Rethinking – *Design Thinking* **– Health Care**

A Health Care Framework for Government,
Suppliers, Providers, Health Plans and Employers

IIT INSTITUTE OF DESIGN • SYSTEMS AND SYSTEMATIC DESIGN

BETTY

AGE 63

DIABETIC

RETIRED

LOVES TO COOK

DAVID

AGE 34

PRONE TO DIABETES

OFFICE MANAGER

LOVES GADGETS

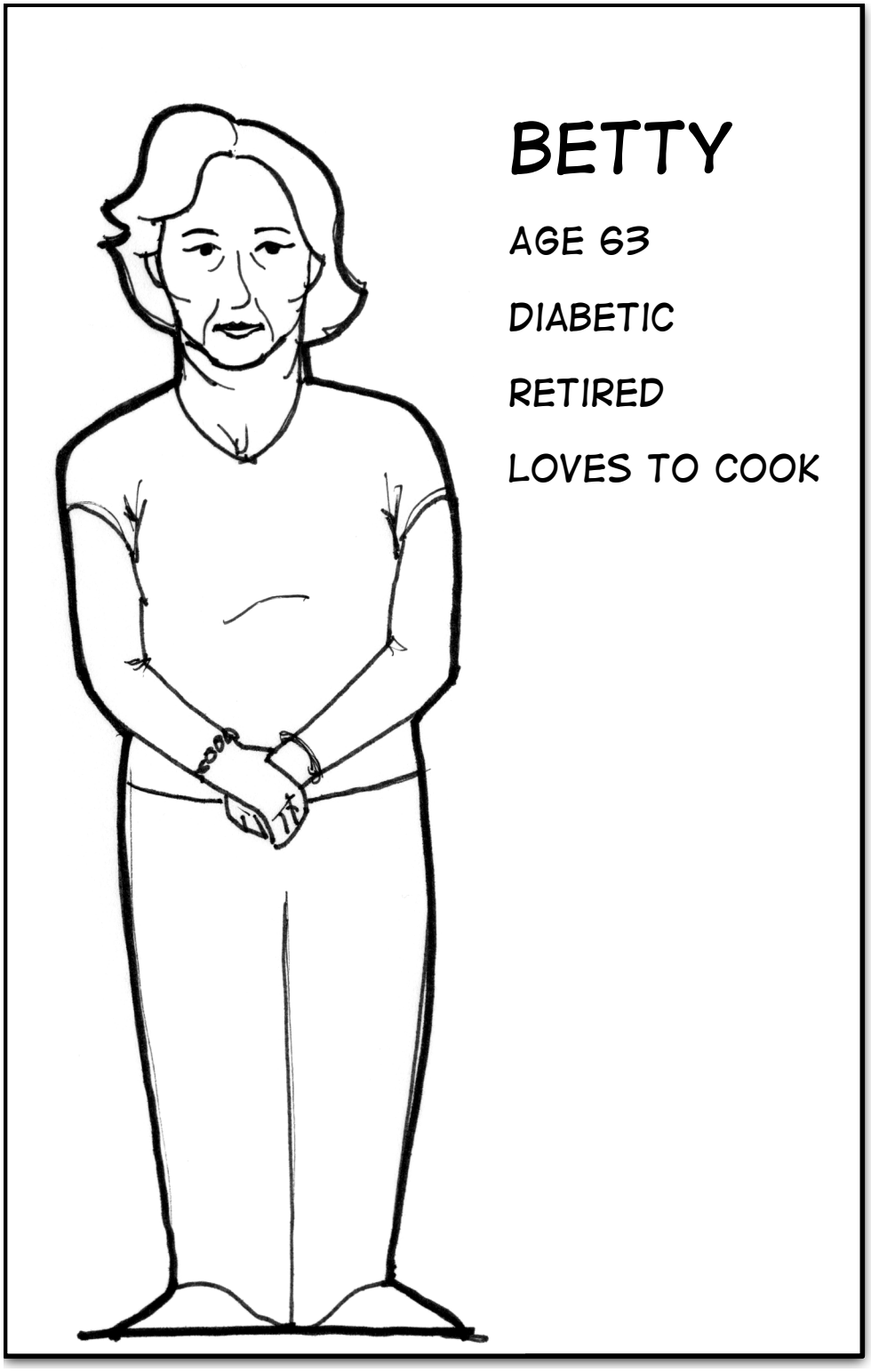
BETTY

AGE 63

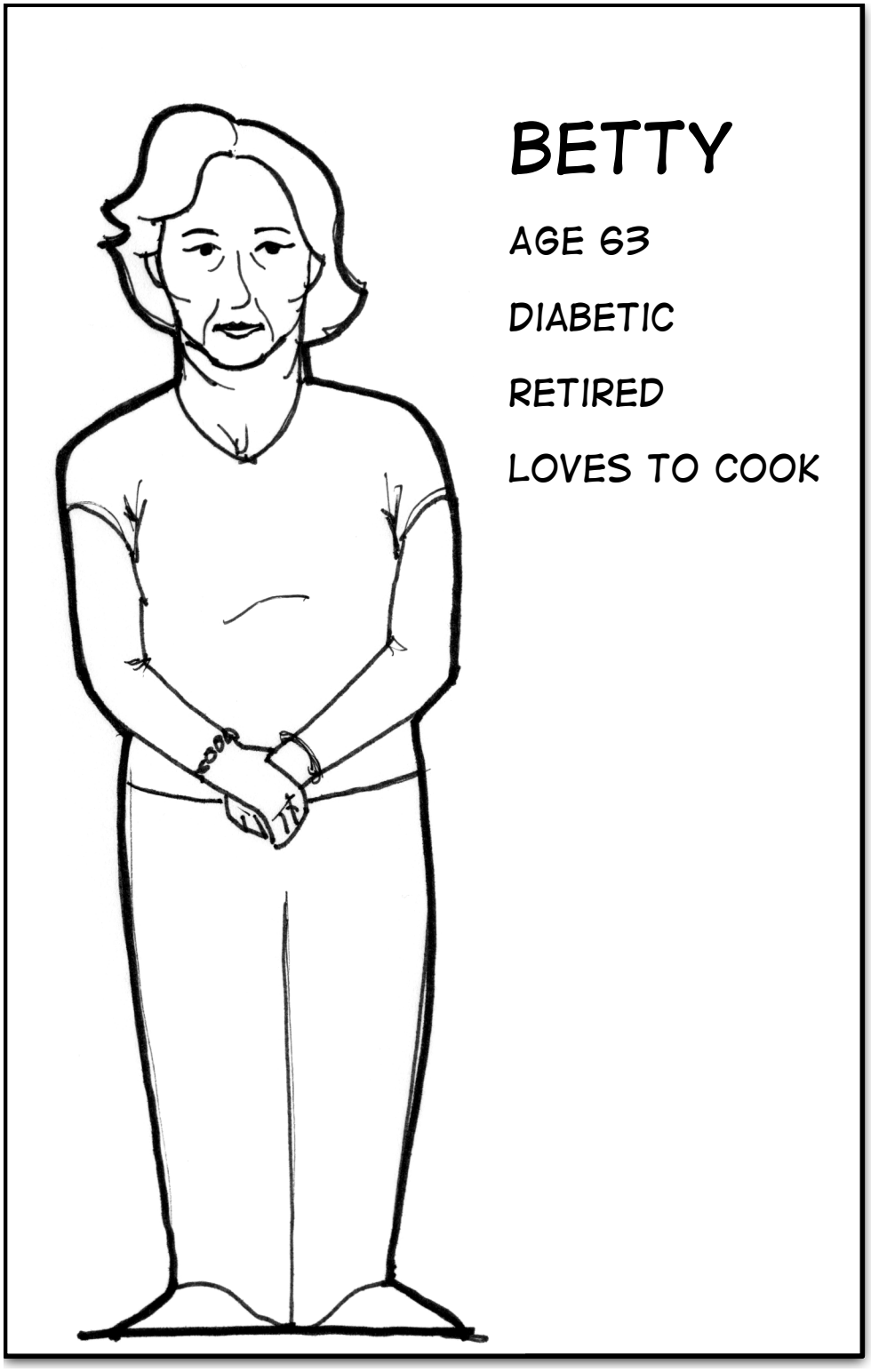
DIABETIC

RETIRED

LOVES TO COOK

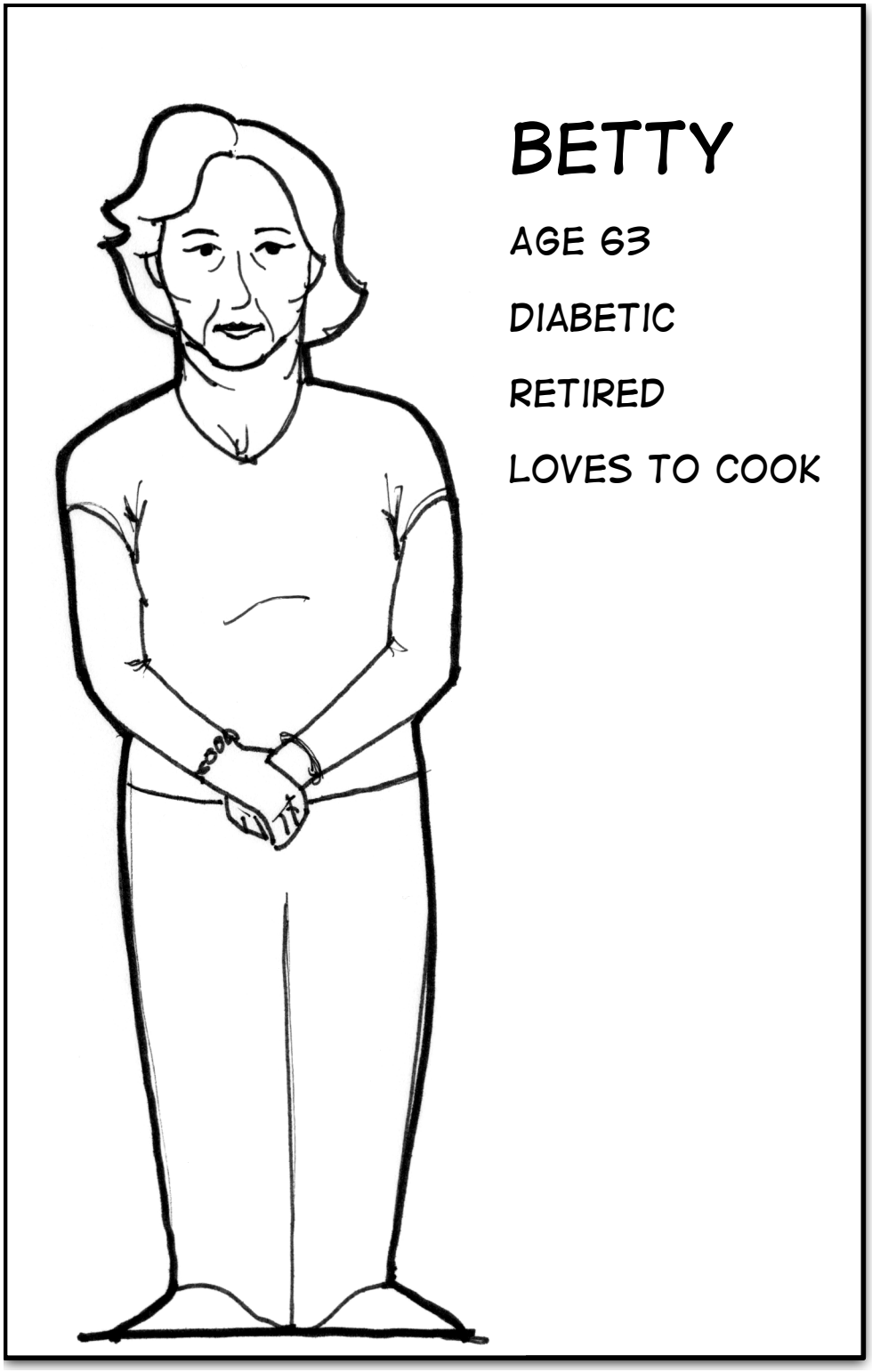


"I FEEL FINE..."



"I FEEL FINE..."

"JUST TO BE SAFE..."



"I FEEL FINE..."

