

SOCIETY OF DESIGN THINKING PROFESSIONALS

NEWSLETTER

IN THIS ISSUE

Founder's Speak -

- **Design Thinking In The Healthcare Sector**
- **Gaining Momentum: Reimagining Healthcare Sector Using Design Thinking**

Editor's Speak

Thought Leader Speak

Designing Health Concept in India

Society of Design Thinking Professionals

Newsletter



FOUNDER'S SPEAK

We all are ardent professionals who have embraced Design Thinking, which has briskly gained momentum in the healthcare sector. As Design Thinking Master Practitioners, we have witnessed the groundbreaking impact of Design Thinking in almost every aspect of healthcare organizations. Design Thinking is pioneering its way to brainstorm innovative challenges, and now has a new home in healthcare departments.



Design Thinking: A Natural Fit in Healthcare Sector

As Design Thinking is all about understanding problems before looking for solutions, when applied to healthcare, it involves asking multiple questions to get a grip on the patient's point of view. Yes, the process is slow and might not work for healthcare providers who are always short on time, have high goals to reach, or are employed by hospitals that give incentives to those who treat the most patients. Contrary to popular belief, this extremely rendered Design Thinking strategy is most likely to improve patient outcomes and satisfaction.

The solution is simple: Reframe your healthcare approach to reflect the needs of your patients.

Personalize your healthcare approach to the requirements and preferences of your patient. Over time, as you get more insight into your patients, you may more effectively mold your treatments to meet their unique demands. The habits of befitting patients can be recognized over time by organized healthcare teams, which will produce better outcomes and satisfaction.

"We can create solutions based on needs and requirements through human-centric lenses, which will improve patient outcomes and satisfaction."

A new approach to healthcare development must take over, with a vision to identify changes in patient trends and values to fine-tune the healthcare strategy. In our next newsletter, we will discuss the best practices that combine Design Thinking backed by data science to effectively drive digital transformation in the healthcare sector.

Stay tuned...

Dr. Jimmy Jain
Founder
The Society of Design Thinking Professionals

Editor's Speak

Design Thinking can play a critical role in achieving a human-centric goal. By placing the needs and experiences of patients at the center of the problem-solving process, Design Thinking can help healthcare providers in India to develop more patient-centric and personalized healthcare solutions. For instance, Design Thinking can be used to redesign healthcare facilities to make them more welcoming and comfortable for patients. By considering factors such as lighting, color, and layout, healthcare facilities can be made more inviting and less clinical, which can help to reduce anxiety and stress levels among patients.

Furthermore, Design Thinking can be used to improve communication between patients and healthcare providers, which can help to build stronger relationships and promote trust. By understanding patients' unique needs and preferences, healthcare providers can develop tailored healthcare solutions that are more effective and better suited to the individual's circumstances. This can result in a more personalized healthcare experience that takes into account the emotional and psychological needs of patients.

Feel free to write to me at afreen@sdtp.co.uk, in case of feedback, input, or if you want us to cover any specific topic.

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Gaining Momentum: Reimagining Healthcare Sector Using Design Thinking



Design Thinking has gained significant momentum in the healthcare sector worldwide, including in India. Here are some examples of how Design Thinking has been used in the Indian healthcare sector: The Apollo Institute of Hospital Administration in Hyderabad collaborated with the National Institute of Design (NID) to develop a patient-centric healthcare delivery system. The project aimed to improve the patient experience by designing a more holistic approach to healthcare delivery.

Mphasis: The IT services company Mphasis collaborated with the Indian Institute of Technology (IIT) Bombay to design and develop an AI-powered screening tool for early detection of diabetic retinopathy. The tool uses machine learning algorithms to detect early signs of diabetic retinopathy, which can help prevent blindness in diabetic patients.

Swasth India: Swasth India is a non-profit organization that aims to improve the health and well-being of people in rural India. The organization uses Design Thinking principles to develop innovative healthcare solutions that are tailored to the needs of rural communities. One of their projects involved designing a low-cost, portable ultrasound machine for use in rural health clinics.

These are just a few examples of how Design Thinking has been used in the Indian healthcare sector to improve patient outcomes, develop innovative medical technologies, and address unmet needs in the healthcare system.

Finally, a Design Thinking approach to healthcare in India would also need to take into account the broader social, cultural, and political factors that influence healthcare delivery in the country. This might involve working with policymakers and other stakeholders to develop innovative policies and regulations that support the delivery of high-quality, affordable healthcare to all people in India, regardless of their socio-economic status or geographic location.

