

Experience Based Design (ebd)

Tips and Tools to Capture Patient Experience

**AFHTO Conference
October 28, 2015**

Disclosure

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Disclosures:

No Relationships with commercial interests or support to declare

No conflict of interest to declare

Learning Objectives

- Case for change
- *Experience Based Design*[™] Approach
 - Four Phases ebd
 - Focus on Capturing & Understanding the Patient Experience Phase

Evolution of Patient Experience in Healthcare

Doing “to” patients

Doing “for” patients

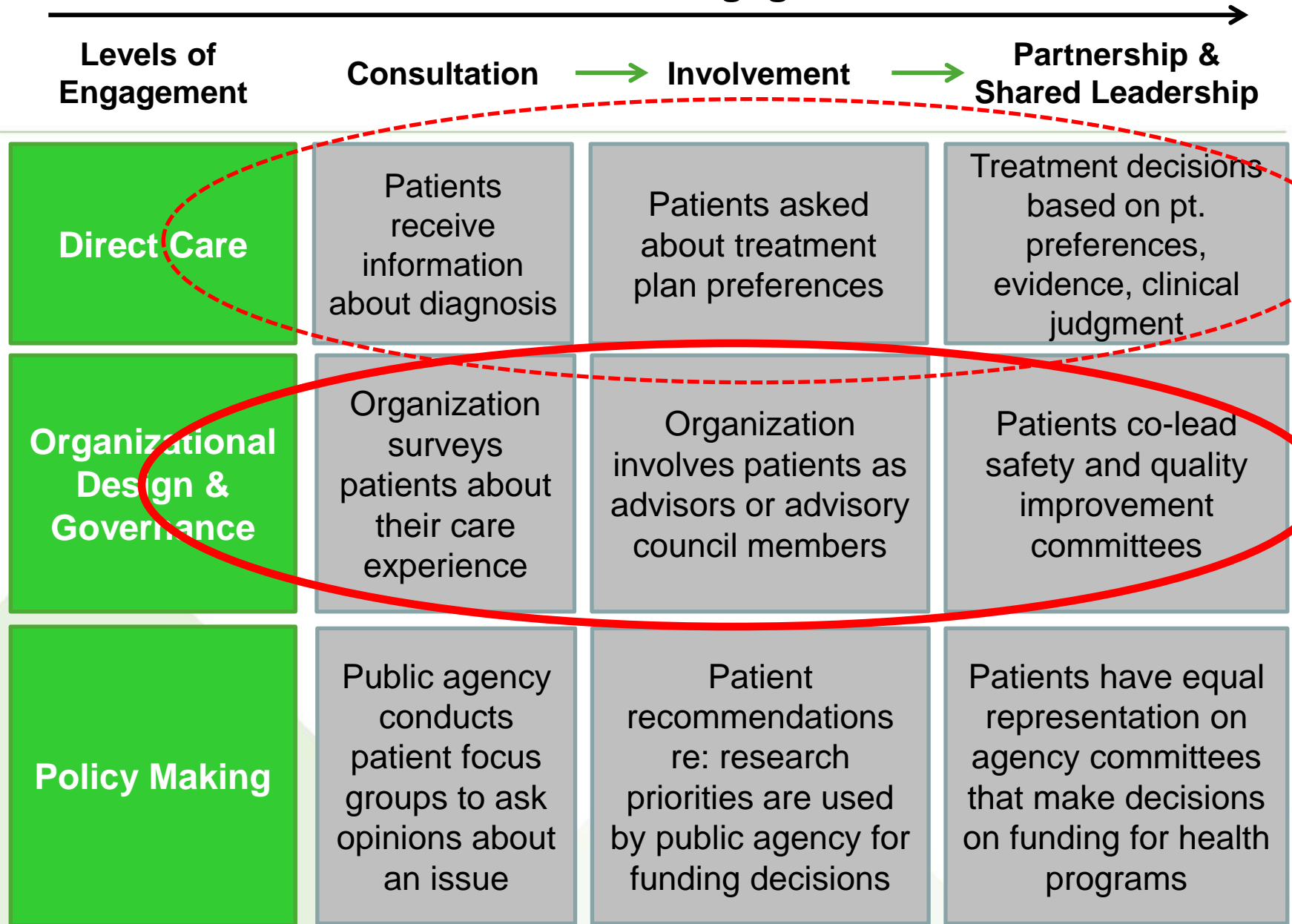
Doing “with” patients

Barbara Balik, Common Fire, Meeting of the Minds June 2011, The Change Foundation