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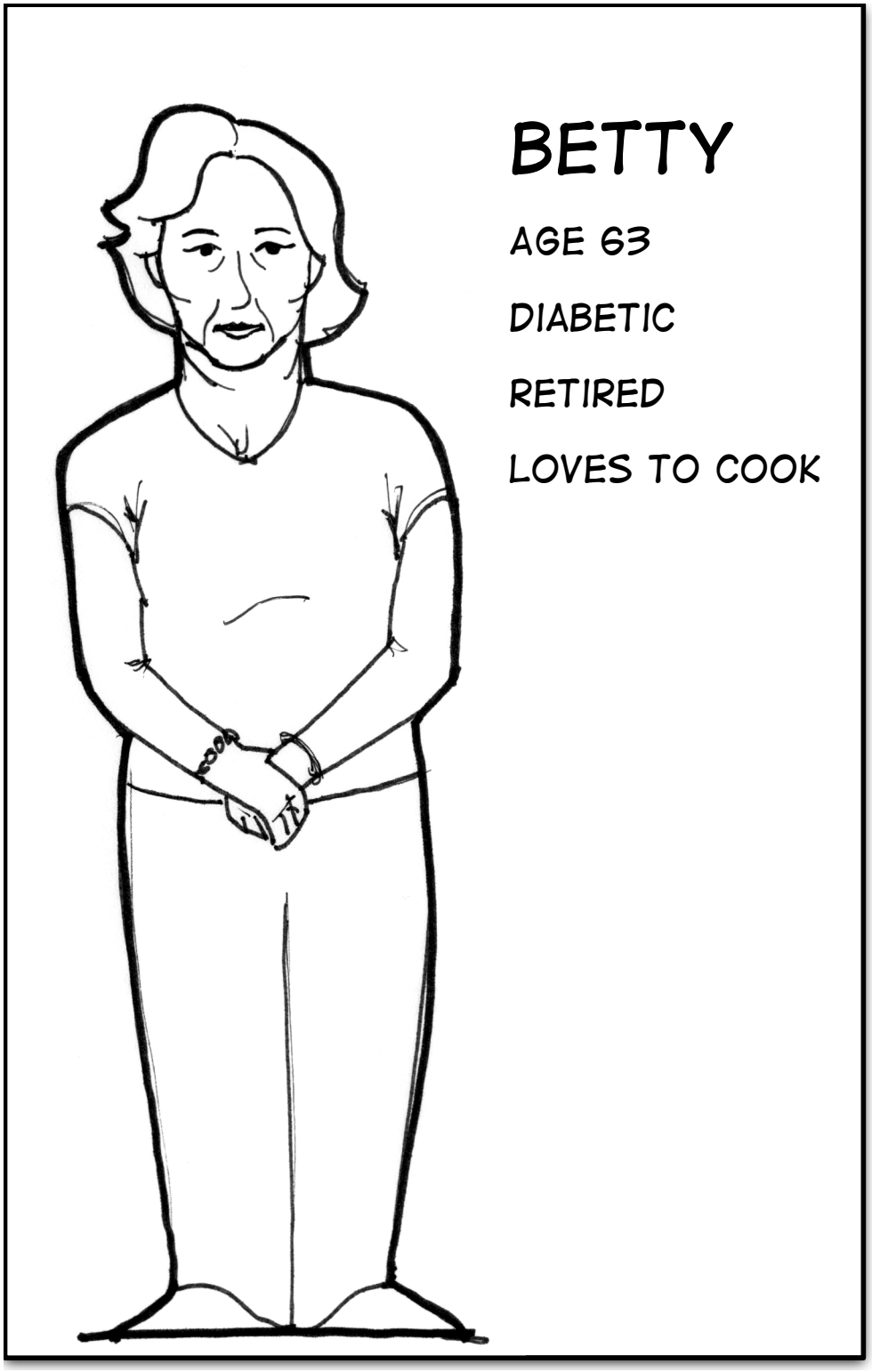
"HOW DOES THIS APPLY TO ME?"



"I FEEL FINE..."

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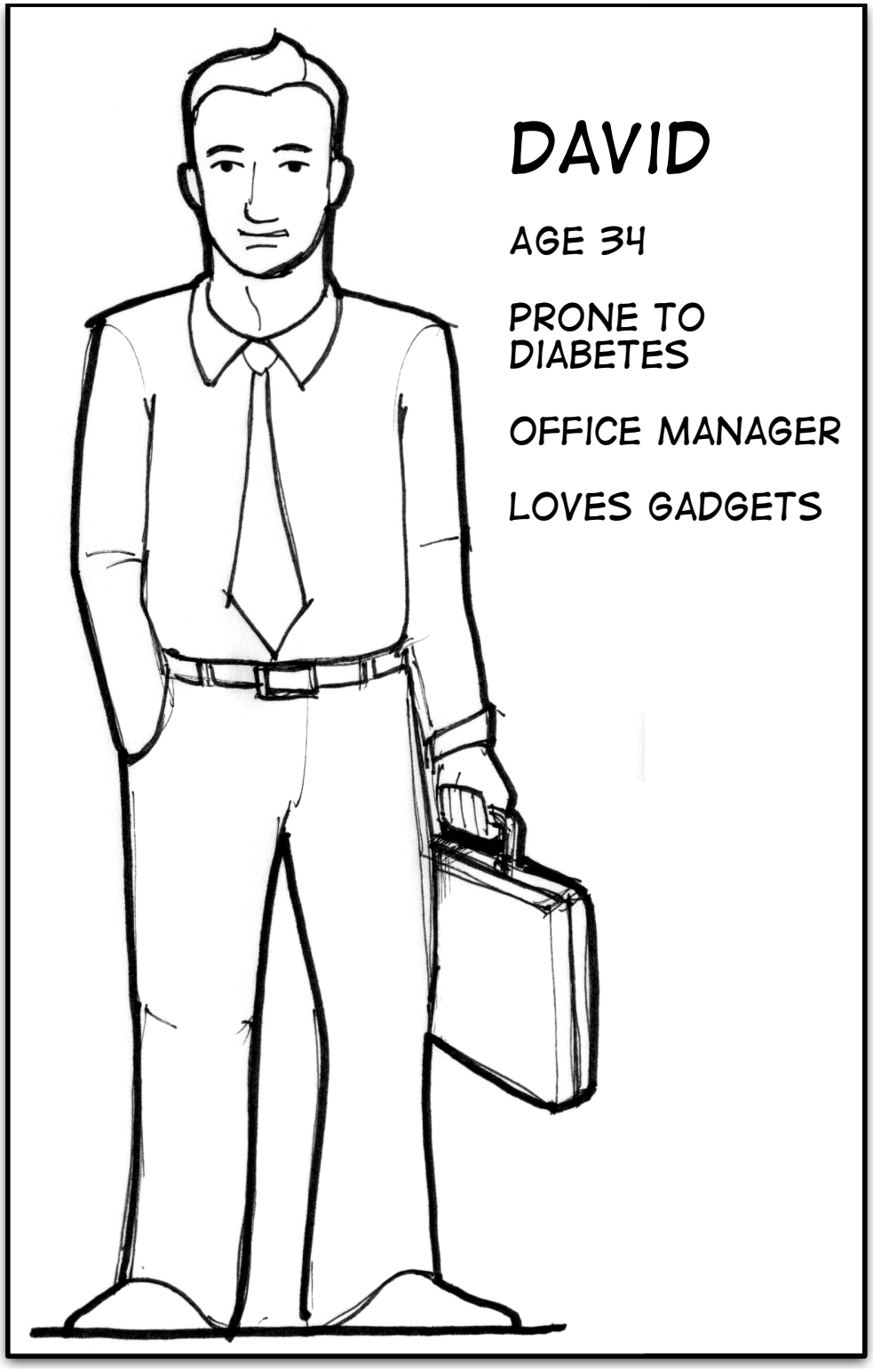
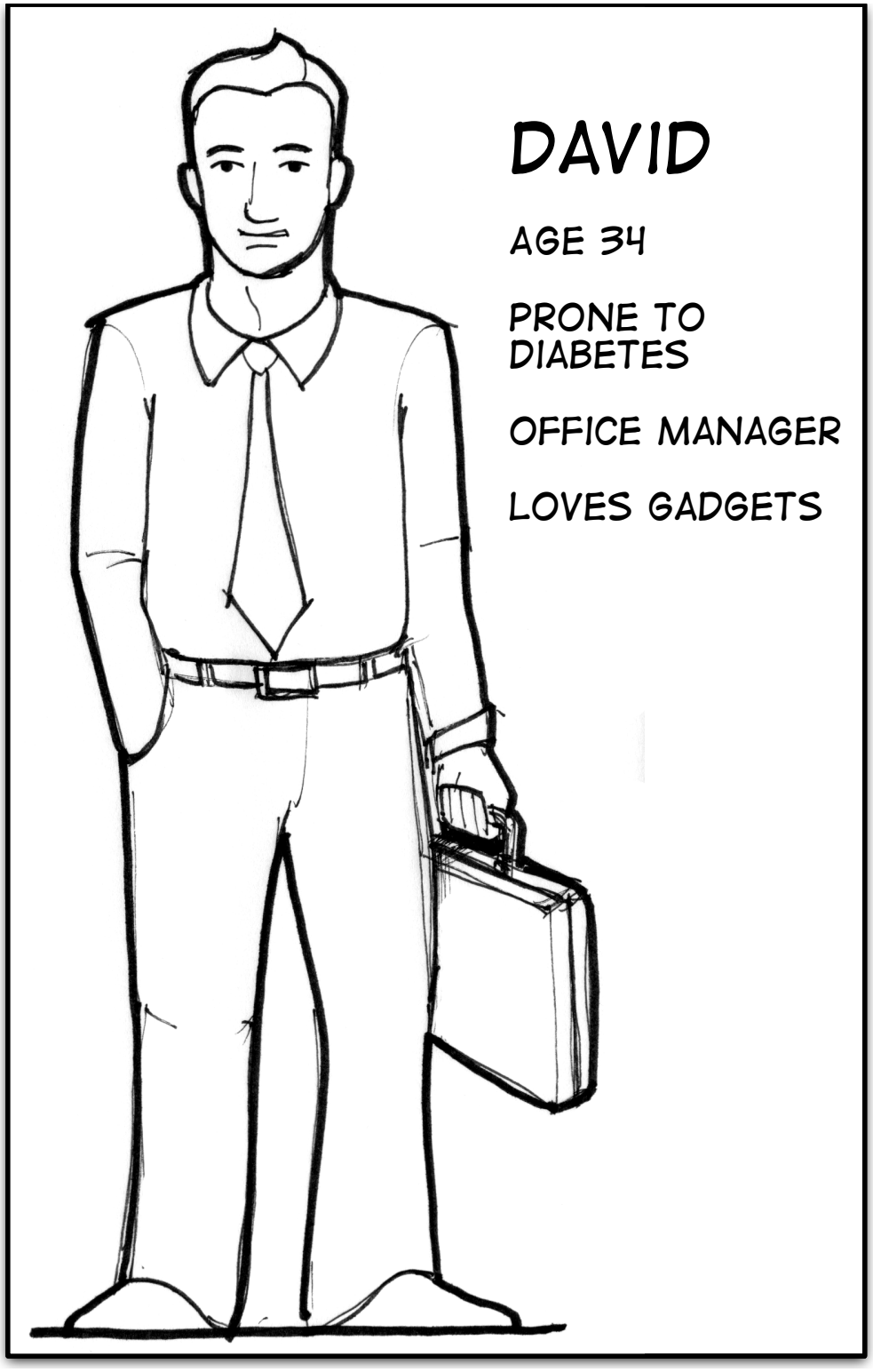
"HOW DOES THIS APPLY TO ME?"

"WHERE IS MY SUPPORT?"


DAVID
AGE 34
PRONE TO DIABETES
OFFICE MANAGER
LOVES GADGETS

"MAYBE I SHOULD START WORKING OUT AGAIN..."



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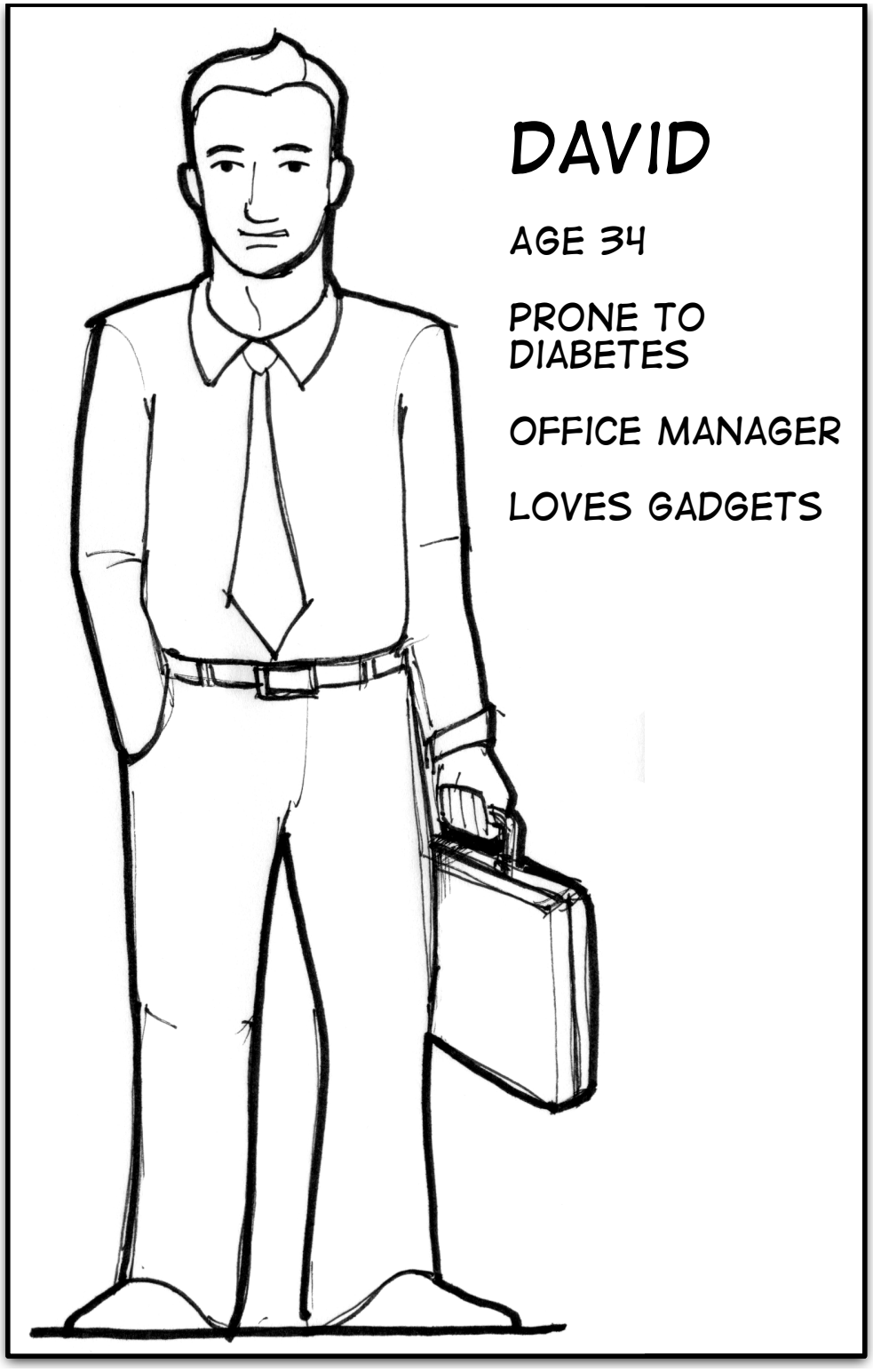
"DID THE FAX NOT GO THROUGH?"



