Using Design Thinking in Patient Engagement

Alan Glaseroff MD
Design thinking serves as
A structured problem-solving process

1. INSPIRATION
   - OBSERVATIONS
   - STORYTELLING

2. IDEAS
   - SYNTHESIS
   - BRAINSTORM
   - CREATE/REFINE PROTOTYPES

3. ACTION
   - USER FEEDBACK
Innovation starts with uncovering real people’s needs and behaviors
Extreme users highlight common needs and behaviors
Listening, observing & empathizing are ways to find out what people really do and need.
Patients new to SCC struggled with:

1 - AM I ELIGIBLE?

It was unclear to patients who is and who isn’t eligible.
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It was unclear to patients who is and who isn’t eligible.

2 - THIS IS TOO GOOD TO BE TRUE.
SCC’s offering is too far fetched from what patients can envision.
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1 - AM I ELIGIBLE?
It was unclear to patients who is and who isn’t eligible.

2 - THIS IS TOO GOOD TO BE TRUE.
SCC’s offering is too far fetched from what patients can envision.

3 - I’LL TRY OUT A NEW CLINIC WHEN I HAVE TO.
High utilizers explore their options in non-committal ways and are suspicious to engage with a new clinic, until they have a pressing issue.
7 KEY ELEMENTS OF SCC
ELEMENT 1
THE TEAM CARE APPROACH

CURRENT PATIENTS

With a team of trusted providers by their side, SCC patients experience the benefits of becoming an empowered patient in their care.

“At SCC my healthcare providers share the information about me among themselves; they trust me, they trust each other, and they work hand-in-hand.”

“CORINE” (38)
Patient at SCC

“At SCC it’s not about a doctor telling me what to do. It’s about what we’re going to do together. They give me confidence and take the drama out of health care.”

“DAWN”
Patient at SCC
ELEMENT 1

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ELIGIBLE PATIENTS

Eligible patients often feel left alone and wish there was a care team by their side, yet can’t envision how this might work.

“Someone should be watching over me. I don’t understand what it takes to get a group of people to watch over me, and make sure that my condition doesn’t get worse.”

“CARA” (62)
Eligible patient with Family Medicine

“To my friend, coordinated care means everyone knows everything about you. That’s not true of course but it’s hard for me to explain to her.”

“DAWN”
Patient at SCC
ELEMENT 1
THE TEAM CARE APPROACH

From
FEELING LEFT ALONE & SUSPICIOUS

To
BECOMING AN EMPOWERED PATIENT

DESIGN
Be uplifting, not overwhelming
ELEMENT 2

SCC AS CENTER FOR NAVIGATING THE HEALTHCARE SYSTEM

CURRENT PATIENTS

Patients at SCC feel supported and confident they get the best care available.

“When I have a question, I start with my Care Coordinator. At SCC I can rely on one doctors’ office when I am sick, and when I am healthy. Everything gets resolved here, not outside, in a different reality or by a third party.”

“DAWN”
Patient at SCC

“As a patient you don’t always know how to communicate with your specialists and tell them what’s important to you. SCC helped me figure out how to ask my specialist the right questions and feel more confident talking with her.”

“CORINE” (38)
Patient at SCC
## SCC AS CENTER FOR NAVIGATING THE HEALTHCARE SYSTEM

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**“DAWN”**
Patient at SCC

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**“CORINE” (38)**
Patient at SCC

### ELIGIBLE PATIENTS

Being forced to be at the center of their care, eligible patients struggle to understand how SCC works with their specialists.

“*Before joining SCC, I didn’t understand how SCC could have a relationship with my specialists. I thought SCC may not be able to handle me since they can’t replace all of my specialists.*”

**“CORINE” (38)**
Patient at SCC

“*This is my care team. They have never met and don’t know each other. My pharmacist sometimes reaches out to my doctors, but only if she has to. The first two times I went to the ER and ended up in hospital, my primary care physician didn’t even know.*”

**“CARA” (62)**
Eligible patient with Family Medicine
ELEMENT 2
SCC AS CENTER FOR NAVIGATING THE HEALTHCARE SYSTEM

From
FORCED TO BE THE ORGANIZER

To
SUPPORTED AND CONFIDENT

DESIGN
Be approachable and friendly, not threatening
CURRENT PATIENTS

Patients know that their healthcare team at SCC listens to them and puts an action plan in place that aligns with the patient’s goals.

‘At my first visit my doctor pulled up a chair next to me, listened to my story and said, ‘You have a valid point. I just wanted to hug her!’”

“DAWN”  
Patient at SCC

‘At SCC my doctor gave me a little tool so I could measure my blood sugar and I measured every day. I was in control. I learned it’s important to know how your body is working, and that made me feel motivated.”