Overall, a Design Thinking approach to healthcare in India would involve a deep understanding of the needs and pain points of all stakeholders, as well as a willingness to engage in co-creation and experimentation to develop innovative solutions that are both effective and sustainable in the long term.

We Have Ignited The Spark
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And many more...

Addressing a Broader Spectrum of Patient Challenges



There are a few promising examples of Design Thinking being used to improve patient experiences. For example, the Mayo Clinic Department of Obstetrics and Gynecology employed Design Thinking to reinvent prenatal care. They intended to better satisfy the expectations and demands of expectant moms, who wanted to place more focus on the emotional experience of pregnancy rather than just the clinical aspect of it. The Design Thinking team discovered that having a sense of community was particularly significant for local pregnant mothers through interviews and observations. As a result, the department established online care communities, which were facilitated by nurses and other pregnant counselors. As a result, these pregnant women felt more prepared and empowered overall.

Design Thinking can be applied to address problems in a range of patient-related sectors. Consider redesigning the waiting experience in an emergency room. Wait times are difficult to forecast because care is prioritized based on the severity of a patient's condition. Patients and their family may wait for hours to be examined and treated. Design Thinking may help patients feel more comfortable and protected during such extended delays. A method that begins by researching the patients' viewpoints, especially their most significant pain points, may provide administrators with ideas for making the emergency room experience more comfortable.

Benefits of Design Thinking in the Healthcare Sector



The benefits of the Design Thinking vision for healthcare are numerous, but the benefits connected to patients are likely to create the most societal concern, precisely because it is something that impacts us all because we will all have to go through it at some point in our lives. Among the benefits that design thinking application has brought to healthcare are improved user experience when interacting with machines (reducing anxiety and fear), improved professional-user communication (doctor-patient communication or pharmacist-consumer), and increased patient comfort and mobility.

1. Transition to Value-Based Care

Healthcare is expanding out of hospitals and into communities, and healthcare practitioners' roles are changing. We're hearing new queries such as, "What do we do about loneliness?" It turns out that loneliness is as deadly as smoking and diabetes. These types of queries lead to a deeper understanding of patients and the development of entire care ecosystems.

2. The transition from Reactive to Proactive

Everyone has the ability to learn about their bodies and health before anything goes wrong. Health is evolving into a process of self-discovery that generates access points for consumers into healthcare solutions. We're seeing a trend away from healthcare and toward consumer products that can help us comprehend who we are.

3. Strike a balance between strict regulation and experimentation.

Privacy and risk committees frequently exclude technologies from security controls. However, there is an opportunity to invite people to be fully informed about the technology choices they make and to give them the option to opt into the tools. We should maintain high privacy standards and ensure that our tools are secure, but there is also room to experiment and employ informed permission to prototype tools that may not be ready for primetime.

Design thinking has already taken hold in health care, resulting in the development of new products and better space design. However, it is underutilized in addressing other critical issues such as patient transportation, clinician-patient communication issues, and differential treatment of patients due to implicit bias, to name a few. If more executives embrace design thinking, they will be able to solve such problems with a deeper understanding of their patients, resulting in better clinical outcomes, a better patient experience, and cheaper costs.

Thought Leader Speak - Ms. Jyoti M. Tiwari

Jyoti is a certified Digital Marketing and Design Thinking Expert with over a decade of experience in the Pharmaceutical and Healthcare domain with a focus on the complete women's healthcare cycle as well as educating people across the country in areas such as pregnancy, contraception, and maternal health while eradicating the social stigma around it. She is a seasoned Healthcare leader with expertise in all areas of Business across geographies including India, Australia, New Zealand, and parts of the EU. She is a maverick Social Entrepreneur who believes in transforming women's healthcare from good to awesome with the approach of Empathy.



"Design Thinking has the potential to create a product that can outgrow the market and be used in the most feasible way. There is no final product as they always keep on improving with user experience."

How does Design Thinking work in the healthcare sector?

Design Thinking has a basic implementation across all sectors, not just healthcare, however, it has major implications for healthcare offerings. In healthcare, we have a customer-centric approach where our customers include doctors, patients, and stakeholders, each with specific challenges in their respective roles. When we deal with empathy more, we can achieve great outcomes. Whatever challenges we face in healthcare can be seen in the service and product industries as well. When we design a product in healthcare, such as a safe medical device or pharmaceutical drug, we make sure that it is needed and usable from the users' perspective. Design Thinking is a mindset and an ongoing problem-solving process, with problems and solutions constantly evolving.