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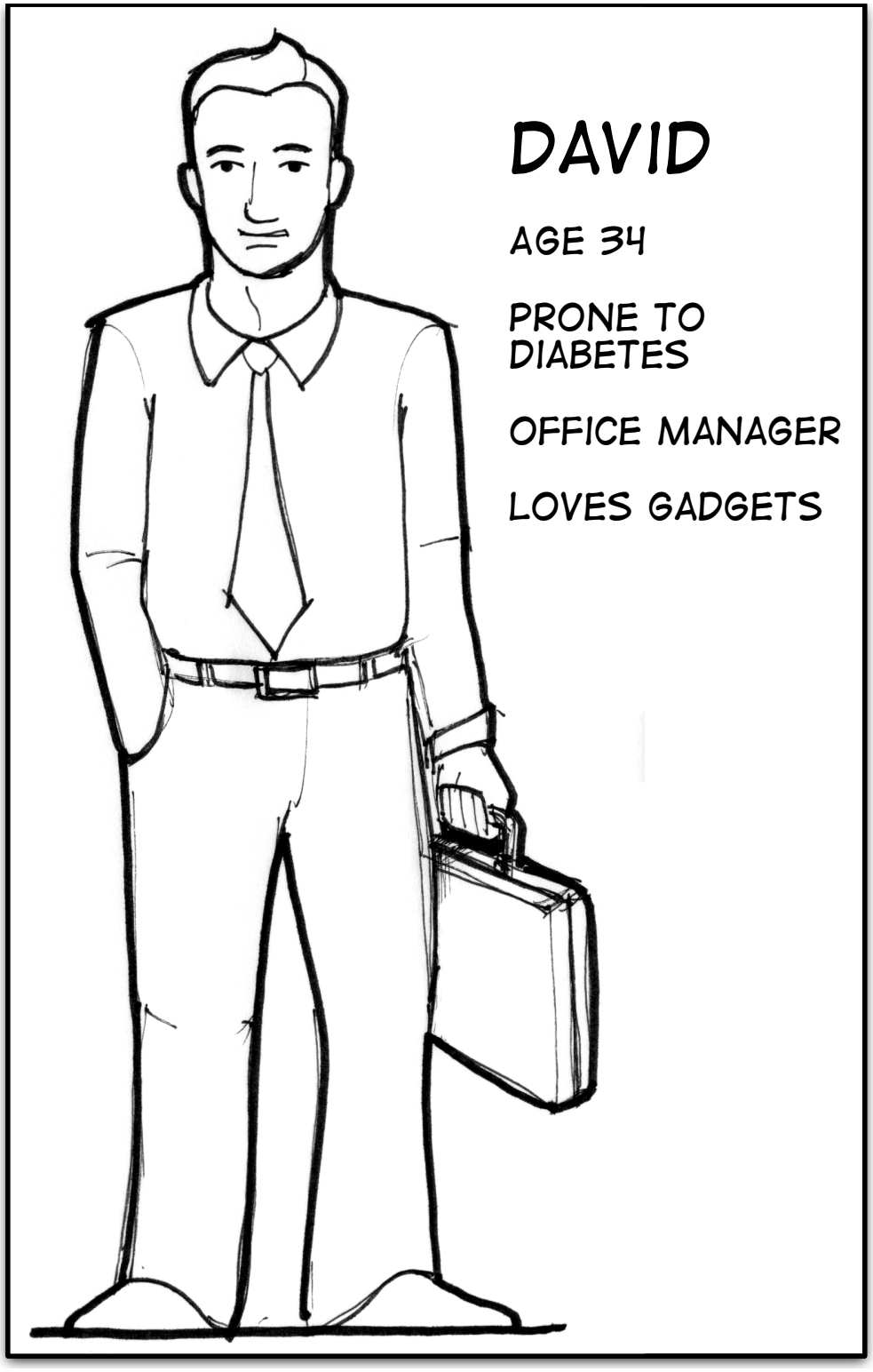
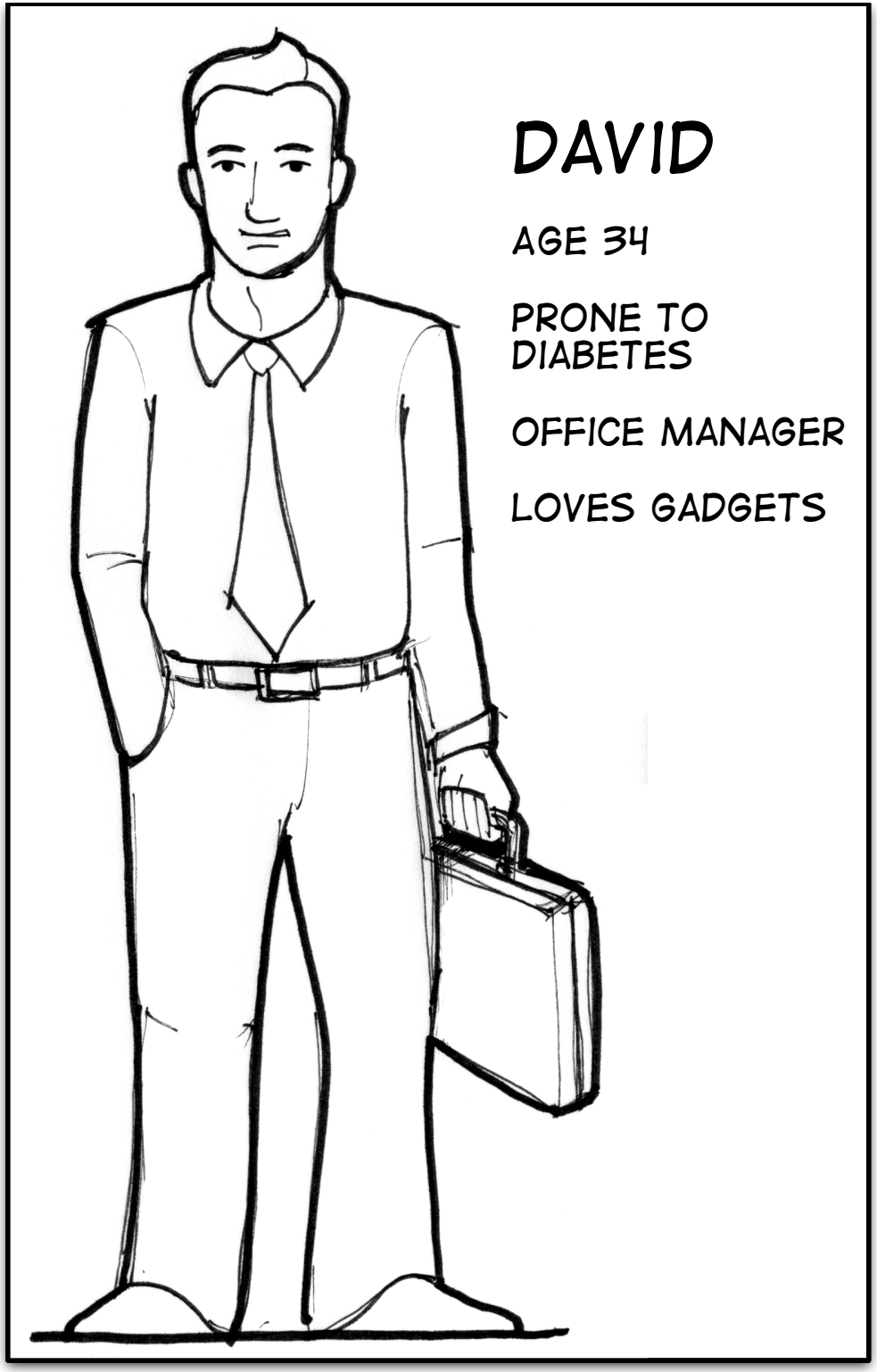


"MAYBE I SHOULD START WORKING OUT AGAIN..."

"DID THE FAX NOT GO THROUGH?"

"WHICH ONE DO I CHOOSE?"

"CAN I REALLY PREVENT THIS?"



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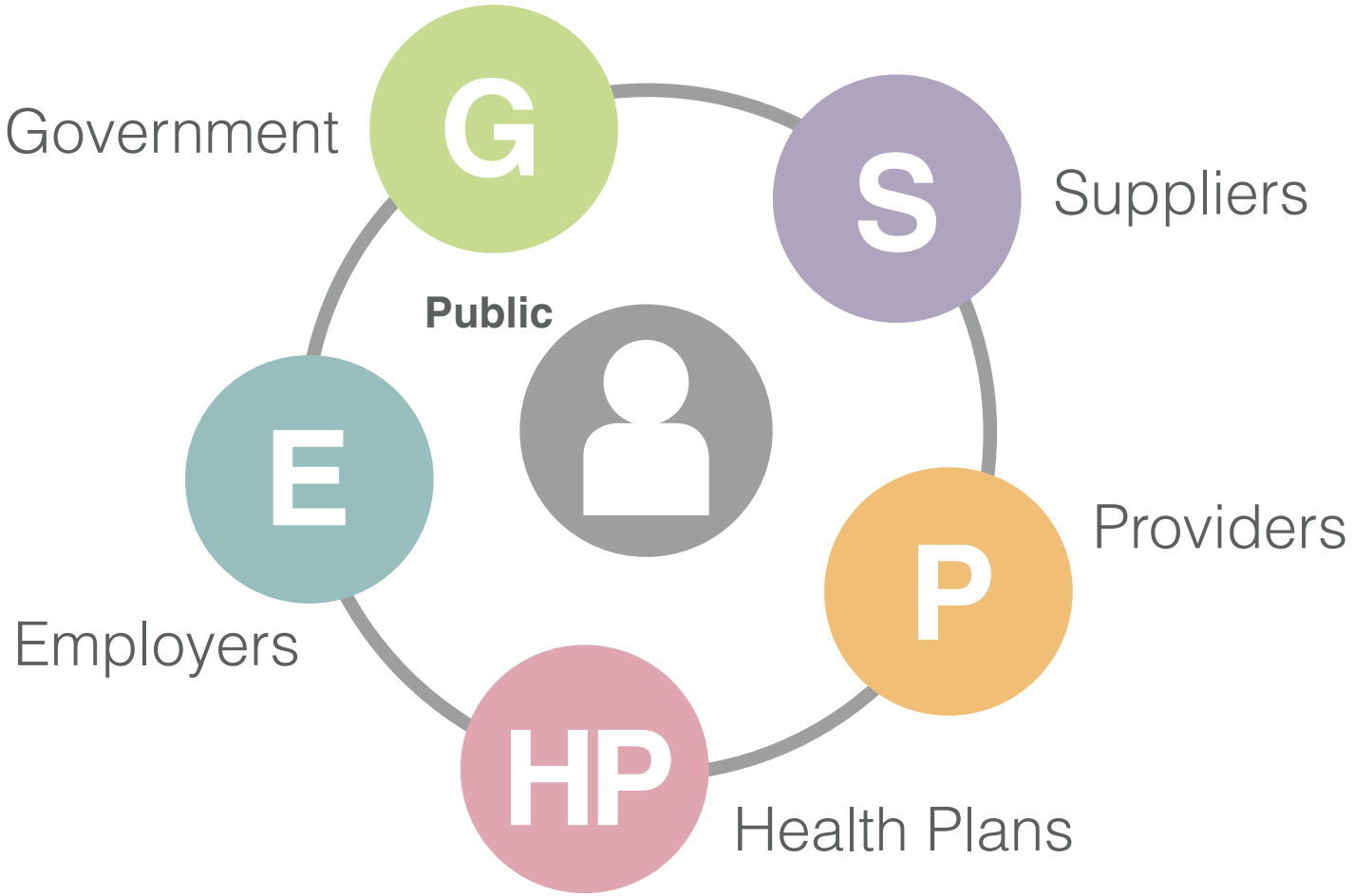
COMPETITION • VALUE • ACCESS • INCENTIVES

