National Council for Behavioral Health

Medical Director Institute Presents

Refining Community Mental Health Settings:
How Design Thinking can Improve Provider and Patient Satisfaction

Monday, March 16th, 2020
12:00-1:00pm ET

@NationalCouncil

National Council for Behavioral Health

TheNationalCouncil.org

Audio Logistics

- Call in **on your telephone**, or use your **computer audio option**

- **If you are on the phone, remember to enter your Audio PIN**

Choose ONE of the audio conference options ✕

📞 Phone Call | 💻 Computer Audio

Dial: +1 646 558 8656
+1 720 707 2699

Meeting ID: 316 733 353

Participant ID: **26**

Done


Choose ONE of the audio conference options ✕

📞 Phone Call | 💻 Computer Audio

Join with Computer Audio

Test speaker and microphone

☐ Automatically join audio by computer when joining a meeting
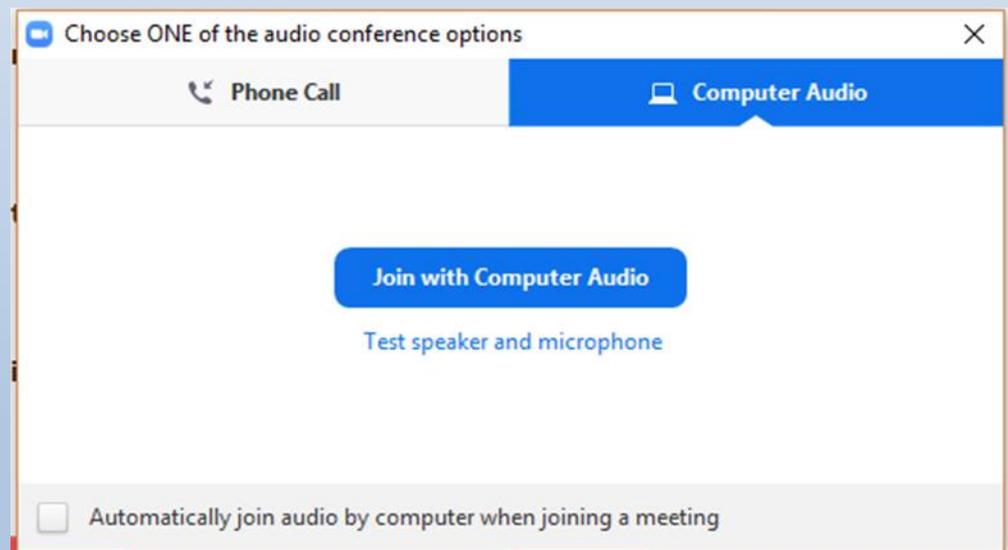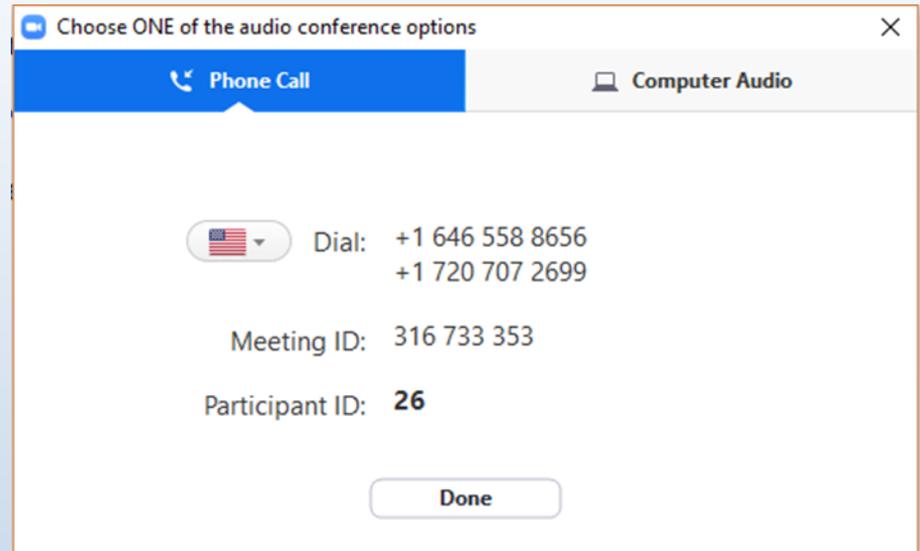
How to Ask a
Question/Make a Comment
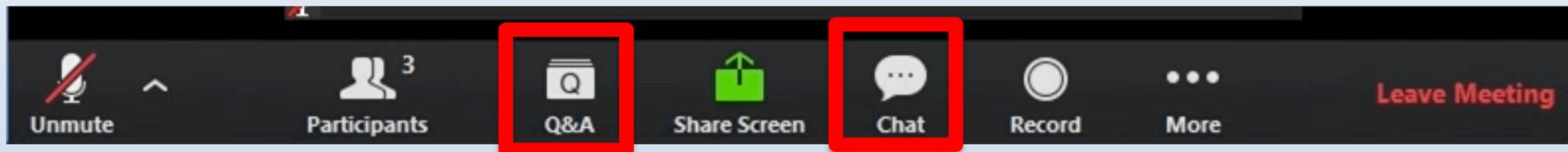
Type in a **question** in the **Q&A box**
Type in a **comment** in the **chat box**