To	For	With
Provider makes rules and controls all schedules	Patient/family have some input	Patient/family as source of control
Information not shared with patients	Some transparency, public data	Shared knowledge and decision making
“I talk-you listen”	“We help you”	“We walk together”
Compliance focus	Improvement focus	Co-design focus
Unilateral	Benevolent	Partnership



Continuum of Engagement





Experience Based Design (ebd)

The ebd approach is...

...about using **experience** to gain **insights** from which
you can identify opportunities for **improvement**

...about **experiences** not
attitudes or opinions

The ebd approach provided an early evidence base and practical guidance.

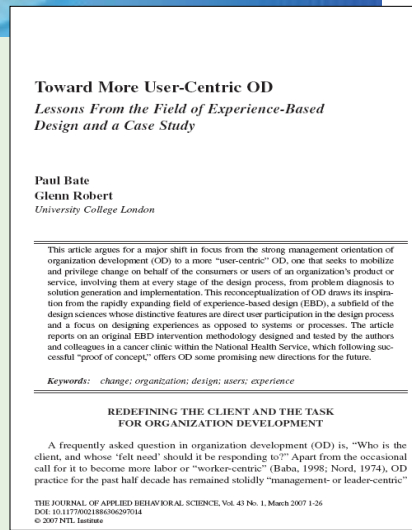


A book written by the researchers

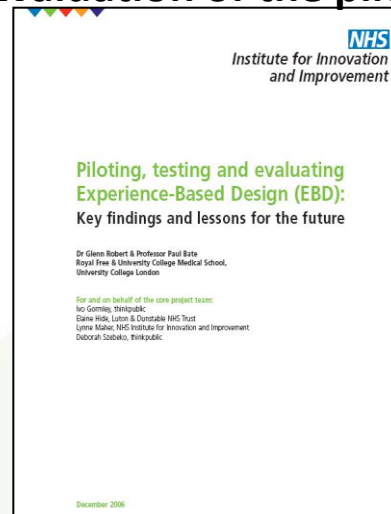


Practical Guidance

Evaluation of the pilot



Peer reviewed paper

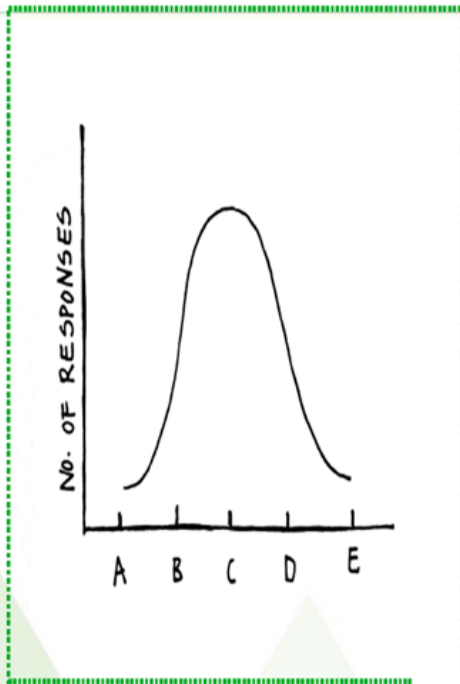


Core principles of the ebd approach

- A **partnership** between patients staff and carers
- An emphasis on **experience/emotion** rather than attitude or opinion
- Narrative and storytelling approach to identify '**touch points**'/'triggers'
- An emphasis on the **co-design** of services
- Systematic **evaluation** of improvements and benefits

