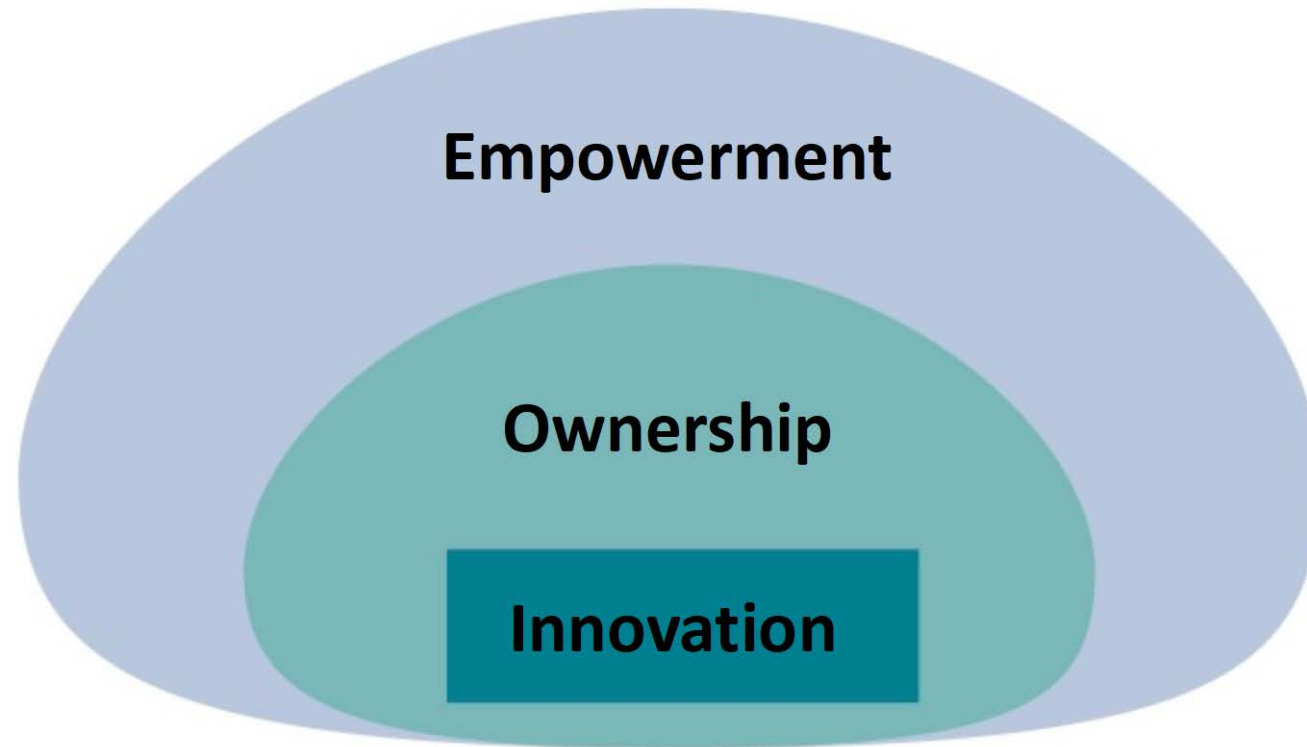
Service design . . . Transition planning . . . Service delivery

- Relevant and sustainable **innovation**.
- Shared **ownership** of and responsibility for the healthcare journey.
- Easier transition to the new service plan.
- **Empowerment** of healthcare providers and users.
- Adaptability.
- Pride.

Why is co-creation needed for service design in healthcare?



Why is co-creation needed for service design in healthcare?



Service design + co-creation

Thank you!