Both are located at the bottom of your screen.
We'll answer as many questions as we can at the end of the presentation.

MDI and National Council for Behavioral Health

3300+ healthcare organizations serving over 10 million adults, children, and families living with mental illnesses and

addictions.

- Advocacy

- Education

- Technical Assistance

- MDI is the Clinical Advisory Council

Poll #1: What best describes your role?

🩺	Medical Director
👨‍⚕️	Other Clinician
👮	Administrator
👤	Policy Maker
$	Payer
✏️	Other (specify in chat box)

Poll #2: What best describes your organization?
(check all that apply)

Primary Care Provider

Mental Health Provider

Substance Abuse Provider

Hospital

FQHC

Other (specify in chat box)

Introductions

Speaker

Moderator

Patrick Runnels, MD, MBA

Interim Chief Medical Officer, Population Health – University Hospitals

Director, Public and Community Psychiatry Fellowship
Associate Professor, Case Western Reserve School of Medicine

Vidya John
Project Coordinator, Integrated Health

National Council for Behavioral Health

Objectives

- In this webinar, you will learn...

- What Design Thinking is
- How Design Thinking can provide value in healthcare, particularly at a time of widespread system transformation
- How to guide a Design process
- A range of design tools and how to use them in a design process

What is Design Thinking?

A non-linear, iterative process that focuses on end-users of a product or a process, which seeks to challenge assumptions, redefine problems and create innovative solutions to prototype and test

Story

NATI🌐NAL COUNCIL
FOR BEHAVIORAL HEALTH
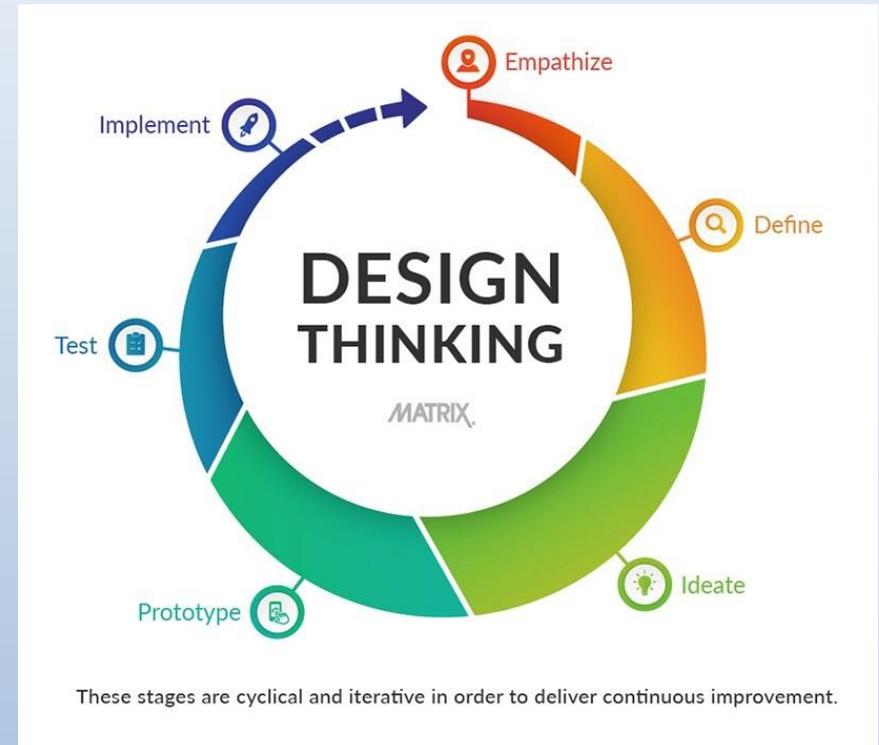
Story in Community Mental Health: Adherence

