Using Design Thinking to Make eHealth Services More Patient Centered

Presented by David Geerts, Founder, U-Sentric

" **We spend a lot of time designing the bridge, but not enough time thinking about the people who are crossing it.**

Dr. Prabhjot Singh - Director of the Arnhold Institute

Start with Why

Problem
Space

Understand

What we need to do
Why we are doing it
Who is involved

Solution
Space

Results

Smart Designs
Smart Decisions

Why we make

What we make

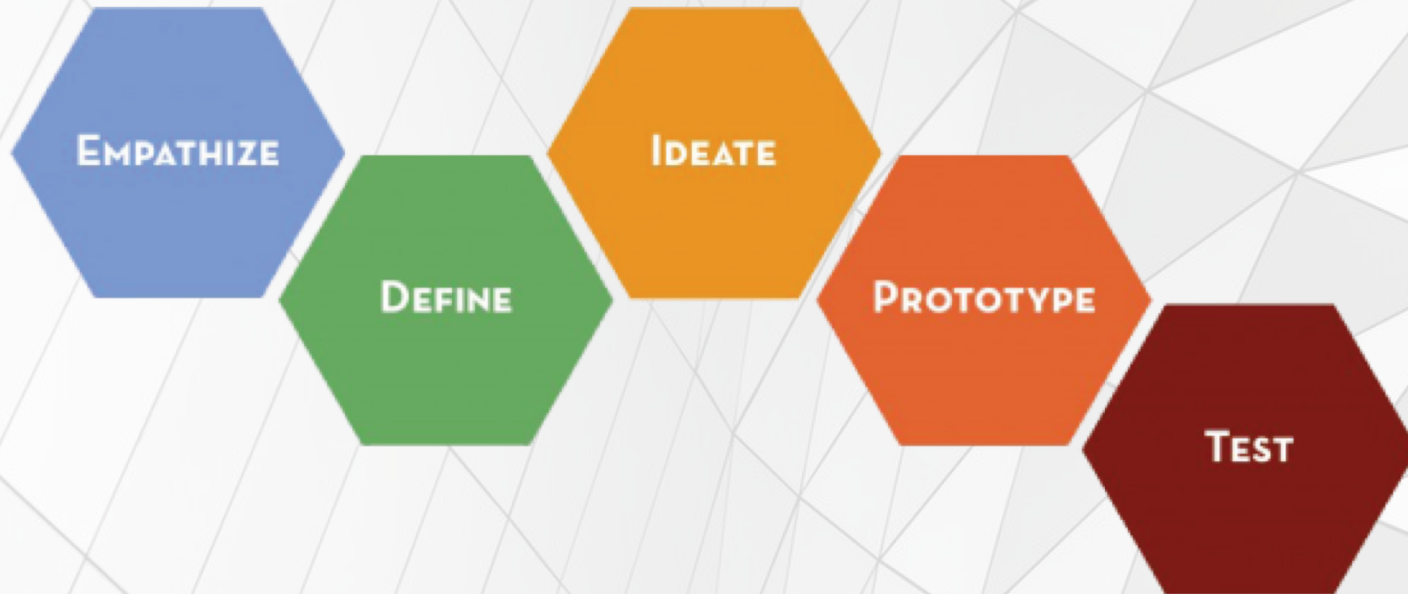"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.

Tim Brown - CEO IDEO

Design Thinking

Stanford d.school

Case: online diabetes platform

Empathize

Function	Observation
Learning the software	Frustrating first experience Problems installing the software and hardware, e.g. when connecting cables
Manual	Very large document Read only once and often only partially
Problem solving	The help desk is only available during office hours Most parents work, and want to reach the help desk after 6pm
Communication	Software support people only speak French Dutch speaking nurses are go-between for parents and children
Creating files	Creating a new file is time consuming Many questions are asked that could be saved or gathered from other systems
Interaction flow	Order of the screens does not match the procedure of a consultation Nurses only use the system for completing the forms after a consultation

Define

Define

Karin (13yo)
Family related diabetes

Moved from injections to insulin pump and back

Lacks motivation to send her data to nurses

Mother is concerned so also sends data or contacts nurse

For urgent questions, gets in touch with nurse

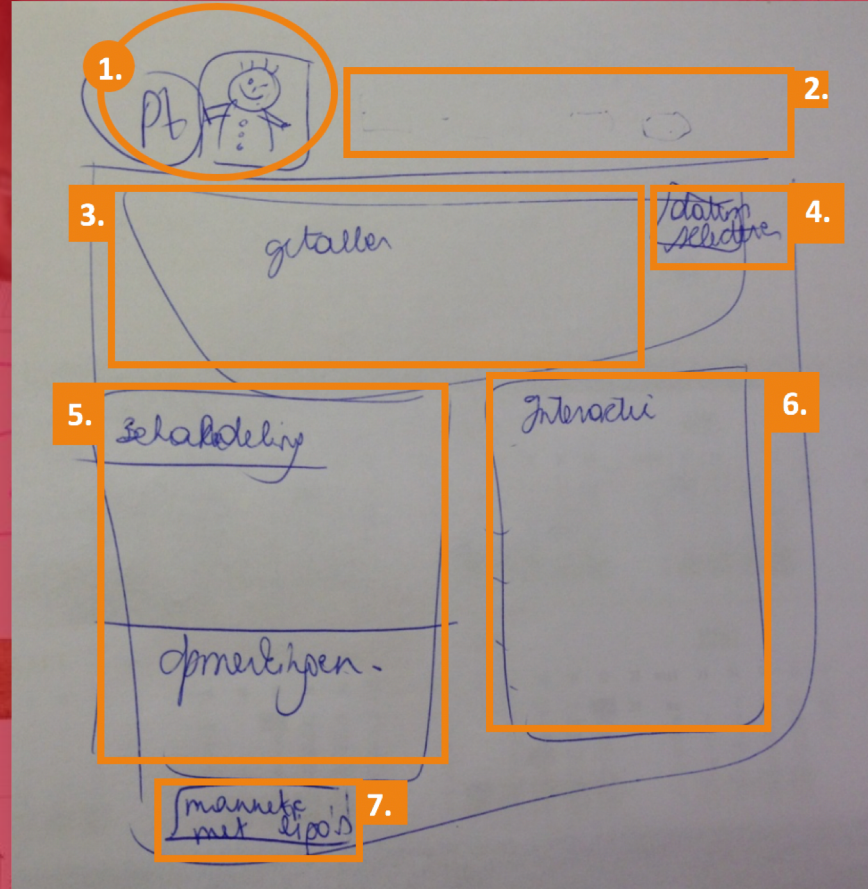**Sue (30yo)**
Nurse specialized in diabetes

Good in ICT use, but finds digital platforms inefficient so works with paper

Receives many questions from patients or parents by phone or mail, also at home

Ideate

Stakeholder	Benefit
Patients	Modern way of communicating linked with their own reality
Parents	Feel more secure when following the progress of their child Can quickly follow-up issues, avoiding complications
Doctors/nurses	More qualitative patient care More efficient and simplified communcation
Hospital	Digitization and centralization of patient data Becomes front runner in the use of digital systems

Prototype

Test

"What people say, what people do, and what they say they do are entirely different things.

Margaret Mead - American Cultural Anthropologist

u-sentric
patient driven innovation

For more information
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