FEATURES

FEATURES


Government
G
S
Suppliers
Public
E
Providers
P
Employers
HP
Health Plans

FEATURES

G Government
5 minute Q & A

S Suppliers
5 minute Q & A

P Providers
5 minute Q & A

HP Health Plans
5 minute Q & A

E Employers
5 minute Q & A

15 minute system Q & A

Rethinking – *Design Thinking* **– Health Care**

The Government Role

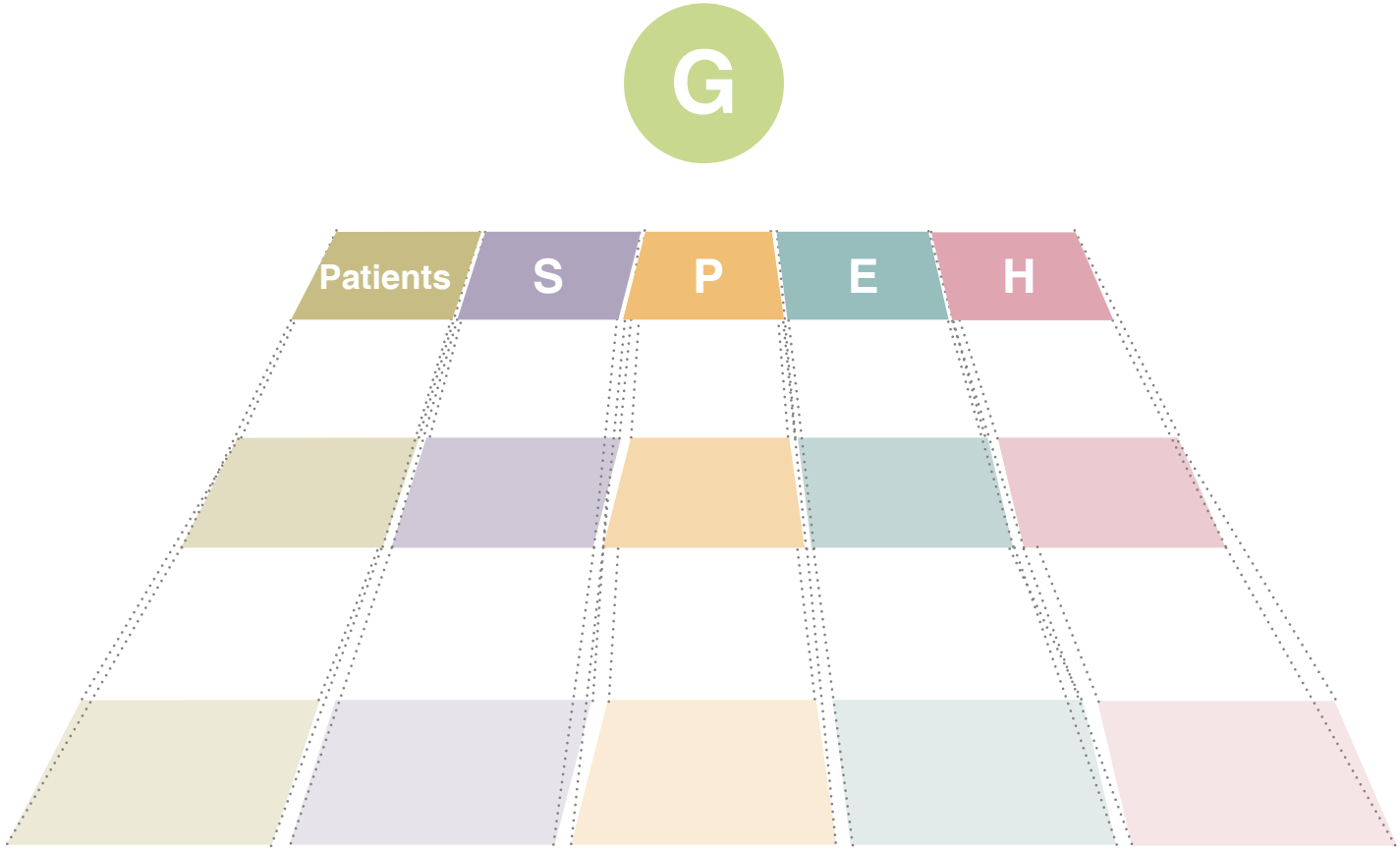
HANNA KOREL, SOO YEON PAIK, AMY PALIT, ALEXANDER TROITZSCH

The Government: A Bird's Eye View

While the players are focused on individual view,

the ***Government*** *needs to focus broader.*

provide the backdrop and infrastructure for the players to interact with each other more effectively.



Government's Responsibility

For the well being of the public

Establishing a new health care system

Helping consumers take an active role in their health

Empowering consumers

Access to information

Providing Incentives

Provide incentives for all players

Electronic Medical Record Regulations

FEATURES

Provides accessible health record for every American

Shares medical information between providers

Reduces redundant treatments and medications

Provides incentives for adoption

Create Infrastructure to share data

- *Adopt interoperable standards*
- *Provide incentives for every player*

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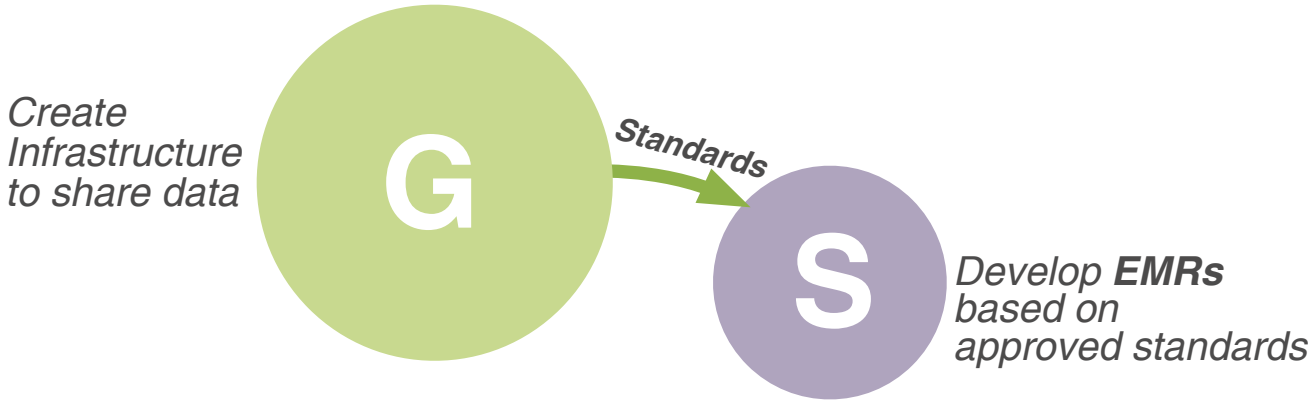

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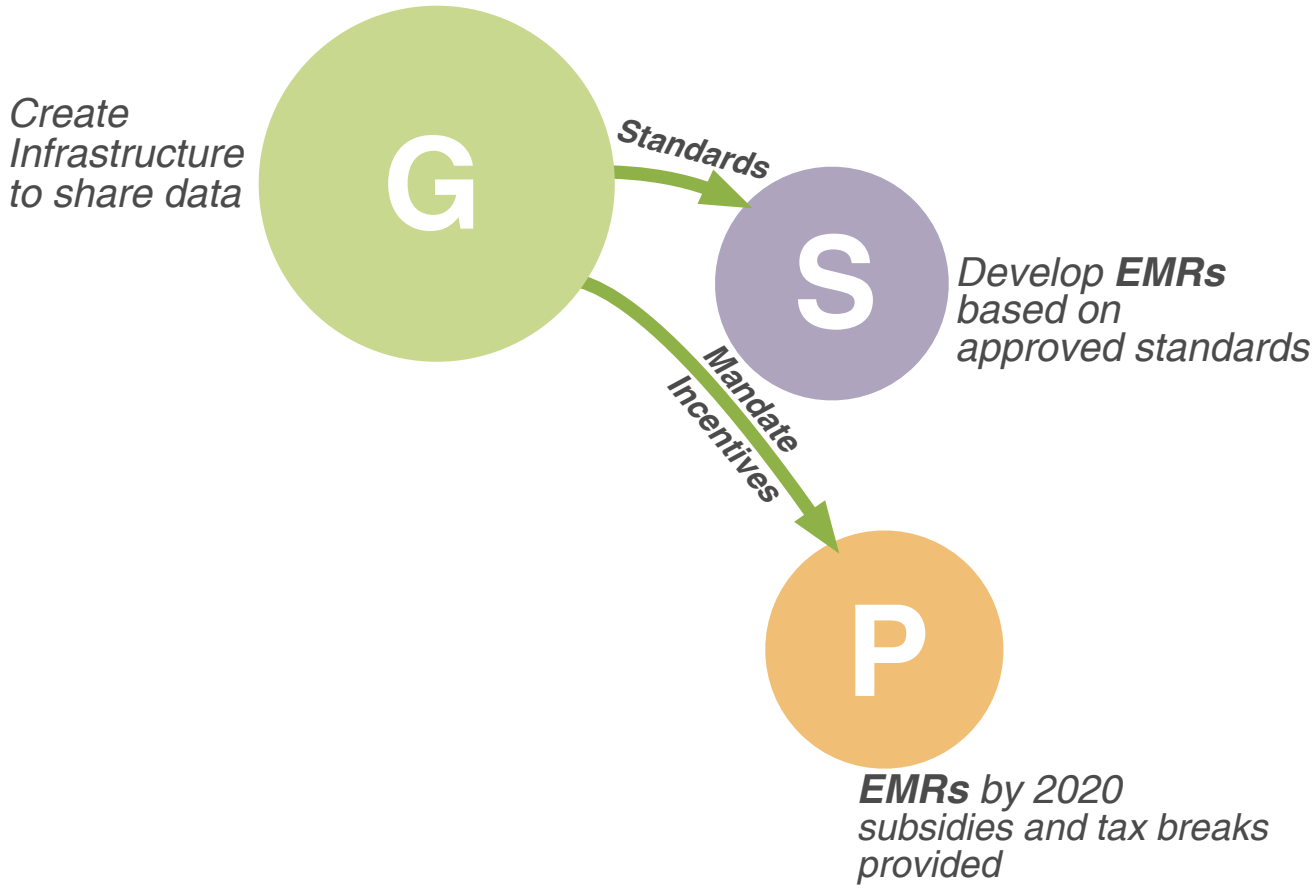

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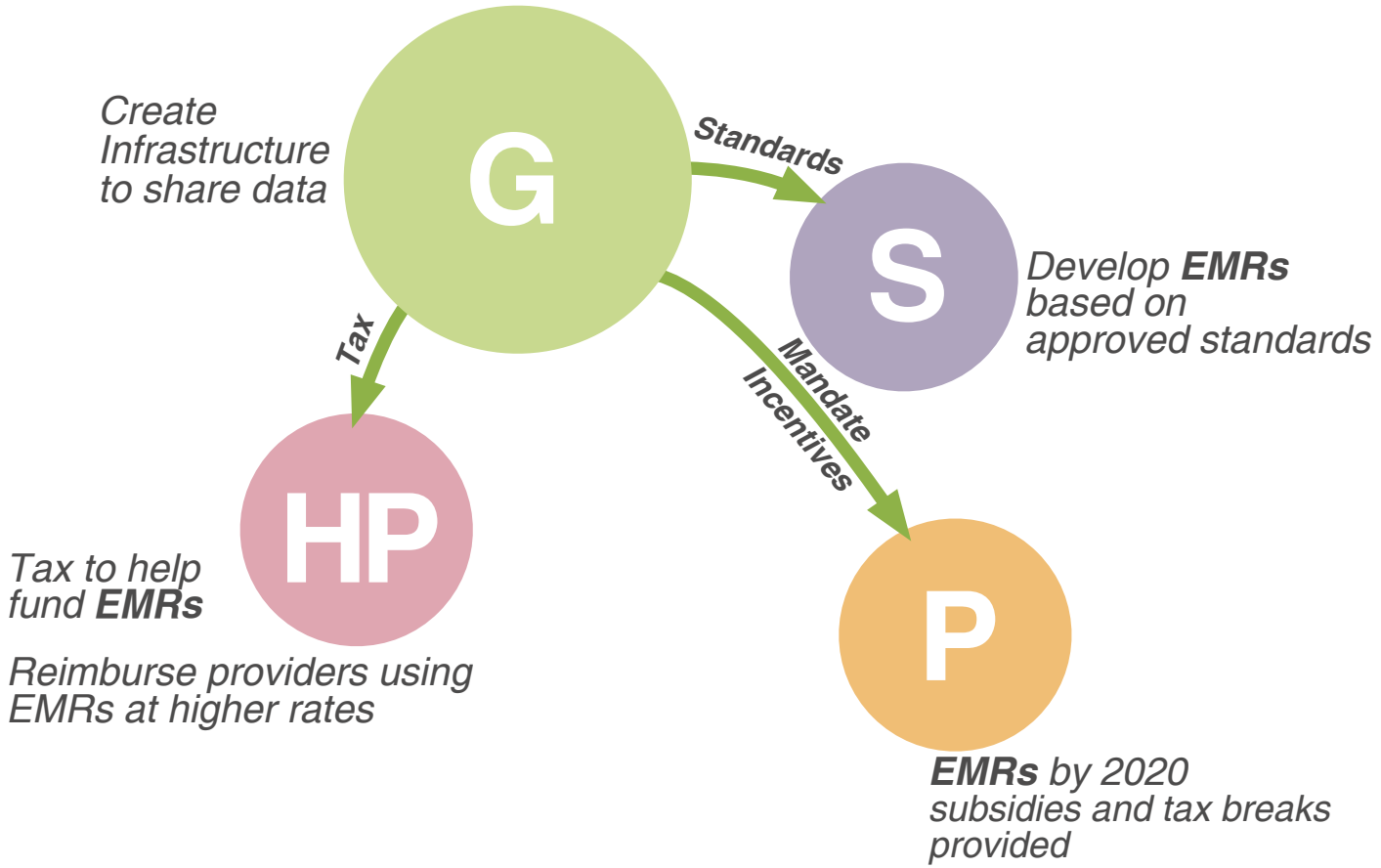