Why Design Thinking?

- Provides a platform for grappling with an increasingly complex and interconnected world

- Recognizes that this complexity tends to be alienating and de-humanizing for consumers

- So, Design Thinking focuses on being "**human-centric**"

- Is particularly useful for "**sticky**" problems – both difficult to define and solve (people in this space use the phrase "**wicked**" a lot, even though most of them are not from Boston…)

- Emphasizes outside-the-box thinking

Design in Healthcare: The Patient Experience

The sum of all interactions, shaped by an organization's culture, that influence patient perceptions across a continuum of care

The Design Process

DESIGN THINKING 101 NNGROUP.COM
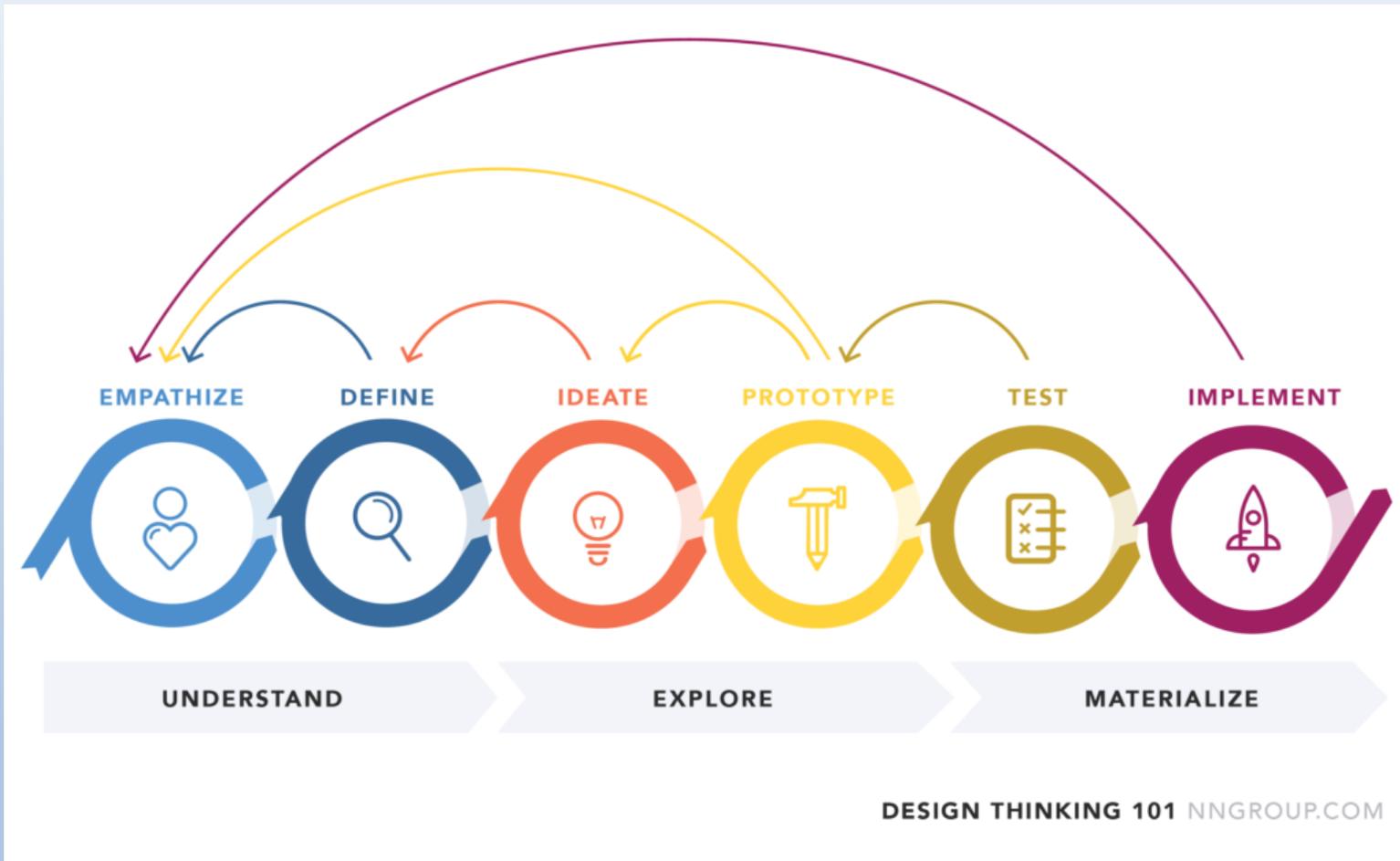
Stage 1: Empathize