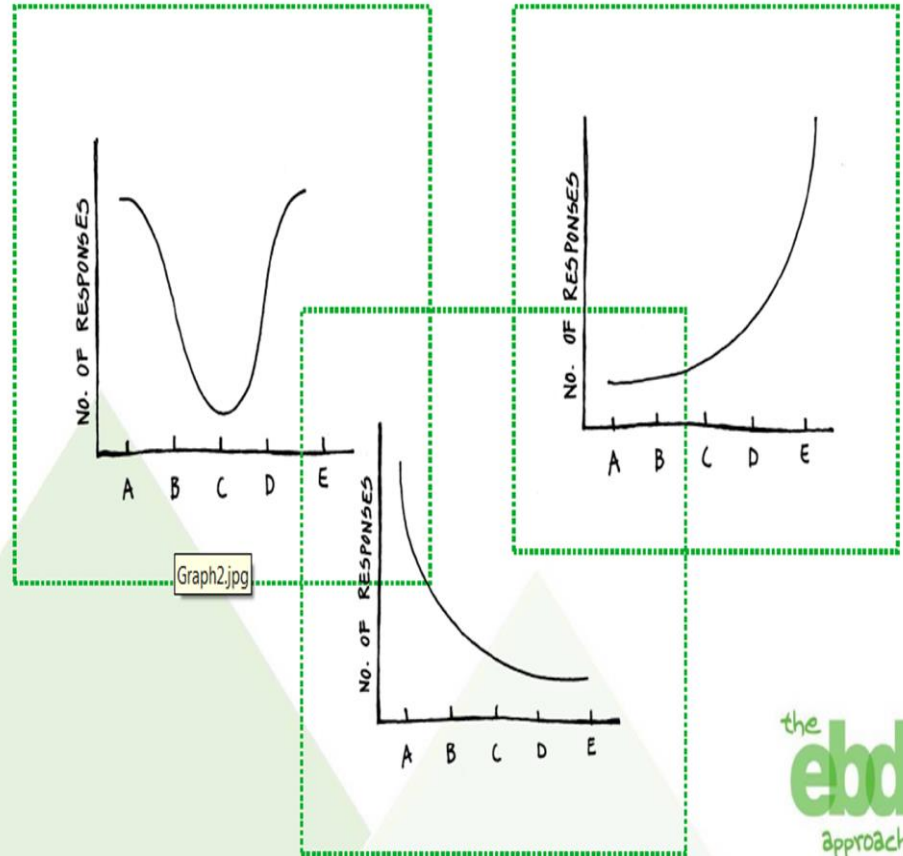
Satisfaction versus Experience

Normal Distribution Curve



Most people will choose B,C & D. Fewer people will opt for the extremes

Experience Findings



Experience Based Design is about designing better experiences...



Introduction to the tools

Roles and structures
Tools to help raise awareness



Capture the experience

Tools to help people tell their stories



Understand the experience

Tools for understanding patient and staff experiences



Improve the experience

Tools to turn experience into action



Measure the improvement

Tools for evaluating and measuring the improvement



Download this from
www.institute.nhs.uk/ebd

the
ebd
approach

Methods for Capturing

Breadth

Interviews
Photography
Shadowing
Filming
Observation

Depth

Emotion
questionnaire
Focus groups
Observation



Marble/Vase Approach



Sample Experience Questionnaire

Partnering for Quality

Working together to improve health outcomes

Arriving/ Checking In	Waiting	When Called to Room	Talking about my my health history	Planning Changes to my care	Instructions	Leaving
relaxed	relaxed	relaxed	relaxed	relaxed	relaxed	relaxed
supported	supported	supported	supported	supported	supported	supported
safe	safe	safe	safe	safe	safe	safe
good	good	good	good	good	good	good
comfortable	comfortable	comfortable	comfortable	comfortable	comfortable	comfortable
uncomfortable	uncomfortable	uncomfortable	uncomfortable	uncomfortable	uncomfortable	uncomfortable
worried	worried	worried	worried	worried	worried	worried
confused	confused	confused	confused	confused	confused	confused
sad	sad	sad	sad	sad	sad	sad
Write your own words here	Write your own words here	Write your own words here	Write your own words here	Write your own words here	Write your own words here	Write your own words here
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Why did you feel like this?	Why did you feel like this?	Why did you feel like this?	Why did you feel like this?	Why did you feel like this?	Why did you feel like this?	Why did you feel like this?