In healthcare, we need to understand whether a product is required in the market, who is using it, and whether it is user-friendly. For example, a product called Vaccum Cup was created to help deliver babies in areas without electricity. The challenge was to make sure the delivery was smooth without hurting the baby, and that the product was easy to use for lay people like ASHA workers. Design Thinking is crucial in healthcare, as most of the designing applications are very important.

What are the most urgent challenges in the healthcare sector that are being addressed using Design Thinking?

Currently, healthcare sectors are not using Design Thinking much. They claim they do, however, Design Thinking is not just about creating a solution and developing a pathway. However, in the service industry, especially in hospital chains, they are working on user experience to ensure that patient's time is not wasted and waiting times are minimized. They have started working on improving user experience and have made progress, however, it is yet to reach its best.

They ensure that patients do not wait unnecessarily, and they have made improvements in user experience, for example, by providing messages that allow patients to make appointments. In Design Thinking, the goal is to create a product that will outgrow the market and be used in the most feasible way.

The perfect example can be Pee Safe, it illustrates how innovation can solve a problem. Pee Safe was developed to address the issue of UTI infections resulting from using public toilets. This is an example of Design Thinking where challenges are addressed and new products are created. In Design Thinking, products are not final and they keep improving with user experience.

Thought Leader Speak - Ms. Jyoti M. Tiwari

Does the healthcare sector apply Design Thinking to improve customer experience?

Globally, Design Thinking is being used to address the issue, however, in the Indian market, it has only just taken a swing into its early phase and is not yet being implemented to its full potential. I feel a huge potential for Design Thinking in healthcare, provided that it is implemented correctly with the right people and the right mindset. In healthcare, the focus has traditionally been on doctors, however, Design Thinking is user-centric. There are many colleges offering Design Thinking in healthcare, and the potential for applications in the industry is enormous. Although progress has been slow, significant changes in the healthcare industry are anticipated with Design Thinking playing a critical role.

What is the right mindset while applying Design Thinking in the Healthcare Sector?

So, it's about unlearning and relearning the process. People don't want to unlearn the process. They say if we are following a protocol and it is working fine, then there is no need to make changes to it. No, not necessarily! There is a need for a mindset shift that people should be ready to unlearn the process. Unnecessary standard operating procedures (SOPs) should not be taken into practice. For example, many hospitals have certain SOP that they feel obligated to follow. When you go and revisit, you realize that the process could be less time-consuming. So, it is always a constant change process. The mindset should shift to unlearn, relearn, and then understand the innovations, whether they're productive, desirable, feasible, or viable. That brings innovation to the center of all three demands. So, with the empathy model, it should be - fail early, fail cheaply, rather than fail in the long run.



In a diverse population like India, Health Professionals do recognize the importance of Design Thinking in the healthcare sector. By prioritizing the needs of patients and focusing on their experiences, Design Thinking can help healthcare providers create more effective and patient-centered solutions. Design Thinking can be particularly valuable in developing solutions that are inclusive and accessible to all.

"Design Thinking has the potential to revolutionize the healthcare sector in India by focusing on the needs of patients and creating solutions that are accessible, affordable, and effective."

- Dr. Naresh Trehan, Chairman, and Managing Director of Medanta - The Medicity

"Design Thinking can help bridge the gap between traditional healthcare delivery models and the unique needs of patients in India. By focusing on the human experience, we can create solutions that are more relevant and meaningful for patients."

- Dr. Devi Shetty, founder of Narayana Health

"Design Thinking is crucial in healthcare, especially in India where resources are limited and access to care is a challenge for many. By prioritizing the needs of patients and designing solutions around them, we can create a more equitable and effective healthcare system."

- Dr. Rupali Basu, President and CEO of Apollo Gleneagles Hospitals, Kolkata

"Design Thinking can help healthcare providers in India develop solutions that are not only clinically effective but also culturally relevant and accessible to diverse communities. By taking a patient-centric approach, we can improve health outcomes and reduce health disparities."

- Dr. Sanjiv Agarwal, Chief of Medical Services at Max Healthcare

"Design Thinking is a powerful tool for innovation in healthcare, especially in India where we face unique challenges such as a high burden of infectious diseases and a shortage of healthcare workers. By applying Design Thinking principles, we can create solutions that are scalable, sustainable, and impactful."

- Dr. Sangita Reddy, Joint Managing Director of Apollo Hospitals Group.