- Research your user's needs and experience

- Highly dependent on setting aside your own assumptions

- Often involves:
  - Observe: View users in the context of their lives or of a process

  - Engage: Interviewing users or other stakeholders OR interacting with them during in some other way

  - Immerse: Trying out a product or walking through a process

Stage 2: Define

- Analyze data gathered from Stage 1

- Generate insights from the experience of the design team

- Synthesize the core problem statement from YOUR perspective

- Make sure the statement is human – and importantly, consumer – centered

Stage 3: Ideate

- Generate a LOT of ideas

- Challenge Assumptions

- Think "outside-the-box"

- Focus on the problem statement that's been created

Stage 4: Prototype

- Experimental phase

- Produce multiple prototypes (or models)

- These are typically inexpensive or scaled-down

- Goal is to generate more information about potential for different solutions developed in Stage 3

Stage 5: Test

- This is iterative

- Tests are rapid

- Use results to redesign the problem statement or find and discover new problems that could be solved as well

- Go back to previous stages – sometimes even to Stage 1 to rule out alternative solutions

Tools

- Empathy Map

- Observation

- Theme/Insight Development

- How Might We...

- Personas

- Journey Mapping

- Brainstorming

- From/To

- Rapid Prototyping

Empathy Map Template

What does she
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

What does she
HEAR?
what friends say
what boss says
what influencers say

What does she
SEE?
environment
friends
what the market offers

What does she
SAY AND DO?
attitude in public
appearance
behavior toward others

PAIN
fears
frustrations
obstacles

GAIN
wants/needs
measures of success
obstacles

NATI⬤NAL COUNCIL
FOR BEHAVIORAL HEALTH

Tool: *Observation/Themes*

- Value of
  - Artifacts
  - Direct observations
  - Walk throughs

Sharing Stories

- Affix a large piece of paper to the wall to capture all the team's Post-it notes and ideas from the story in one place.

- Tell the most compelling stories from the field to your teammates.

- Be specific

- Be descriptive

- Report on who, what, when, where, why, and how

- As you listen to your teammates' stories, write down notes and observations on Post-its

- Put Post-its up on the wall, organizing them into separate categories

Tool: *Persona*

Practice

Let's build a Persona for a Community Mental Health Center...