Photography/Film/Storyboards and/or Diaries



“It felt like a courtroom”



YOUR EXPERIENCE MATTERS:

PHOTOGRAPHER'S JOURNAL:

Photograph of you doing your favourite hobby/activity:

What is this? A TYPICAL FARM SALE

Why did you choose to take this photograph? No 13

I do love going to farm sales with my brother because we always meet up with old friends we've known for years

photoVOICE
Digital Story
Story Invite
Personhood Collage
One Page Profiles

Observations

- 👁️ People do not always do what they say they do
- 👁️ People do not always do what they think they do
- 👁️ People do not always do what you think they do
- 👁️ People cannot always tell you what they need
- 👁️ Observation lets you find out what people really do and need



IDEO 2006

the
ebd
approach

Interviews

- Most commonly used capture tool in the NHS and Ontario to date
- Valuable to tape or video record conversation for analysis after
- Best to go to the patient, assists with making interview easy and comfortable for them
- Usually 20-30 minutes maximum in length



Understand the Experience

There are three key techniques in this section
– they are closely linked and one leads
naturally on to the other:

- 1) Identifying emotions
- 2) Determining the touchpoints
- 3) Mapping the emotions



Emotional Mapping of Patient Stories

Getting an Appointment

Waiting for appointment

Meeting with Professionals

Meeting Dr. Chan

