



# Using Design Thinking to Make eHealth Services More Patient Centered

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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.**

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**Dr. Prabhjot Singh - Director of the Arnhold Institute**



# Start with Why





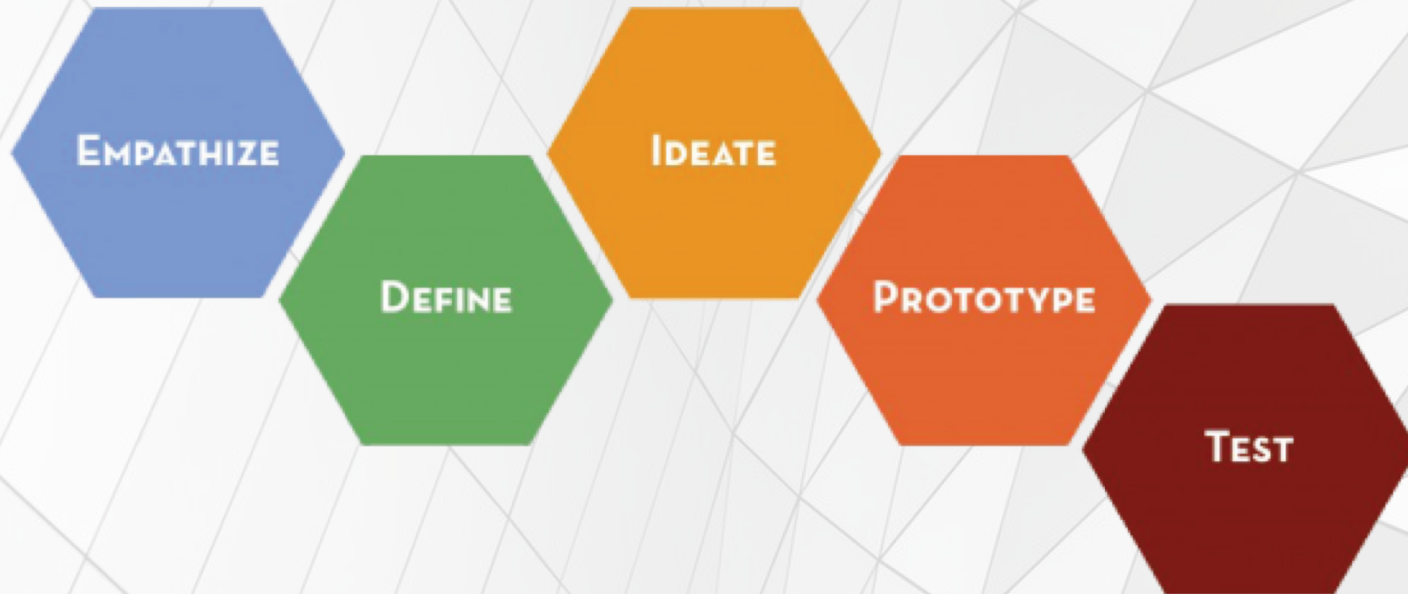
**“ Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.**

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**Tim Brown - CEO IDEO**

# Design Thinking

Stanford d.school







The image shows a collaborative meeting in a modern office. A woman stands on the right, pointing at a large whiteboard titled 'Customer Journey'. The whiteboard contains a flowchart with various stages and notes. Several people are seated around a white table, looking at the whiteboard or taking notes. A large television is mounted on the wall in the background. The entire image is overlaid with a semi-transparent red filter.

# 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

**Julia**

CAREFULLY CONSIDER

GOAL: Being careful with the money

“It's my responsibility to make sure everyone in my family has what they need and our money stretches

“I don't really trust deal sites, I worry about the quality of what they will be compromised

When I have money left over from the monthly budget, I am putting some away for savings and gifts.