Tool: *Journey Map*
Example
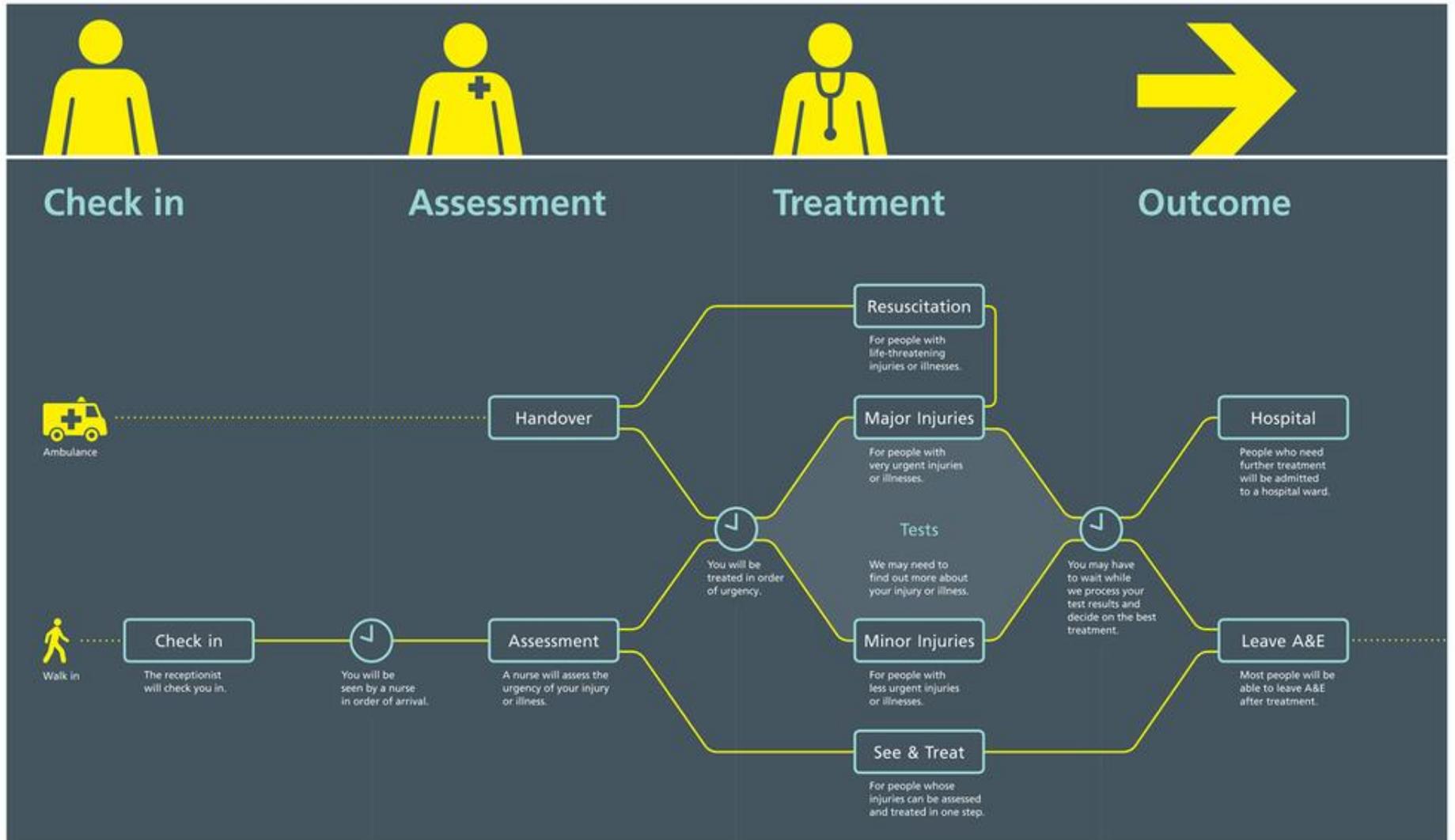
Tool: *Developing Insight Statements*

- Take the themes that you identified in and put them up on a wall or board.

