



# Improving Patient Care with Design Thinking

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# Disclosures

No relevant commercial relationships to disclose.

# Learning Objectives

**Recognize**

Recognize the utility of design thinking practices in healthcare

**Identify**

Identify multiple design thinking tools used in healthcare

**Implement**

Implement design thinking practices within the medical team to improve patient-centered care

# What is Design Thinking?

+ Practice of exploring and understanding human behavior and unmet needs in particular contexts to frame problems worth solving, address them systematically and deliver viable new offerings.

## frame

fall in love with the right problem

## explore

listen to people, gather evidence, reveal insights

## generate

create options based on what you gathered

## prototype

use what you created to make to learn

## cultivate

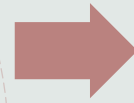
choose a solution to nurture and grow



# Design Thinking is Not...

## Recipe

- The path from challenge to solution is messy and usually uncertain



## Problem-solving method

- At its heart, it's about finding the right problems to solve



## Learned in quiet isolation

- It is a practitioner's art with a mastery pathway dependent on the interplay among study, reflection and action



## Why does this matter?

- + A driving force for leadership in healthcare is to improve patient-centered care
- + The first step in improving care is to fully understand the human (patient) experience
- + DT focuses on understanding the patient's needs and experiences to identify problems before finding solutions

# Literature Review

Altman M, Huang TTK, Breland JY. *Design Thinking in Health Care. Prev Chronic Dis.* 2018;15:E117. doi:10.5888/pcd15.180128

- Twenty-four studies across 19 physical health conditions, 2 mental health conditions, and 3 systems processes. All 4 studies comparing Design Thinking interventions to traditional interventions showed greater satisfaction, usability, and effectiveness.

Valentine L, Kroll T, Bruce F, Lim C, Mountain, R. *Design Thinking for Social Innovation in Health Care, The Design Journal.* 2017; 20:6, 755-774, doi: 10.1080/14606925.2017.1372926

- A more personalized approach to care, creating a style of shared decision-making, reduce unnecessary variation in practice and clinical outcomes, sustainability into health care to reduce costs, ways to manage risk better, philosophy for working together to learn together and co-create in new ways, thereby empowering people and transforming lives.

Roberts J, Fisher T, Trowbridge M, Bent C. *A design thinking framework for healthcare management and innovation. Healthcare.* 2016;4(1):11-14. doi:10.1016/j.hjdsi.2015.12.002

- Argue that expanded capacity for and application of design thinking approaches within healthcare can help drive necessary innovation in care delivery models.