Positive Triggers

Felt like appointment was just for her – nobody else

Able to ask all the questions she wanted to

Kind people who said everything gently but professionally

Addressed by first name which I liked

Dr Chan said he knew all about me

Negative Triggers

Waited on hold more than 3 times

Couldn't get appointment when I needed one

Lots of people in waiting room

Waited over 40mins

Positive Emotions

Cared For

Valued

Appreciative

Supported

Welcomed

Negative Emotions

Frustrated

Angry

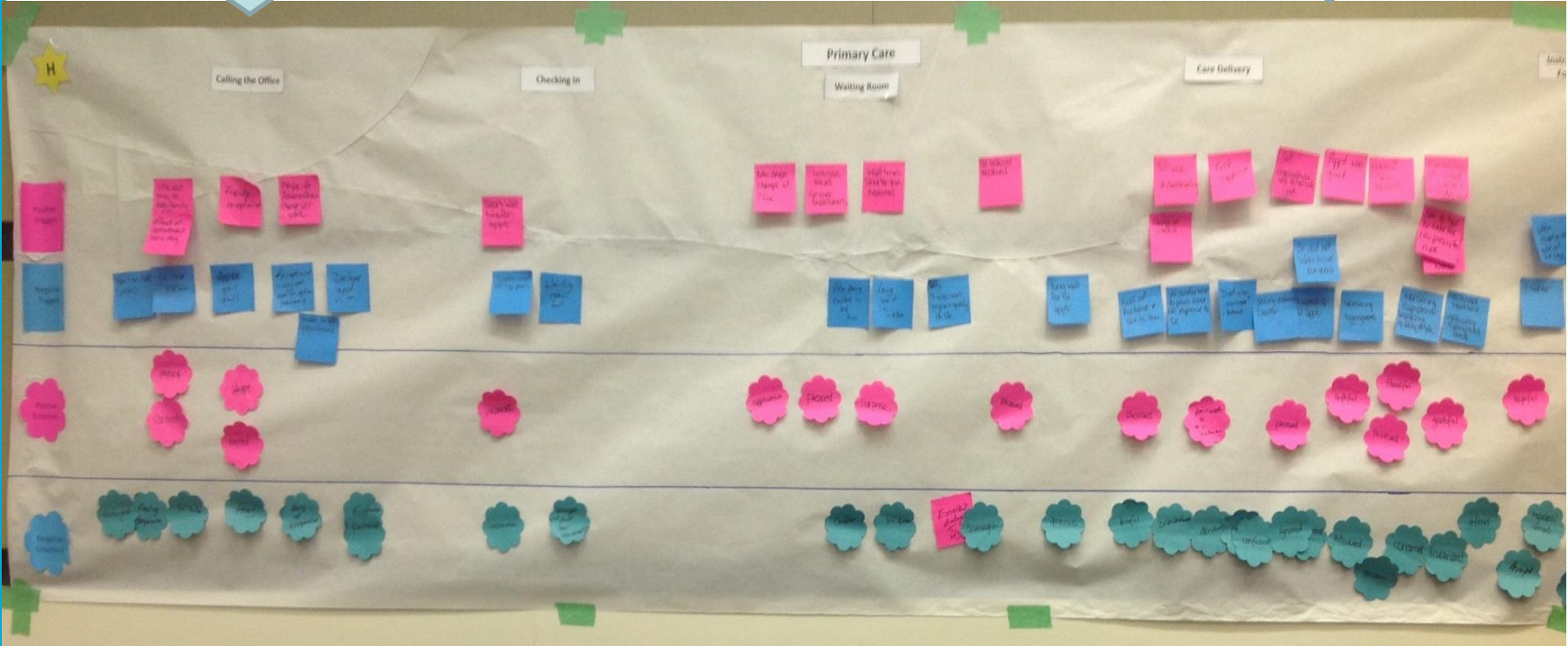
Anxious

Frustrated

Emotional Mapping

Calling the office

Care Delivery



Understand

Understand

Designing a better Experience

- What's different?

CO-DESIGN

Patients are equal partners at the table in the design and implementation of the solution(s)



Planning an experience event

working in partnerships with patients can create some apprehension, but it has the potential to transform health services

- Plan the date in advance
- Make sure everyone can get to the event
- Use 'simple English'
- Remember that staff are often as nervous as patients/family members
- Staff may try to 'take control' facilitation is important
- Do not leave without next action steps



Creating and testing (prototyping) ideas together

‘The seating is too cramped and the waiting area is awful’, it looks horrendous when you come around the corner into the clinic’