“JUAN”  
Patient at SCC
**ELEMENT 3**

**SCC PUTS PATIENTS AND THEIR GOALS FIRST**

<table>
<thead>
<tr>
<th>CURRENT PATIENTS</th>
<th>ELIGIBLE PATIENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patients know that their healthcare team at SCC listens to them and puts an action plan in place that aligns with the patient’s goals.</td>
<td>Patients with multiple chronic conditions often feel studied rather than listened to.</td>
</tr>
</tbody>
</table>

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“DAWN” Patient at SCC

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“JUAN” Patient at SCC

“I needed somebody to listen to me, to go into my records and acknowledge that I needed something else. Why am I not being treated as a whole person. I’m not just a bunch of symptoms.”

“CARA” (62) Eligible patient with Family Medicine

“Before joining SCC I felt like they treated me like a lab project, like an intellectual curiosity.”

“DAWN” Patient at SCC
ELEMENT 3
SCC PUTS PATIENTS AND THEIR GOALS FIRST

From FEELING STUDIED To FEELING LISTENED TO

DESIGN
Be appreciative and respectful
SCC PROVIDES HANDS-ON SOLUTIONS

CURRENT PATIENTS

Patients have experienced first hand how their SCC team helps them solve issues in unconventional, hands-on ways

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One patient felt lost calculating the amount of insulin she needed to inject. So SCC asked her to send a picture of her food to her care coordinator, who would reply with the amount of insulin needed. After a month, the care coordinator put together a binder with her most common meals.

Leaving the ER with injuries from a car accident, a senior couple wasn’t able to take care of themselves. SCC sent their nurse to evaluate the situation. Knowing them and their life situation, SCC quickly had their meals organized through their local church.
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“One time, when I asked my doctor whether I should do Jenny Craig or Weight Watchers, she disappeared to consult with a colleague. When she came back, she just told me that I should eat whole foods. And that was it.”

“CORRINE” (38)
Patient at SCC

“My blood sugar had been out of control for a while. I didn’t understand that I had to do something. My doctor would just say impossible things that didn’t make me want to do anything.”

“JUAN”
Patient at SCC
ELEME NT 4

SCC PROVIDES HANDS-ON SOLUTIONS

From FACTS To HANDS-ON ACTION

DESIGN
A little unexpected, uplifting
ELEMEN
T 5
SCC CARES FOR THEIR PATIENTS LIKE IN THE GOOD OLD DAYS

CURRENT PATIENTS

Patients at SCC benefit from personal relationships and small town feel.

“When I call, they already know it’s me. I don’t have to verify my identity. They can tell by my voice that it’s me. Knowing the people at the clinic and having them know me keeps me from getting sicker.”

“DAWN”
Patient at SCC

“My nurse and my doctor came to my bedside at the hospital after surgery, and then my nurse came to my home. I guess the only downside is that I stressed out that my house wasn’t clean enough for a home visit!”

ANONYMOUS
Patient at SCC
SCC CARES FOR THEIR PATIENTS LIKE IN THE GOOD OLD DAYS

CURRENT PATIENTS

Patients at SCC benefit from personal relationships and small town feel.

"Every time I went to my primary care clinic, I ended up seeing someone else. They just passed me around. In 12 months you could see 12 different doctors, easily."

"AnONYMOUS"
Eligible patient with Family Medicine

ELIGIBLE PATIENTS

Patients have come to accept healthcare as a series of impersonal experiences.

"At my clinic in Hayward when they transferred me to the PA, I never saw the real doctor again. I felt like I was in 2nd place."

"Juan"
Patient at SCC

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"DAWN"
Patient at SCC

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"AnONYMOUS"
Patient at SCC
ELEMEN 5
SCC CARES FOR THEIR PATIENTS LIKE IN THE GOOD OLD DAYS

From
PASSED BETWEEN PROVIDERS

To
CREATING PERSONAL RELATIONSHIPS

DESIGN
Feel familiar, not foreign
SCC HELPS PATIENTS TO GET ON WITH LIVING

CURRENT PATIENTS

SCC helps their patients thrive with their chronic conditions.

"After joining SCC I began to feel like life was about growing again. I was opening up. I was moving forward. They encouraged me to go on a vacation despite my health issues. Now I am looking into getting my masters."

"DAWN"
Patient at SCC

"At SCC they helped me understand the night shifts were really wearing me down. My doctor at SCC is helping me change my schedule...he wrote a letter to my manager. I'm going to be able now to take my kids to school, to go to the gym. I'm going to feel better."

"JUAN"
Patient at SCC
SCC HELPS PATIENTS TO GET ON WITH LIVING

CURRENT PATIENTS

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“DAWN”
Patient at SCC

“My doctor at SCC helped me understand that the night shifts were wearing me down. He wrote a letter to my manager, and now I’m in the process of transitioning to a day shift. I feel lucky that I get so much support.”

“JUAN”
Patient at SCC

ELIGIBLE PATIENTS

Patients tend to focus on finding out what’s wrong with them, while stalling in life and not feeling better.

“I wanted it fixed, not just a band aid of medications.”

