Design thinking as a tool for healthcare innovation (and education)

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Background

- Increasing complexity
- Scarce resources
- Reforms
- Introduction of new parties
- ...

Increasing uncertainty and importance of ability to adapt

“The half-life of medical knowledge is around 7 years”
The best way to predict the future is to design it.

— Buckminster Fuller, American engineer, author, designer, inventor, and futurist (1895-1983)
Design thinking as a mindset

Design as aesthetics

Design as process.
- Problem solving skills
- Empathy
- Creativity
- Collaboration
- Agency
- ...

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Design thinking methodology
Design thinking methodology

INSPIRATION
I have a design challenge.
How do I get started?
How do I conduct an interview?
How do I stay human-centered?

IDEATION
I have an opportunity for design.
How do I interpret what I’ve learned?
How do I turn my insights into tangible ideas?
How do I make a prototype?

IMPLEMENTATION
I have an innovative solution.
How do I make my concept real?
How do I assess if it’s working?
How do I plan for sustainability?
Inspiration

• **Aim:** defining problems and needs, becoming intuitive with your user
  – Problem statement & user profile

• **Tools**
  – Emphasize (interviews, shadowing)
  – Mind mapping
  – Participatory research

• **Pitfalls**
  – Confirming predefined perspectives
  – Involving the most accessible groups only
  – Interpret without involving the actual users
PRACTICAL PLAN

Redesigning and test those

Designing and overseeing

Designed by staff

Designed by patients

Questionnaire

Open

Translated

Cleaners

Nurses

Staff

Patients

Family/Friends

Former Patients

C Leave a vacant

Stay over 2 or 3 days.

Field Trip

Haarelon Ward

2 or 3 days.

Dolling's Museum
Design thinking methodology

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Ideation

• **Aim:** generating (concept) solutions for the defined needs
  – Solution(s)

• **Tools**
  – Panic design/prototyping
  – Brainstorming
  – Co-design sessions
  – Feedback interviews

• **Pitfalls**
  – Testing fully developed ideas only
  – Trying to find one solution for all needs
  – Overemphasizing feasibility and restrictions
Design thinking methodology

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**Ideation**
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**Implementation**
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- How do I plan for sustainability?
Implementation

- **Aim:** maximizing impact, create sustainable change with your solution
  - Business or implementation plan

- **Tools**
  - Pitching
  - Patient/user journey
  - Business model canvas

- **Pitfalls**
  - Not taking a holistic view (bottlenecks!)
  - User vs. financer vs. prescriber
  - Evidence based?
Patient-focused management program being developed to optimize care delivery for patients with serious mental illness
Running a design thinking course

• Gains
  – Development of skills
  – Establishing networks
  – Generating solutions
  – Supporting agency/ownership

• Resources to mobilize
  – Interdisciplinary partners
  – Clinical advocates, group facilitators and patients/users
  – Supportive faculty staff (e.g., credits, assignments)
  – Technical resources
  – ...

Conclusion

Design thinking is a **structured method** to apply human-centered innovation in health care (education) while supporting **agency** amongst staff.

Want to know more?
- Design Thinking for Educators - [http://www.designthinkingforeducators.com](http://www.designthinkingforeducators.com)
- IDEO, Human-Centered Design - [http://www.designkit.org/](http://www.designkit.org/)
Thank you for your attention

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