# Design Thinking Tool Kit



EMPATHY MAP



EXPERIENCE  
MAP



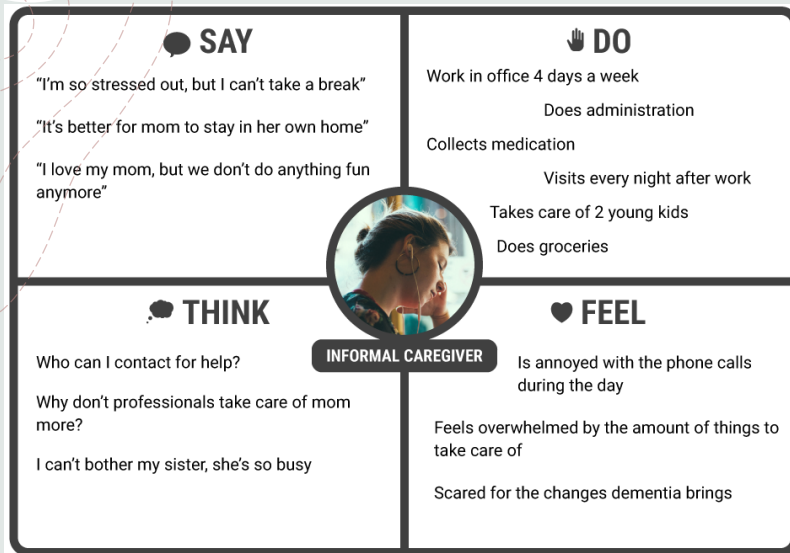
JOURNEY MAP



IDEA  
GENERATION



RAPID  
PROTOTYPING



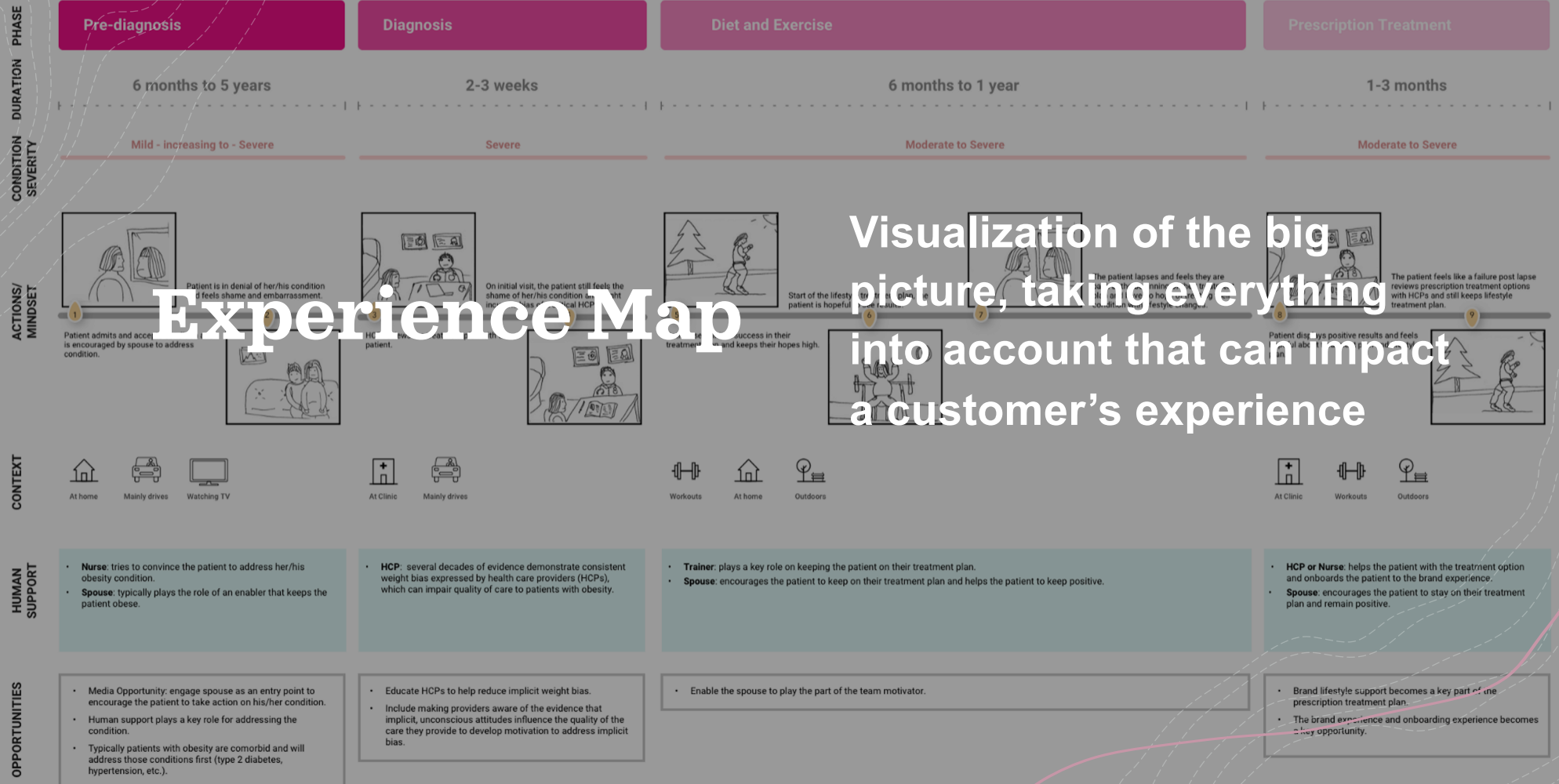
A collaborative visualization used to articulate what we know about a particular type of user