Overview on Health Services provided by the Government

CMS
Centers for Medicare & Medicaid Services

HRSA
Health Resources & Services Administration

FDA
Food & Drug Administration

ACF
Administration for Children & Families

AoA
Administration on Aging

NIH
National Institutes for Health

IHS
Indian Health Services

CDC
Centers for Disease Control and Prevention

AHRQ
Agency for Healthcare Research & Quality

SAMHSA
Substance Abuse & Mental Health Services Administration

ATSDR
Agency for Toxic Substances & Disease Registry

PSC
Program Support Center

Health Care Information Initiative

FEATURES

Establishes and maintains a direct communication channel to the public

Promotes governmental health care information services

Promotes health and healthy living issues like wellness, nutrition and exercise

Informs about new concepts in the health care system in a consistent way across platforms

Educates the public via online and offline channels on how to find reliable information to make smarter choices

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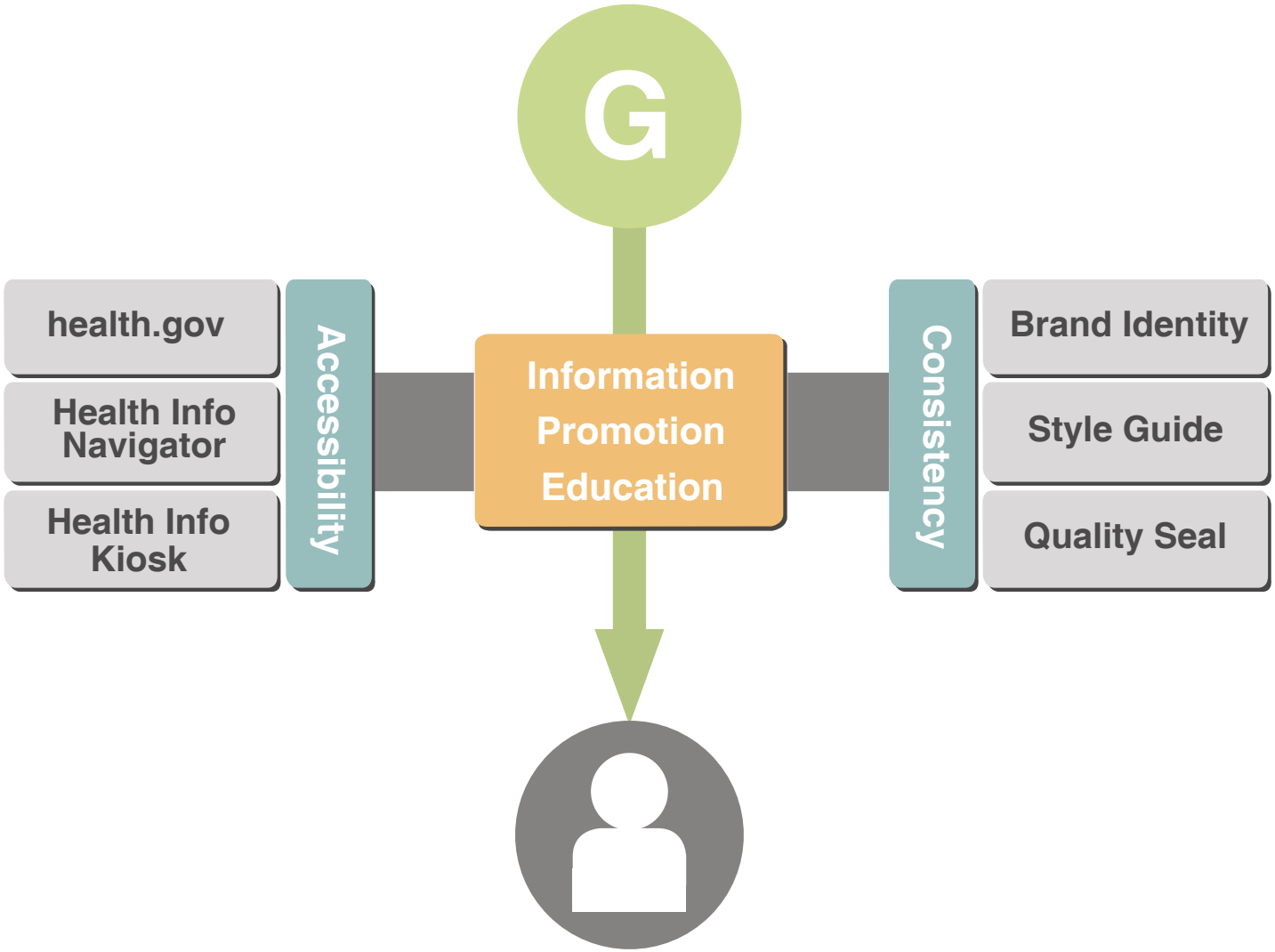

health.gov

A website owned and run by the Department of Health and Human Services

FEATURES

Puts people in control of their health care

Supports consumers in making decisions about their health, including advice regarding smoking, and exercise

Finds and compares local health care services

Health A-Z glossary: Understands treatments and conditions

Links to Health Care Quality Seal providers and services

Health Care Compare

A website used to evaluate providers part of health.gov

FEATURES

Allows users to see hospital ratings

Allows users to choose their provider based on a number of ratings

Rates providers on a set standard of measures

Allows users to evaluate providers based on geography, facilities, outcomes, treatment options and cost

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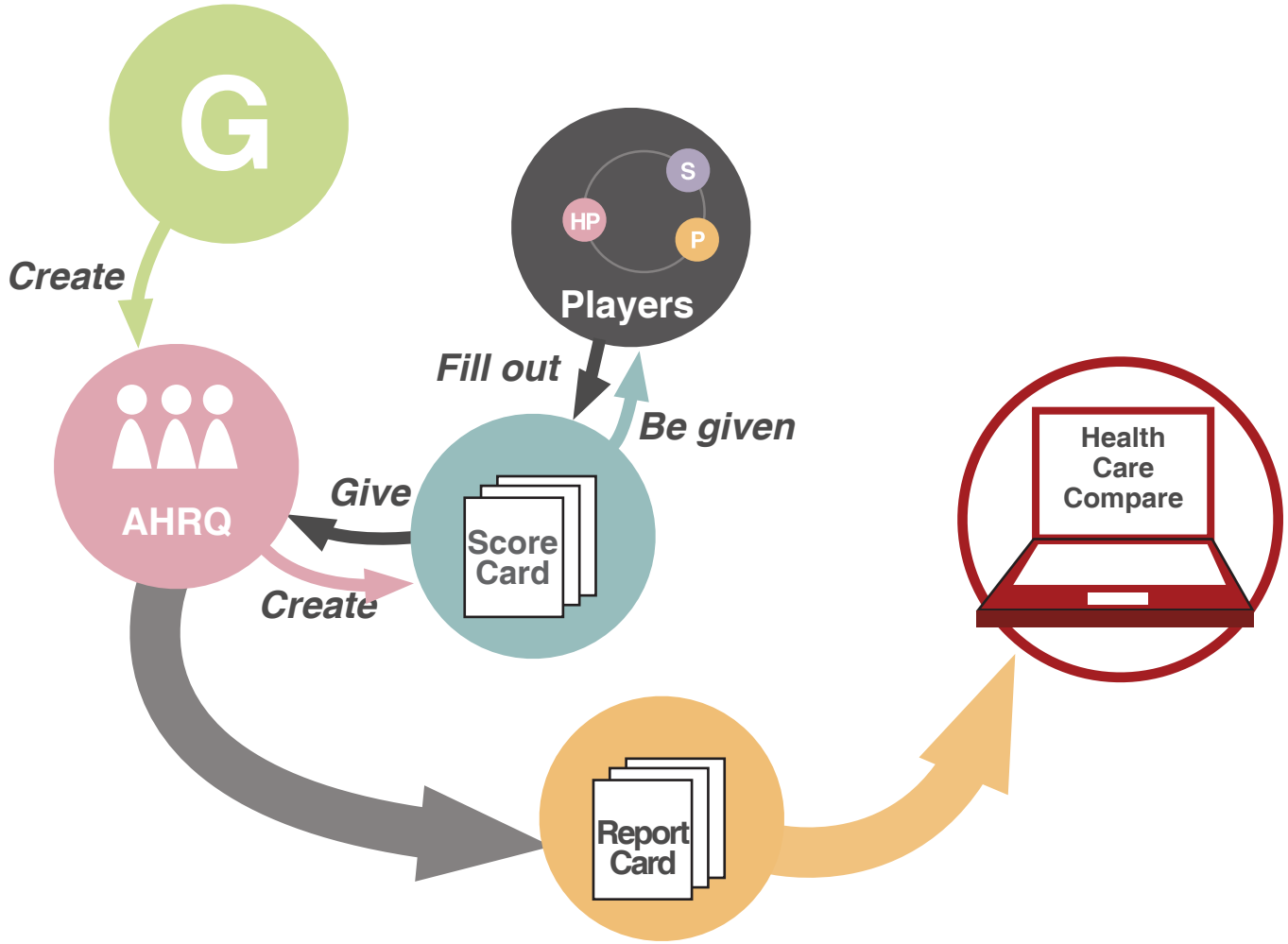

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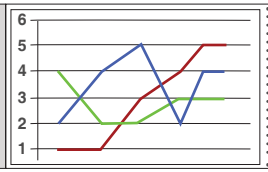
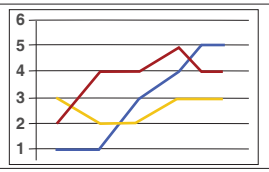
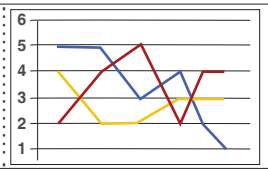
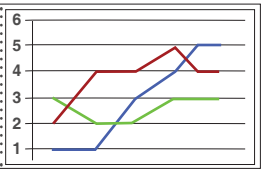
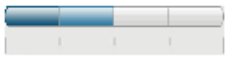
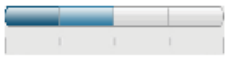
	Hospital A	Hospital B	Hospital C	Hospital D
What is the overall quality of the service?	Weak **Fair** Good Excelent The Healthcare Commission rated the quality of services **Fair.**	**Weak** Fair Good Excelent The Healthcare Commission rated the quality of services **Weak.**	Weak Fair **Good** Excelent The Healthcare Commission rated the quality of services **Good.**	Weak Fair **Good** Excelent The Healthcare Commission rated the quality of services **Good.**
How long will I have to wait for the operation?	★★★☆☆	★★☆☆☆	★★★★☆	★★★★☆
Do patients share accommodation?	★★★★☆ This hospital scored 62 out of 100	★★☆☆☆ This hospital scored 36 out of 100	★★★★☆ This hospital scored 84 out of 100	★★★☆☆ This hospital scored 57 out of 100
How much does this operation cost?	$ $ $ $	$ $ $	$ $ $	$ $ $
Health Trends				
What was the overall rating of this hospital?	 Very poor Very good	 Very poor Very good	 Very poor Very good	 Very poor Very good

Health Care Quality Seal

FEATURES

Encourages and accelerates national adoption of high quality standards and practices in the health care sector

Approved sites have been audited for the implementation of specific standards

Ensures reliable health information

Ensures governmental data security and privacy standards were met.