“CARA” (62)
Eligible patient with Family Medicine

“I went from specialist to specialist to find out what’s wrong with me. The more specialists I saw, the more they labeled me. In the end I spent a lot of my time and energy for nothing.”

“DAWN”
Patient at SCC
ELEMENT 6
SCC HELPS PATIENTS TO GET ON WITH LIVING

From STALLED To THRIVING

DESIGN
Be optimistic, not dramatic
CURRENT PATIENTS

Patients realize that their health care is more streamlined at SCC.

"At SCC I'm in and out in half an hour. That's not just great for me, but also for my manager because it's less time out of my seat. Also, there are far fewer bills but who knows, they might still be coming."

“DAWN”
Patient at SCC

A patient with scheduled surgery still had not received authorization from their insurance the day before. The day of her surgery, her care coordinator came in early and spent hours on the phone with the insurance - with success. She got authorization just in time so the patient could walk into surgery reassured that her insurance was covering the procedure.

ELEMENT 7

SCC SIMPLIFIES THE LOGISTICS OF HEALTH CARE
## SCC SIMPLIFIES THE LOGISTICS OF HEALTH CARE

### CURRENT PATIENTS

Patients realize that their health care is more streamlined at SCC.

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**“DAWN”**  
Patient at SCC

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**ANONYMOUS**  
Patient at SCC

### ELIGIBLE PATIENTS

Patients accept that health care uses a lot of their resources, often inefficiently.

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**“DAWN”**  
Patient at SCC

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**“CARA’ (62)**  
Eligible patient with Family Medicine

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“At SCC I’m in and out in half an hour. That’s not just great for me, but also for my manager because it’s less time out of my seat. Also, there are far fewer bills but who knows, they might still be coming.”

“My care coordinator saw that one day before my scheduled surgery my insurance still hadn’t authorized the procedure, so she came in early to call them. She must have spent hours and was successful. She helped me get authorization just in time so my scheduled surgery could take place.”

“Before joining SCC, I budgeted one and a half hours for my doctor appointments. After getting to the clinic, there’s waiting in the waiting room, then waiting with a backless gown on, all this waiting just to see the doctor for 15 minutes.”

“Of course there are many bills. That’s just what it is.”
ELEMENT 7
SCC SIMPLIFIES THE LOGISTICS OF HEALTH CARE

From RESOURCE INTENSIVE To STREAMLINED

DESIGN
Look fresh, clean, uplifting
<table>
<thead>
<tr>
<th>FROM</th>
<th>TO</th>
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</thead>
<tbody>
<tr>
<td>Feeling alone and suspicious</td>
<td>Becoming an empowered patient</td>
</tr>
<tr>
<td>Forced to be the organizer</td>
<td>Supported and confident</td>
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<tr>
<td>Feeling studied</td>
<td>Feeling listened to</td>
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<tr>
<td>Facts</td>
<td>Hands-on action</td>
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<tr>
<td>Passed between providers</td>
<td>Creating personal relationships</td>
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<td>Stalled</td>
<td>Thriving</td>
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<td>Resource intensive</td>
<td>Streamlined</td>
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Communication Approach
TONE

— Approachable and friendly, not threatening
— Appreciative and respectful, not stigmatizing
— Optimistic, not dramatic
— Uplifting, not overwhelming
— Familiar, not foreign
VISUALS

— Eye-catching but not disruptive
— Fresh, clean, uplifting
— Bright, vibrant, warm colors and tones
— A little unexpected
<table>
<thead>
<tr>
<th>Question(s)</th>
<th>RE(DISCOVER)</th>
<th>ENGAGE</th>
<th>CONNECT</th>
<th>ENROLL</th>
<th>ADVOCATE</th>
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</thead>
<tbody>
<tr>
<td>What is SCC (again)?</td>
<td>How does it work? Who is it for?</td>
<td>Is it the right fit for me?</td>
<td>How do I join and make the transition?</td>
<td></td>
<td>How do I spread the word?</td>
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<tr>
<td>Brochure</td>
<td>Self-assessment</td>
<td>Invitation to Open House</td>
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<td>Brochure</td>
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<tr>
<td>Business cards</td>
<td>Quote carousel</td>
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<td>Business cards</td>
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<tr>
<td>Posters</td>
<td>Comparison sheet</td>
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<td>Stickers</td>
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<td>Cast of characters/lay of the land</td>
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<td>Video of an Open House</td>
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<td>Capture your questions page</td>
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<td>Go to website</td>
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<td>Get information package</td>
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<td>Receive phone call</td>
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<td>Receive invitation (physical or digital) to Open House</td>
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<td>Attend Open House and/or Meet &amp; Greet</td>
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<td>Attend office hours with future care team</td>
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<td>Receive phone call</td>
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<td>Sign enrollment paperwork</td>
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<td>Hand out business cards to friends/colleagues</td>
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**STANFORD COORDINATED CARE**

*Care with the Patient at the Center*