# Empathy Map



# Obesity Patient Experience Map

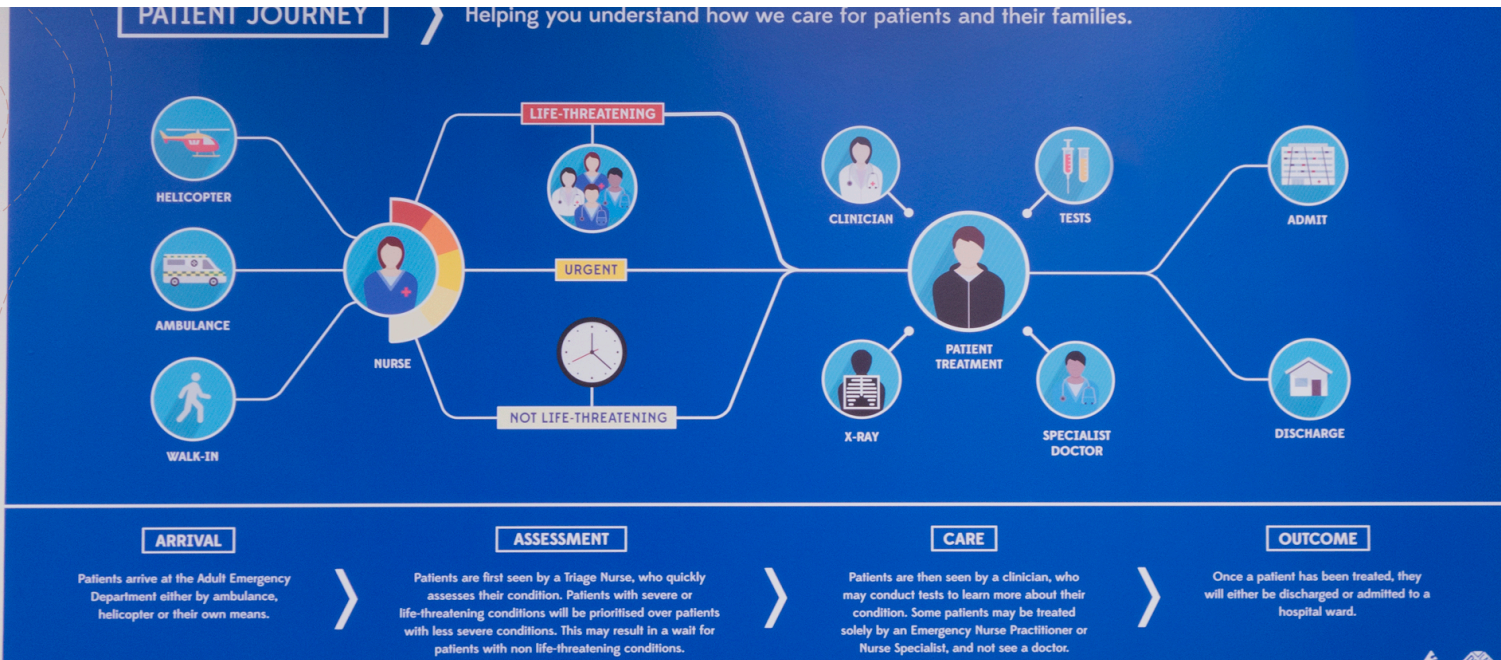
Version 1.0



# Experience Map

Visualization of the big picture, taking everything into account that can impact a customer's experience





# Journey Map

+ More targeted, focused on one area of the organization, or a specific transaction, and an individual customer's personal experience