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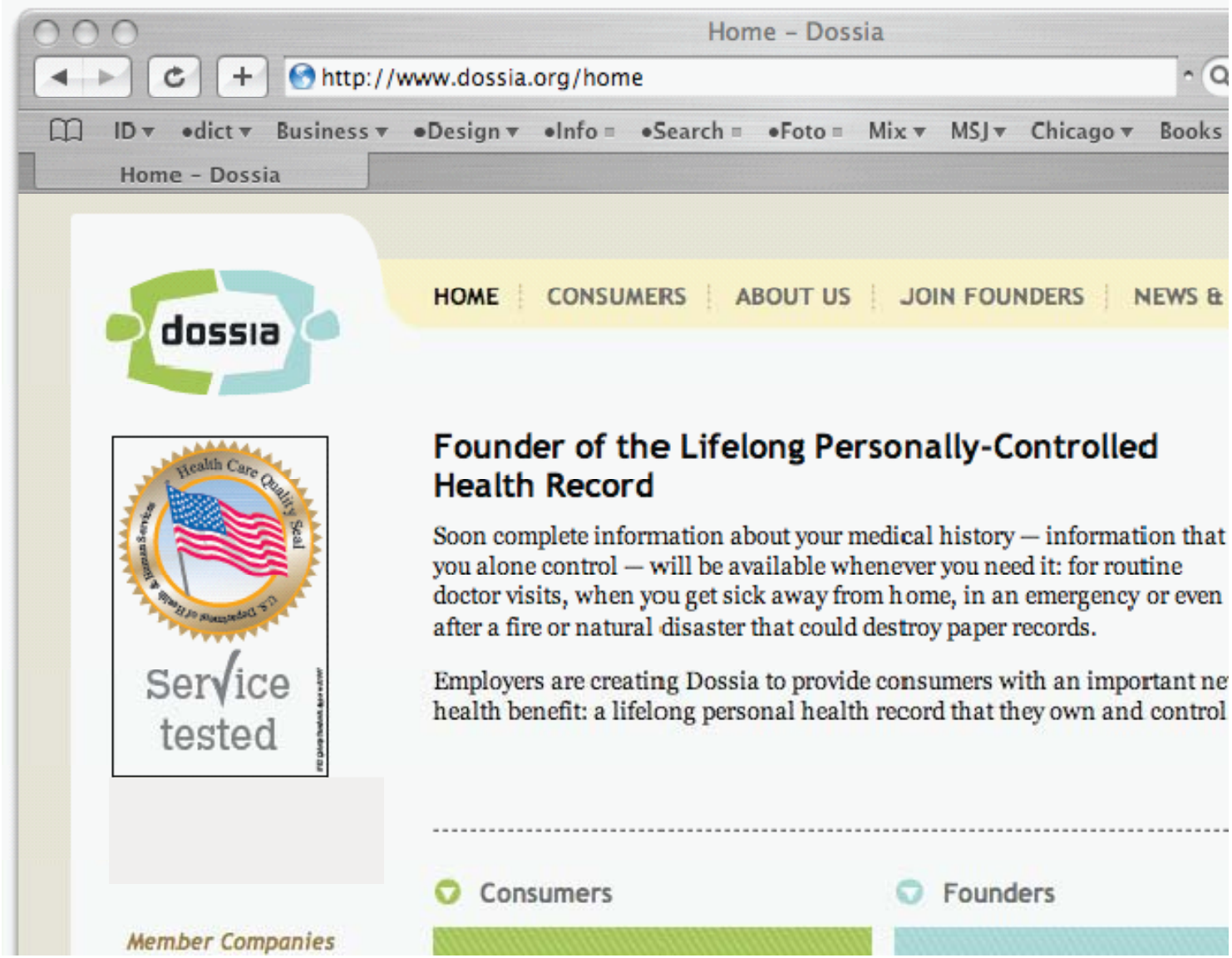

Hands on Education

Health Information KIOSK / Health Information Navigator

FEATURES

Part of the Health Information Initiative

Help from health experts in person

Provides a knowledge base for governmental health information

Educates consumers about health information

Provides tangible source of information for less computer savvy

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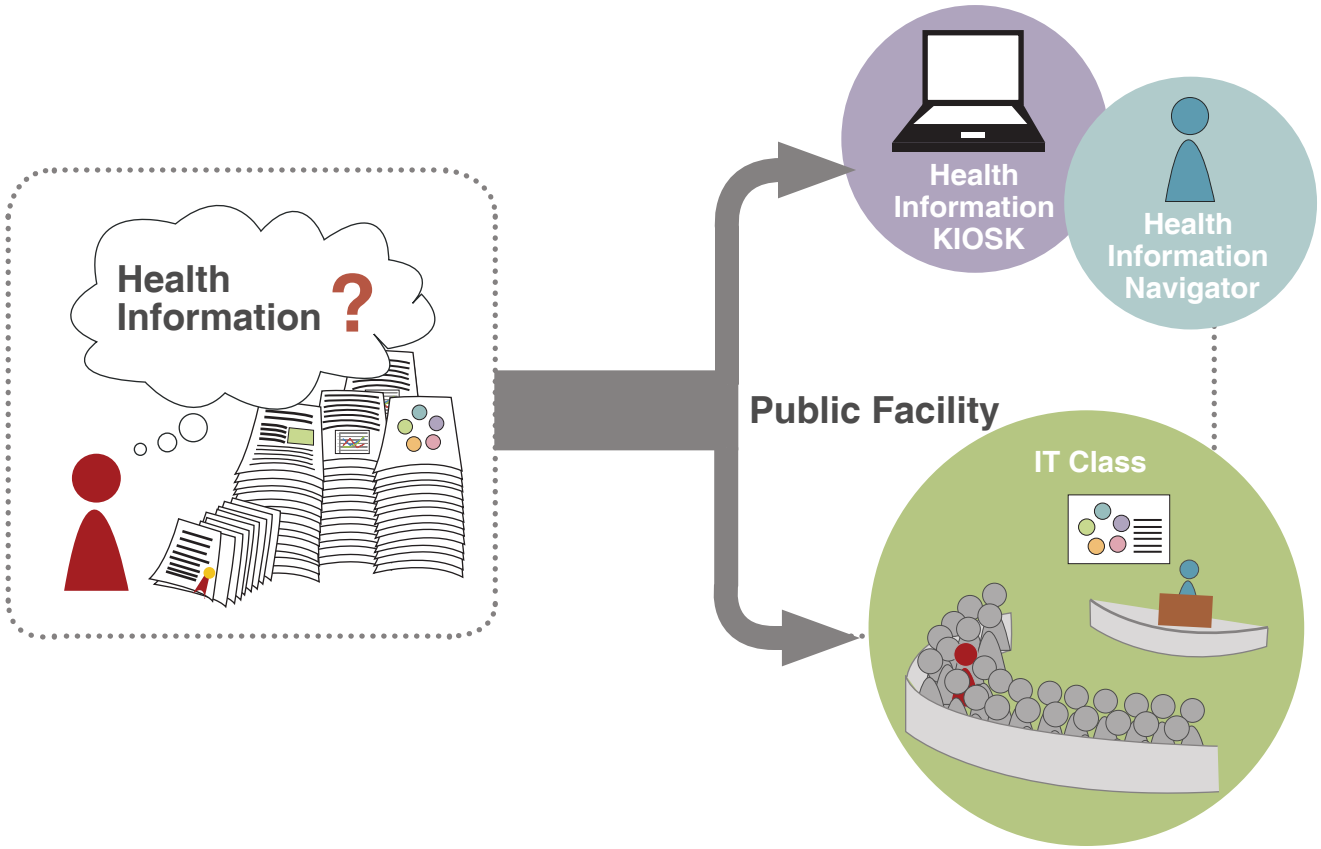


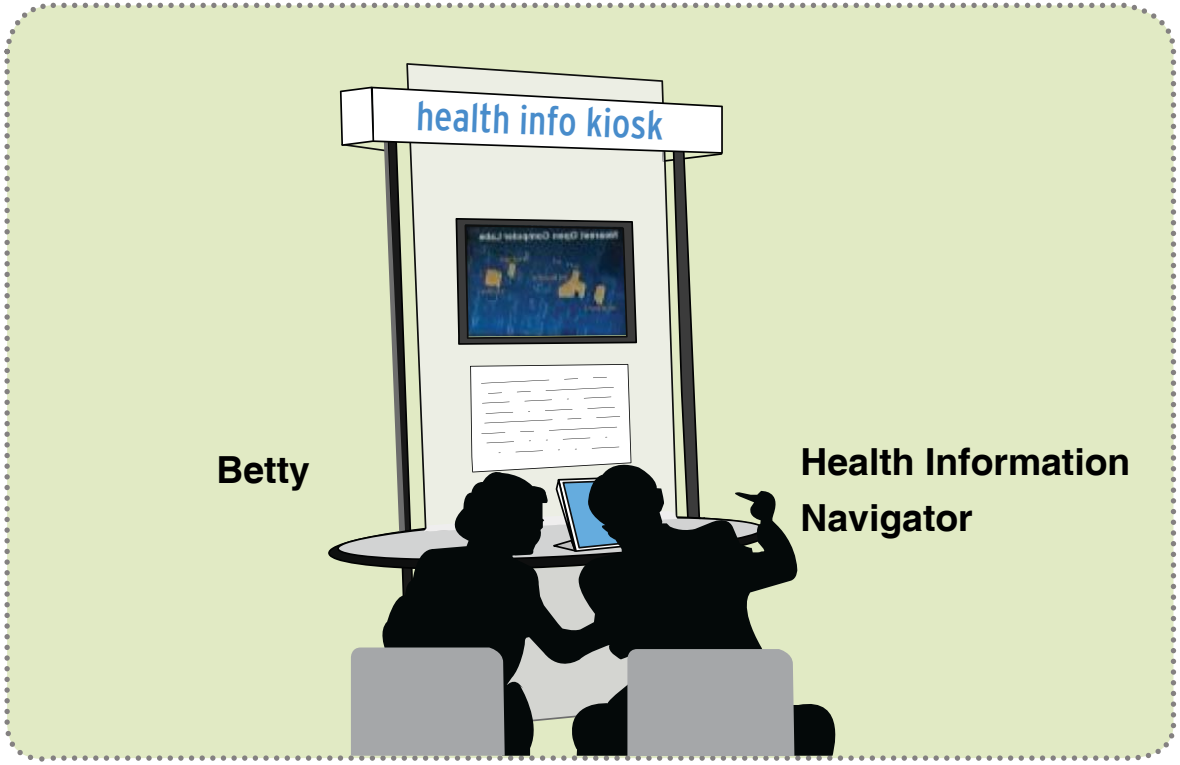
Health Information KIOSK

FEATURES

Provides easy to understand video tutorials about health care issues

Gives people access to governmental health care information sites

Provides a knowledge base in public places for people and Health Information Navigators



Conclusion

1 ***Provide Infrastructure***

2 ***Empower consumers***

3 ***Initial Push***

Q & A

HANNA KOREL, SOO YEON PAIK, AMY PALIT, ALEXANDER TROITZSCH

EMR

Health Care Information Initiative

health.gov

Health Care Compare

Health Care Quality Seal

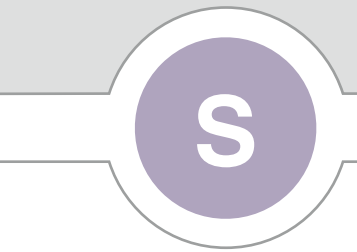
Hands on education
- **Health Information KIOSK**
- **Health Information Navigator**