- Take one of the themes and rephrase it as a short statement.

- Sift through your insight statements and discard the ones that don't directly relate to your challenge
  – you only want three to five insights statements.

- Make sure that they convey the sense of a new perspective or possibility.

- Bounce them off an outsider and see how they resonate.

Tool: *How Might We*

Craft your How Might We using the method shown
to scope your design challenge

HOW MIGHT WE

WHOM
who are you designing for?

WHAT
What do you want to achieve

WHERE
Where will this take place

WHY
Why is this necessary/ important

?
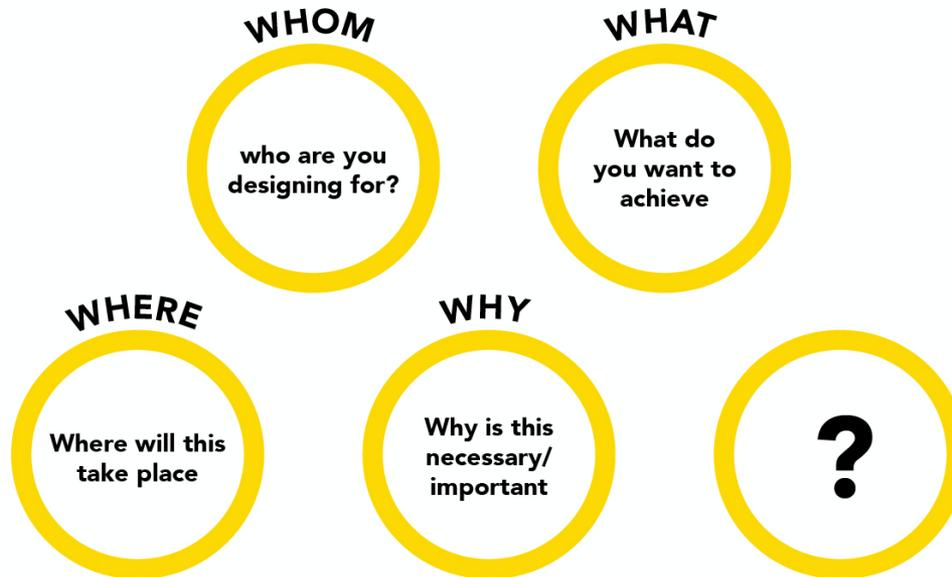
Designed by C-Academy Pte Ltd

How Might We: Example/Template

How might we.......

IDEATE

Template:
How Might We **ACTION** **WHAT** for **WHOM** in order to **CHANGE SOMETHING**

Example:
How might we **bridge** the **disconnect between culture and technology** for **members of the organisation** in order to **improve communication**

Practice

Let's do some "How Might We" statements for Psychiatry...

Please type in the chat box

How — Descriptive, solution oriented

might — Optimistic, generative, not prescriptive

we...? — Collaborative, inclusive

Tool: *Brainstorming Rules*

1. Defer judgement

2. Encourage wild ideas

3. Build on the ideas of others through positivity
   - This takes skill
   - Use "and" instead of "but"

4. Stay focused on the topic

5. One conversation at a time

6. Be visual
   - Post-its on a wall
   - Draw, even if badly

7. Go for quantity

Brainstorming - Steps

- Pass out pens and Post-its to everyone and have a large piece of paper, wall, or whiteboard on which to stick them

- Pose the question or prompt you want the group to answer. Even better if you write it down and post it

- As each person has an idea, have her describe to the group as she puts her Post-it on the wall or board

- Generate as many ideas as possible

NATIONAL COUNCIL
FOR BEHAVIORAL HEALTH

Brainstorming

MEDIA
- Exploitation of food by aesthetics and media
- Use of media and technology to promote food preparation and presentation