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

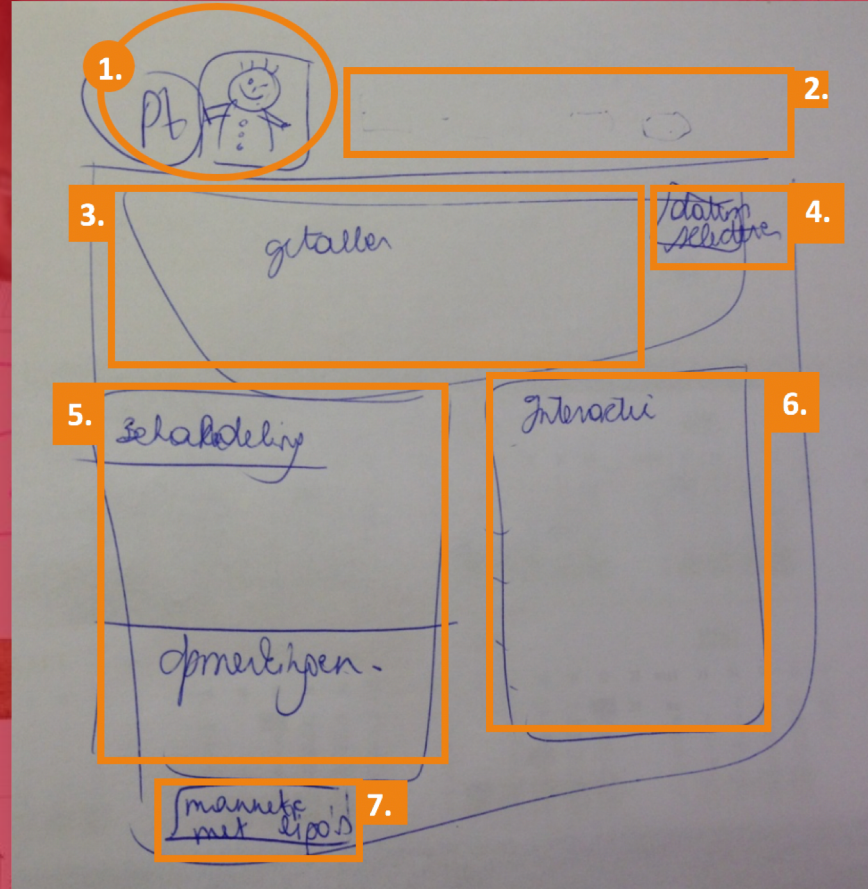
Good in ICT use, but finds digital platforms inefficient so works with paper

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 communication
Hospital	Digitization and centralization of patient data Becomes front runner in the use of digital systems

# Prototype





# Test



Safari File Edit View History Bookmarks Develop Window Help  
staging.remecare.be  
https://staging.remecare.be

REMEDUS Agenda & Registraties Alarmeren Zorgaanvragen Patiënten Stefaan FOULON  
← Terug naar overzicht

## Zorgaanvraag CardioCoach

Postcode / Gemeente 1000  
Land België  
Educatieniveau Hoger secundair onderwijs  
Contactpersonen  
Voornaam  
Behandelend Cardioloog  
Naam  
Behandelend ziekenhuis  
Zorgteam  
Hartfalenverpleegkundige (Minimaal 1)  
Huisarts (Niet verplicht)  
Thuisverpleegkundige (Niet verplicht)

### Contactpersoon

Voornaam  
Achternaam  
Geslacht Selecteer...  
Type ondersteuning Selecteer...  
Straat + nr + bus  
Postcode / Gemeente  
Land Selecteer...  
Telefoon + Land Zone Lokaal  
GSM + Land Zone Lokaal  
E-mail  
Toegang tot RemeCare als mantelzorger ☒

Annuleren Bevestigen

Naam Rol Geflink



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

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**Margaret Mead - American Cultural Anthropologist**



For more information  
please contact

David Geerts  
[david@u-sentric.com](mailto:david@u-sentric.com)  
+32 (0) 486 63 32 61