G

THE GOVERNMENT ROLE IN RETHINKING – *DESIGN THINKING* – HEALTH CARE

THE SUPPLIER ROLE IN RETHINKING – *DESIGN THINKING* – HEALTH CARE

S



Rethinking – *Design Thinking* **– Health Care**

The Supplier Role

AMY BATCHU, MIN JOONG KIM, MEGAN PEE, AMY SENG

Supplier Relationships

1

Supplier - Provider Relationship

2

Supplier - Supplier Relationship

3

Supplier - Public Relationship

Supplier-Public Relationship

Product Center

FEATURES

Collects product information from multiple suppliers

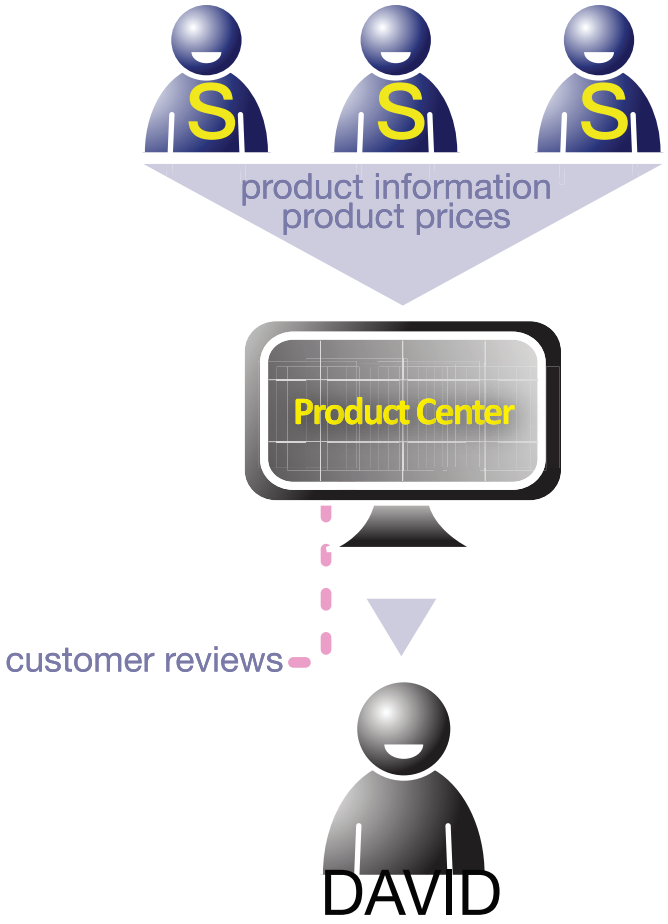
Supplier-Public Relationship

Product Center

FEATURES

Collects product information from multiple suppliers

Allows people to purchase medical products online



Supplier-Public Relationship

Product Center

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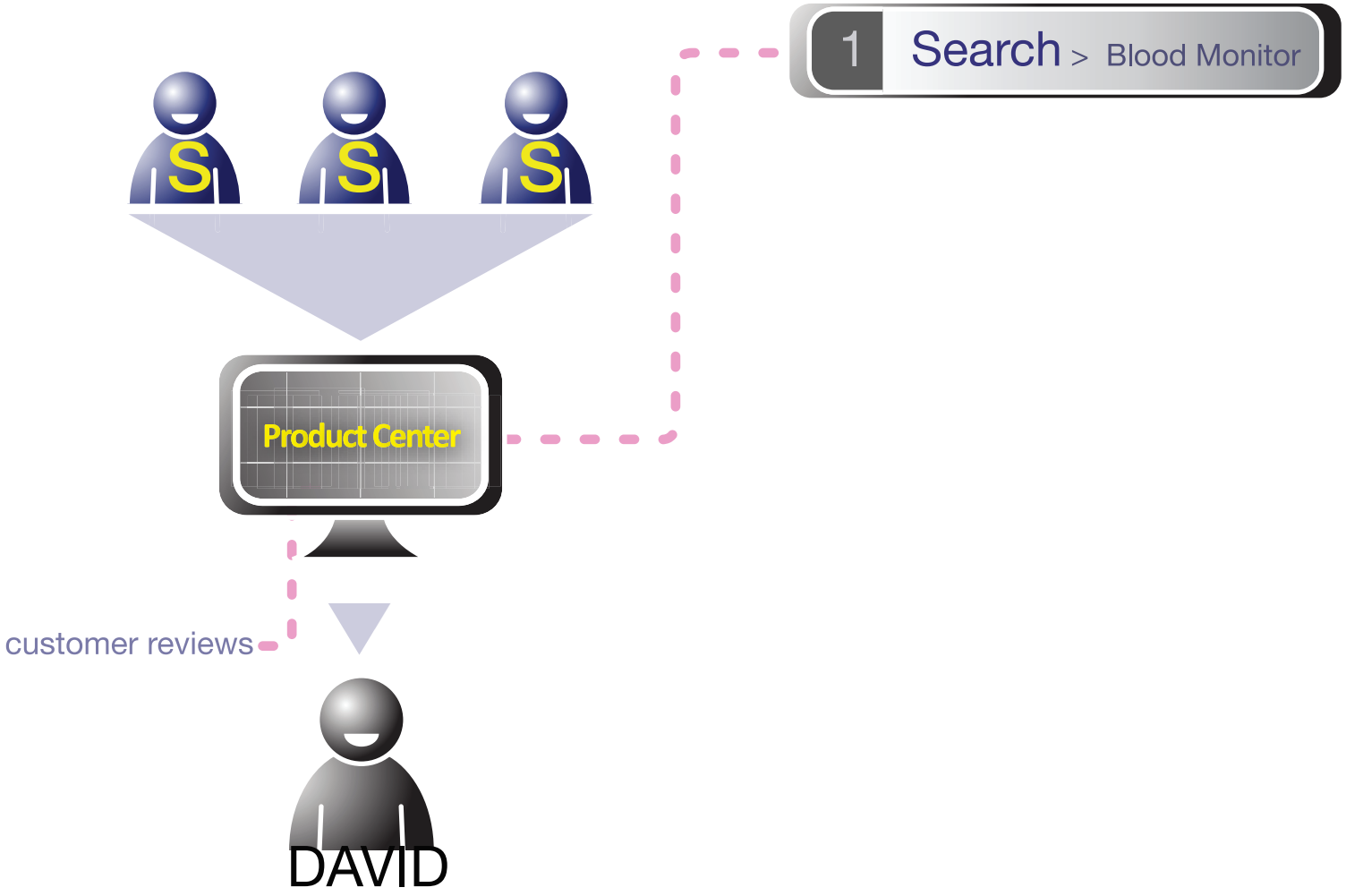
Allows people to purchase medical products online

Helps people make purchasing decisions using **Value Metric**



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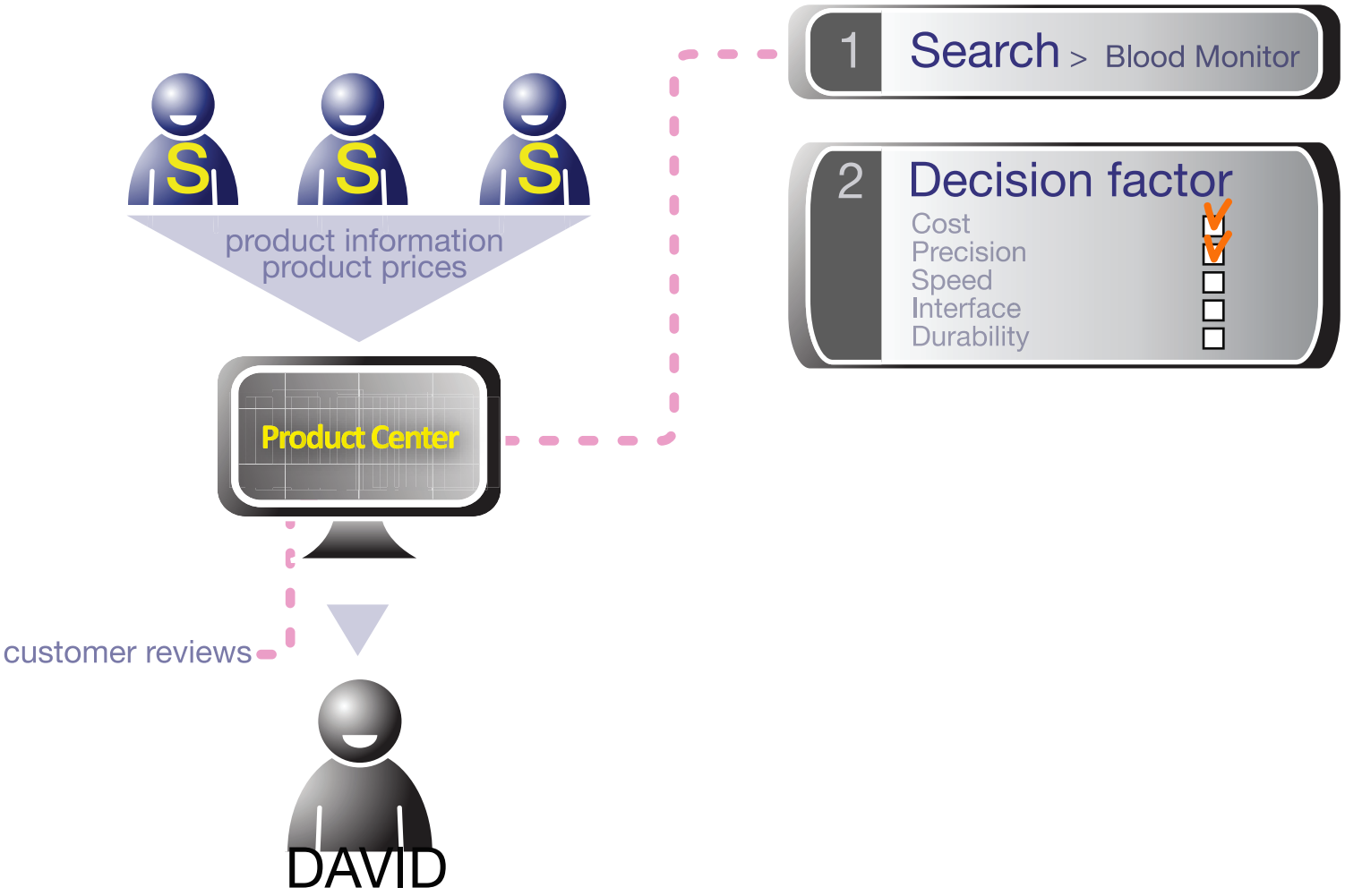

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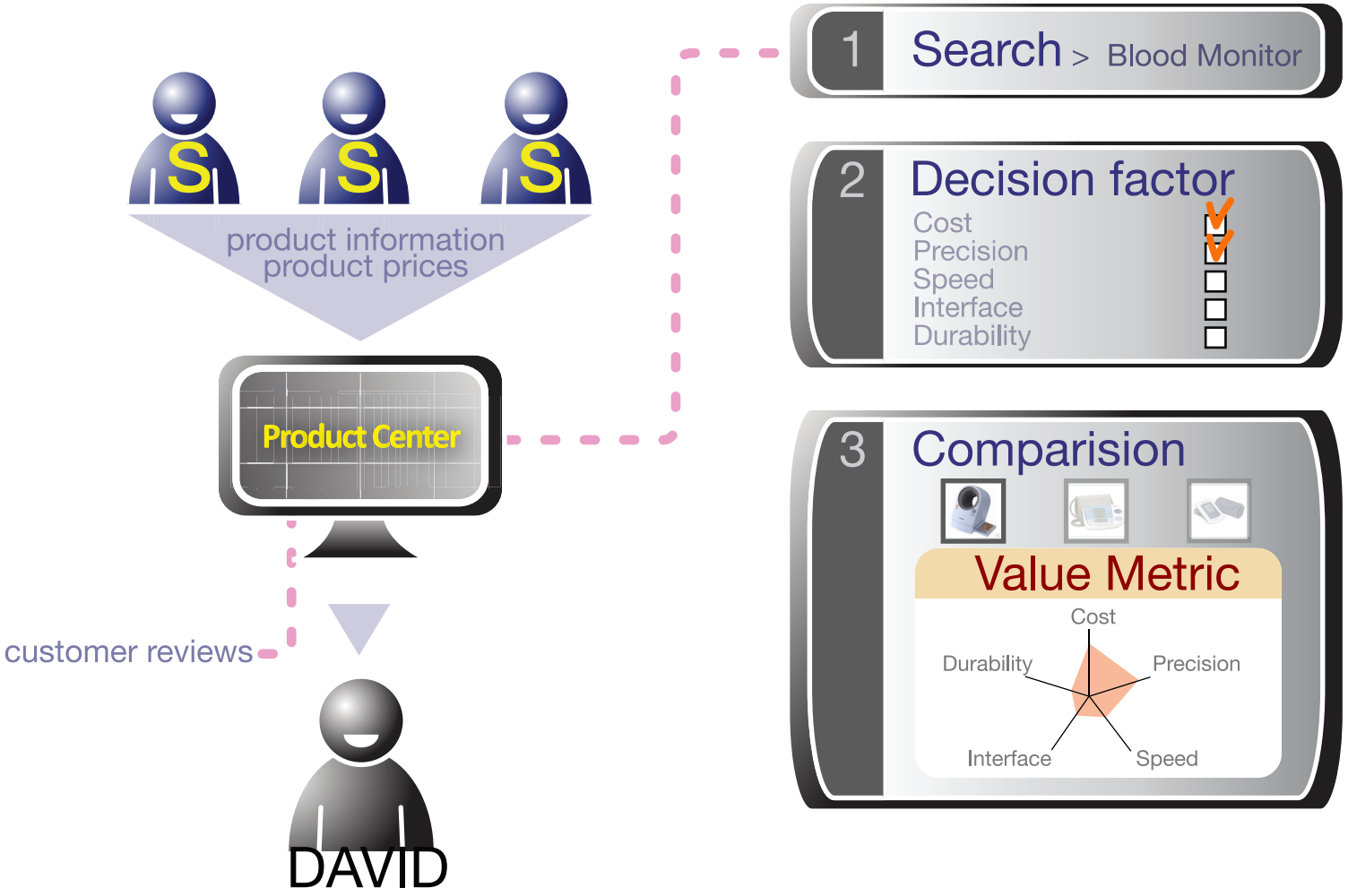