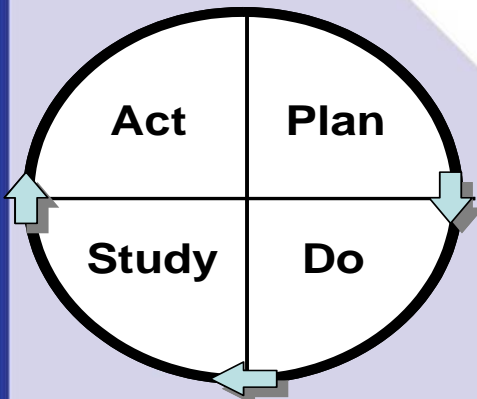
Patients & Staff working together



Clinic Chairs all in a row



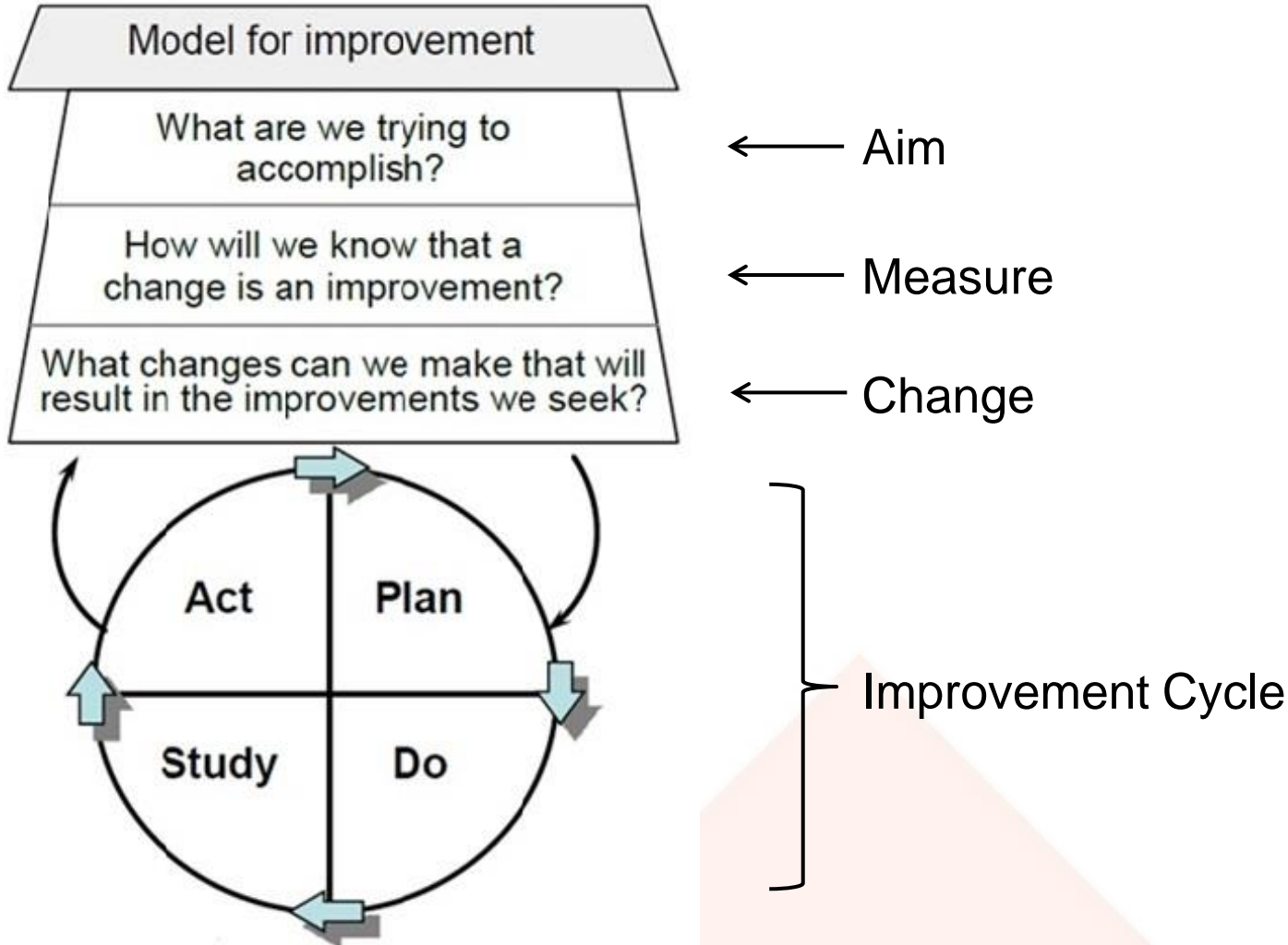
Reviewing their work



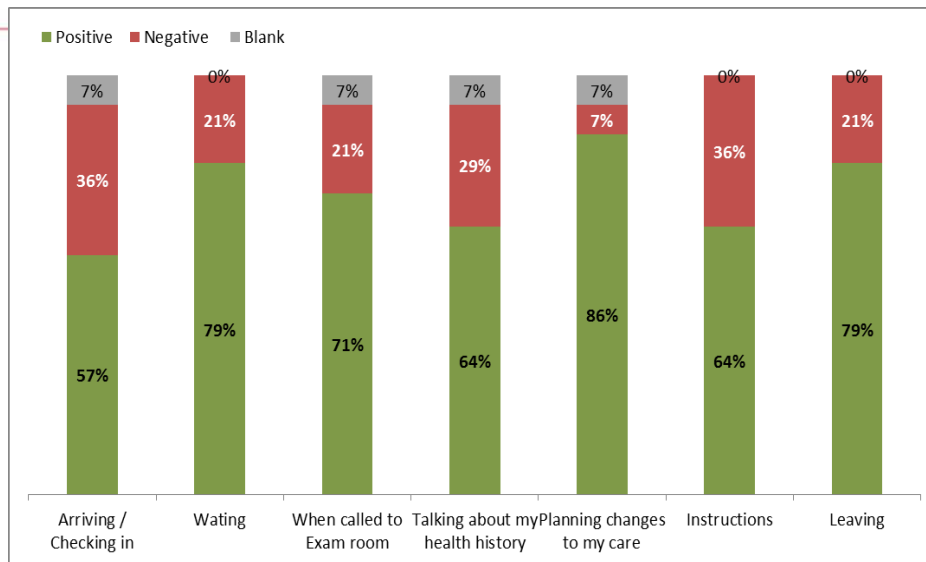
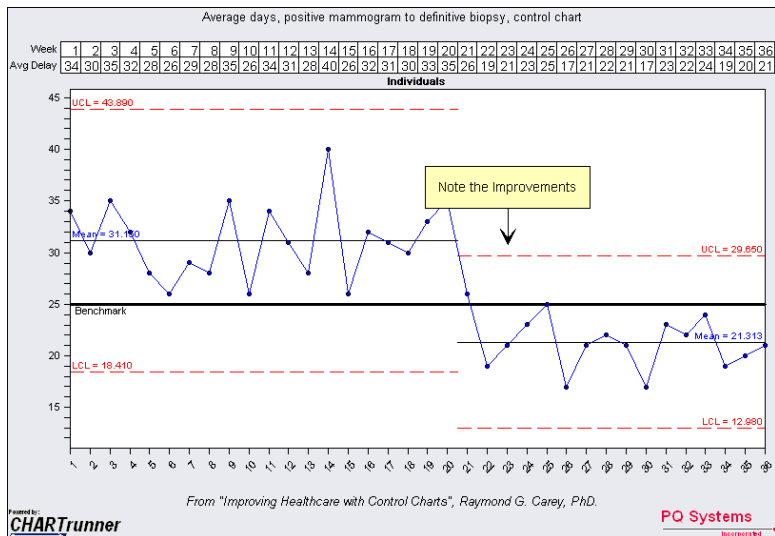
Measure the Improvement

Measure

Measure

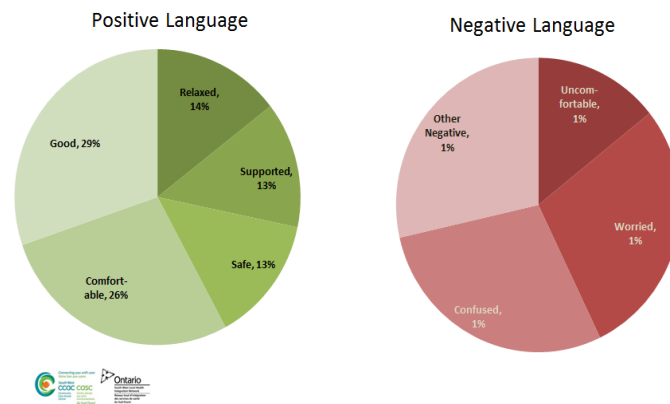


Use Quantitative and Qualitative reporting together



FROM	TO
Registration: frustrated, nervous	Registration: calm, understanding

Partnering for Quality
Working together to improve health outcomes



Measure improvement: the qualitative perspective

- Collect stories
- Observe
- Use mapping techniques
- Before and after – from and to



“The ebd approach is about sharing
and understanding the experiences
of patients, carers and staff together
to design
better services.”

Questions and Discussion