CULTURAL HERITAGE
- Bring food education back!
- Tradition techniques and perfectionism in preparing are the heart of the oriental diet
- Bento lunch box is part of the japanese tradition of prepare food
- Japanese kids learn since young age about food how to prepare and about nutrition
- In japan many utensils use were developed according to the diet based on rice and fish

HUMAN BEHAVIOR
- Cooking: a choice that change a food system
- Change of behavior because of new adaptation
- Food subsidies distort the radical behavor of consumers salad is more expensive than bigmac
- Important event through history change the way we eat
- New behaviors change also the shape of food
- Human conduct that forces changes in food
- Food presentation can influence psychologically the consumer

GLOBAL VS LOCAL
- Italy, Disneyland of Food preparation + Emotion
- Community power: people can change the food system by network enhancing quality and offering better services
- There are many contradictions in food regulations, obstructing Slow Food?
- Developing countries have a more balance diet.
- Developed countries eat more junk and industrialized food
- The industrialization of food is killing the taste
- In a globalized world you can find a mix of food from different places in one dish
- There is an increasing demand of local food. An economic opportunity
- The creation of spin off due to important discoveries
- We love to eat food that can be found in our region, but now the exotic is a new trend
- The fair trade needs more entrepreneurs and freedom
- The preparation time is a key aspect to obtain high quality food
- There is a relation between easiness, low time preparation and obesity

AESTHETICS STANDARS
- Presentation of food is to reach all the human services
- Food ethics and aesthetic, just pretty is good?
- The natural aesthetics of food can influence other disciplines
- Humans seeks for the perfect look
- Use of chemicals to manipulate food appearance and quality
- People demand for beautiful food, so a lot of good food is being wasted for the sake of beauty
- Visual appealing can change from generation to generation
- Innovation in food businesses shouldn't be just to present a pretty but to enlarge the taste as well
- Potato chips are imitating the "shape" of tortillas because of its economic success

TECHNOLOGY PUSH
- Simplification of tasks by using technology
- Molecular Food, Cuisine revolution through new flavors
- Utensils: Design new utensils influence and it is influenced by food preparation
- Use of technology with a more sustainable approach
- We need more examples like Chipotle and their project Food + Integrity
- Food preparation and presentation driven by technology
- Technology as a helping tool for adding value to food preparation and presentation
- Food Innovation can bring cultural innovation inside tradition
- Mixing flavors scientifically: Food Pairing
- Importance of studying the future events to disrupt the current model
- Creation of tools that facilitates cooking
- New stakeholders because of new tendencies (tech and sustainability)

FOOD DESIGN AND ART
- Prepare food is a culture + Art, present the master piece
- Food presentation is a kind of information... What are you interpreting?
- Preparation of food is like a design process to create a product! Presentation is how you sell it?
- A empty plate is a blank canvas.... Food is the ink to create new meanings
- Food is fun why don't the utensils can be fun as well Alessi

SOCIAL IMPACT
- By failing to prepare you are preparing to fail. BF (So we are failing...)
- Food should be enjoyed rather than endured. Steve Hamilton
- Good food ends with good talk. Ghandi
- Laughter is brightest where food is best. Irish Proverb

32

Others

Explore

https://www.designkit.org/methods

Questions?

Upcoming Events

- MDI Ad Hoc COVID-19 call
  - March 18th, 2-3pm ET
  - Registration link: https://zoom.us/j/706009375
- Addressing the Social Determinants of Health: How Non-Medical Factors Impact Integrated Care
  - March18th, 2-3pm ET
  - Registration Link: https://zoom.us/webinar/register/4315833550225/WN_vTd1FmfXQSWIQGhaUw4M9Q
- No Two People Are the Same: Respecting Cultural Diversity when Delivering Healthcare"
  - April 22nd, 2-3pm ET
  - Registration link: https://zoom.us/webinar/register/4315826397931/WN_zdq9L4lyR_qdff4H4rFRvw

Thank You

Questions?

Email: Patrick.Runnels1@UHhospitals.org

Email Vidyaj@thenationalcouncil.org