## Idea Generation

- +What should a solution do for people?
- +Save the how for later
- +In a perfect world, a great solution would...
  - +No constraints
- +Quantity over quality
- +Go BIG

# Rapid Prototyping

- + Speak to Sketch
- + Storyboards
- + Role playing
- + Physical Models

## STORYBOARD



- MAKES NOTE OF SUPPLIES NEEDED ON CLIPBOARD
- PHYSICAL INVENTORY

## PERSONA:

CORPORATE BUYER,  
JAMES



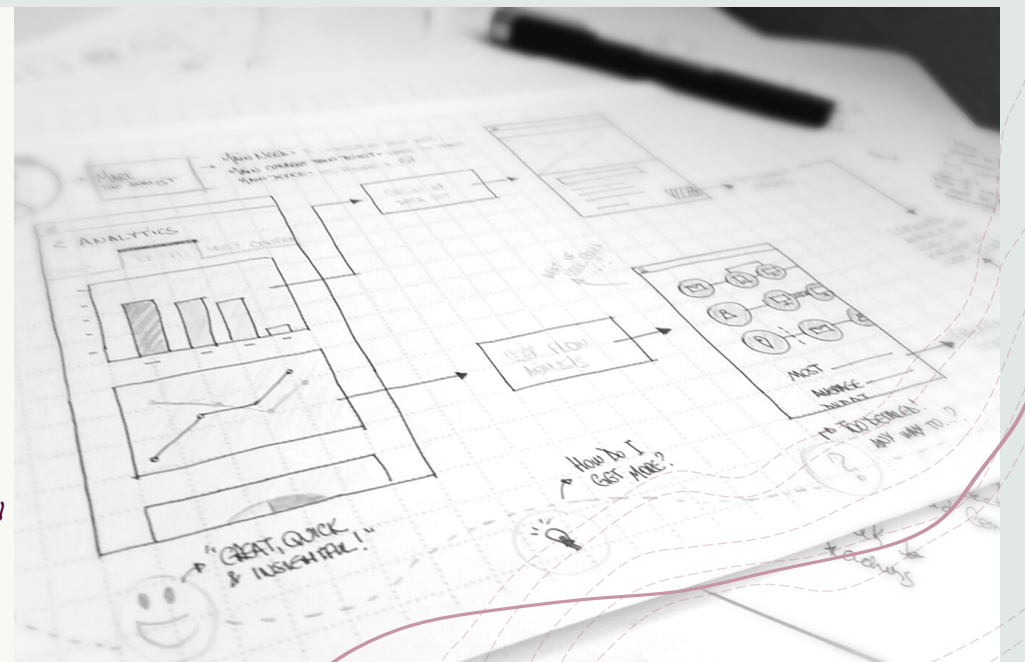
- SELECTS ITEMS FROM FAVORITES LIST
- USES DESKTOP + SUPPLY LIST AS TOOL

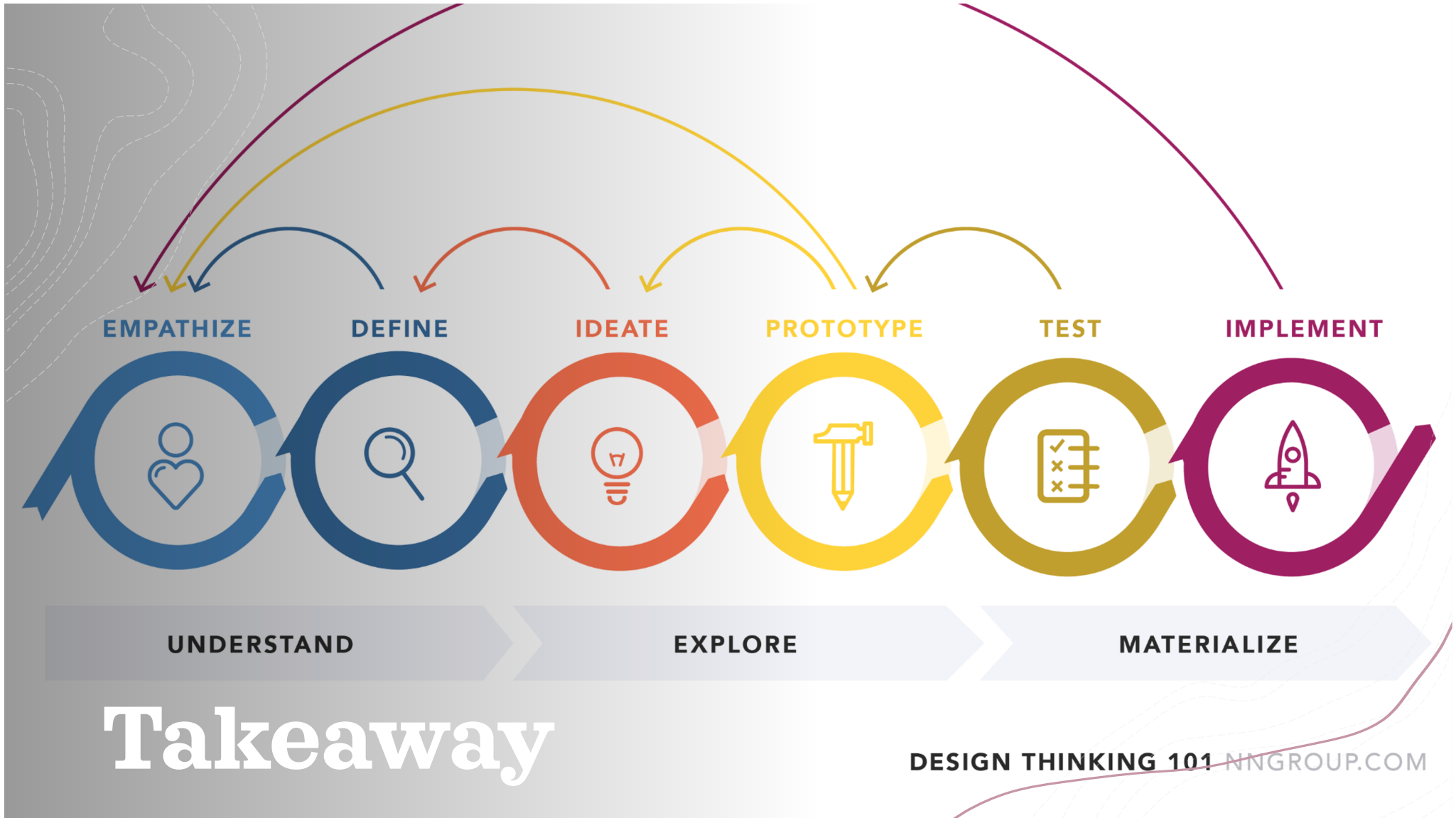
## SCENARIO:

REPLENISH OFFICE SUPPLIES



- RECEIVES SHIPMENT WINDOW w/ORDER SUBMISSION
- SETS PLAN FOR RESTOCK





# Takeaway

# Resources

<https://www.va.gov/playbook/downloads/vaci-project-toolkit.pdf>

<https://www.elon.edu/u/elon-by-design/>

<https://www.designkit.org/resources/1>

<https://dschool.stanford.edu/>

<https://www.ideo.com/>

# References

- + Altman M, Huang TTK, Breland JY. Design Thinking in Health Care. *Prev Chronic Dis.* 2018;15:E117. doi:10.5888/pcd15.180128
- + Roberts JP, Fisher TR, Trowbridge MJ, Bent C. A design thinking framework for healthcare management and innovation. *Healthcare.* 2016;4(1):11-14. doi:10.1016/j.hjdsi.2015.12.002
- + Valentine L, Kroll T, Bruce F, Lim C, Mountain, R. Design Thinking for Social Innovation in Health Care, *The Design Journal.* 2017; 20:6, 755-774, doi: 10.1080/14606925.2017.1372926



# Questions

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