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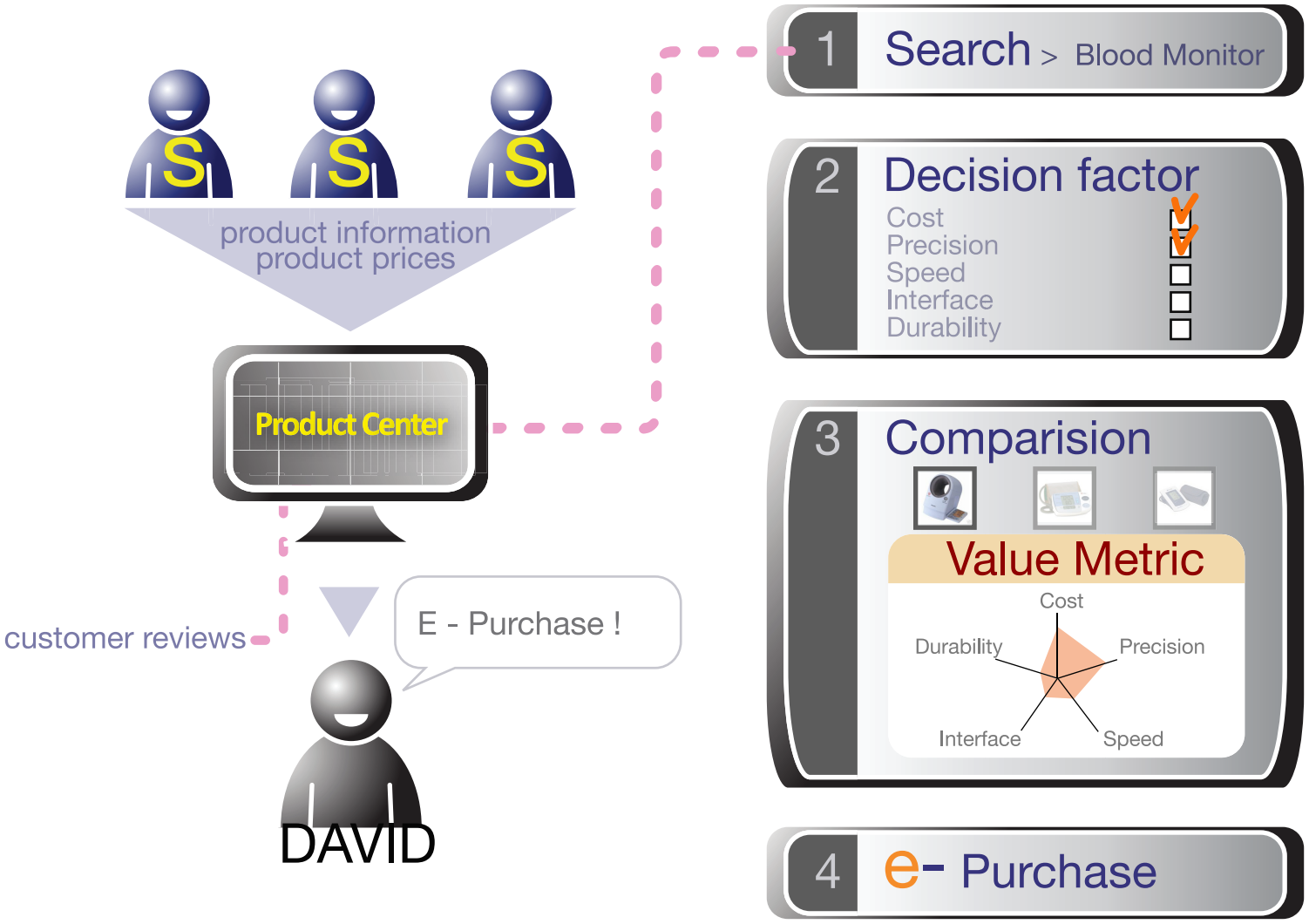

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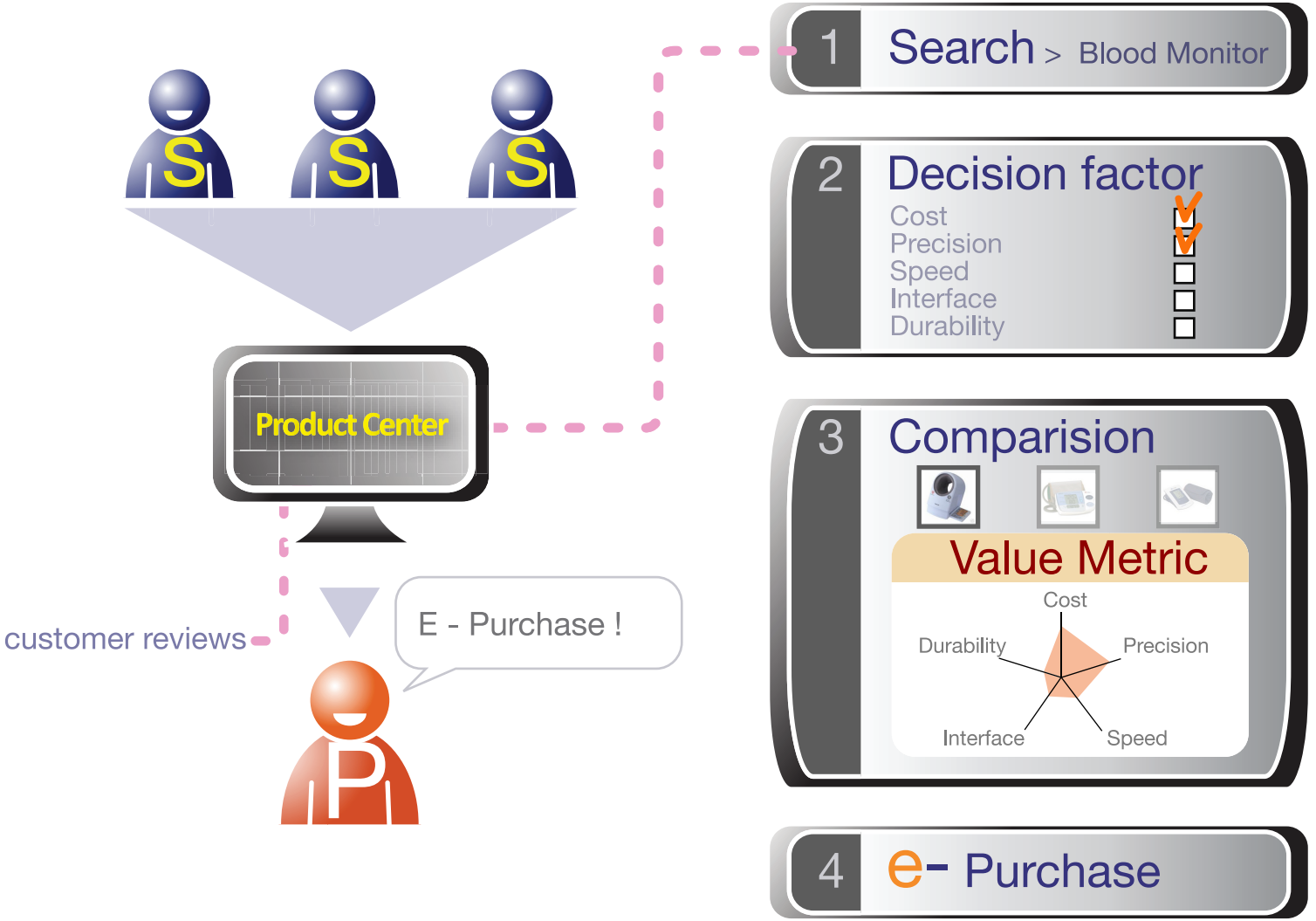
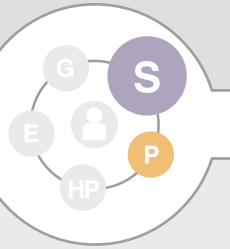




Supplier Relationships

1

Supplier - Provider Relationship

2

Supplier - Supplier Relationship

3

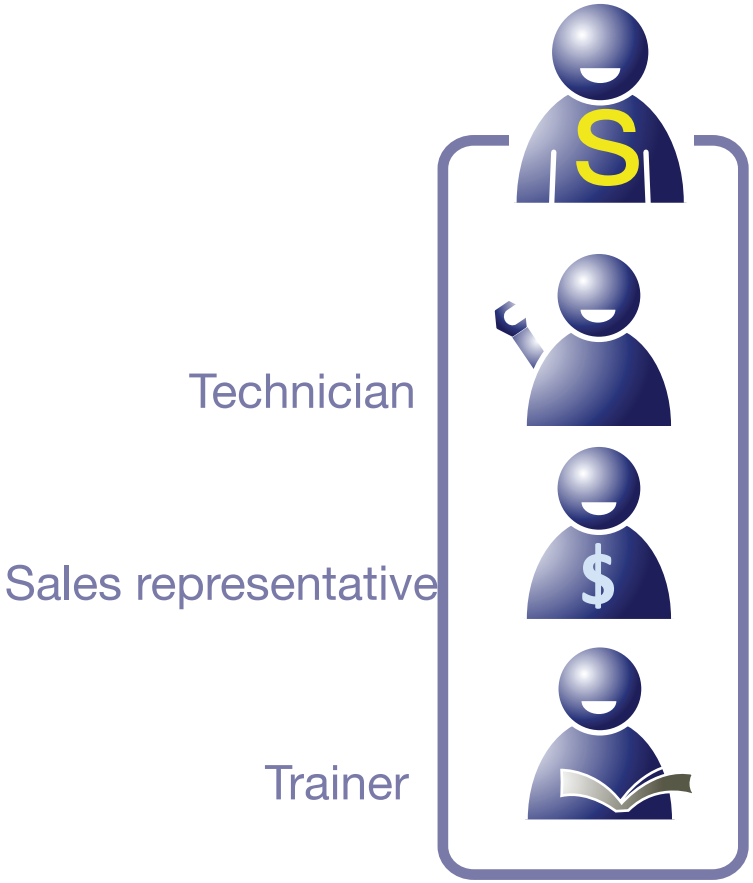
Supplier - Public Relationship

Supplier-Provider Relationship

Buddy System

FEATURES

Creates Buddy Teams composed of a sales representative, technicians, and trainers



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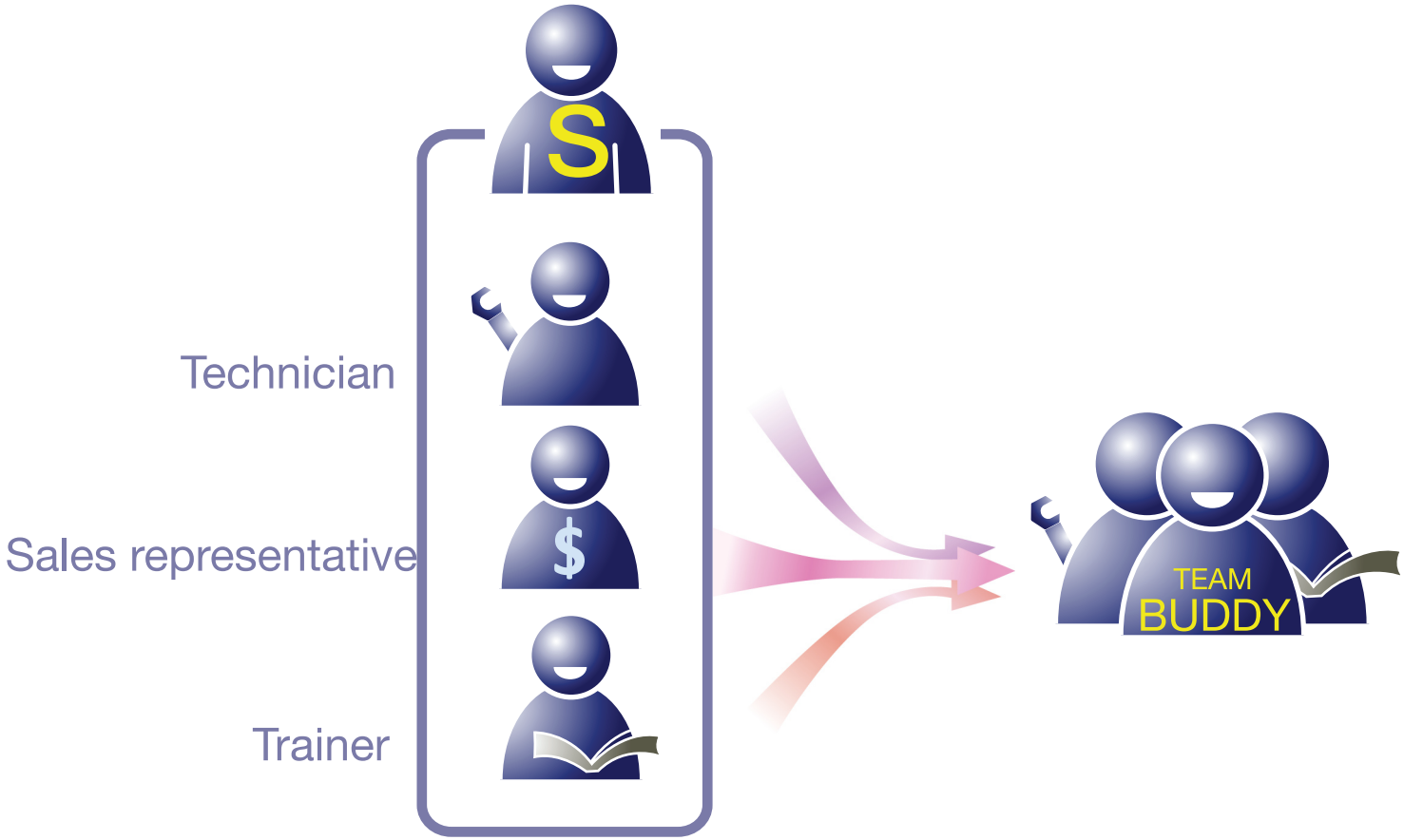
Encourages open feedback



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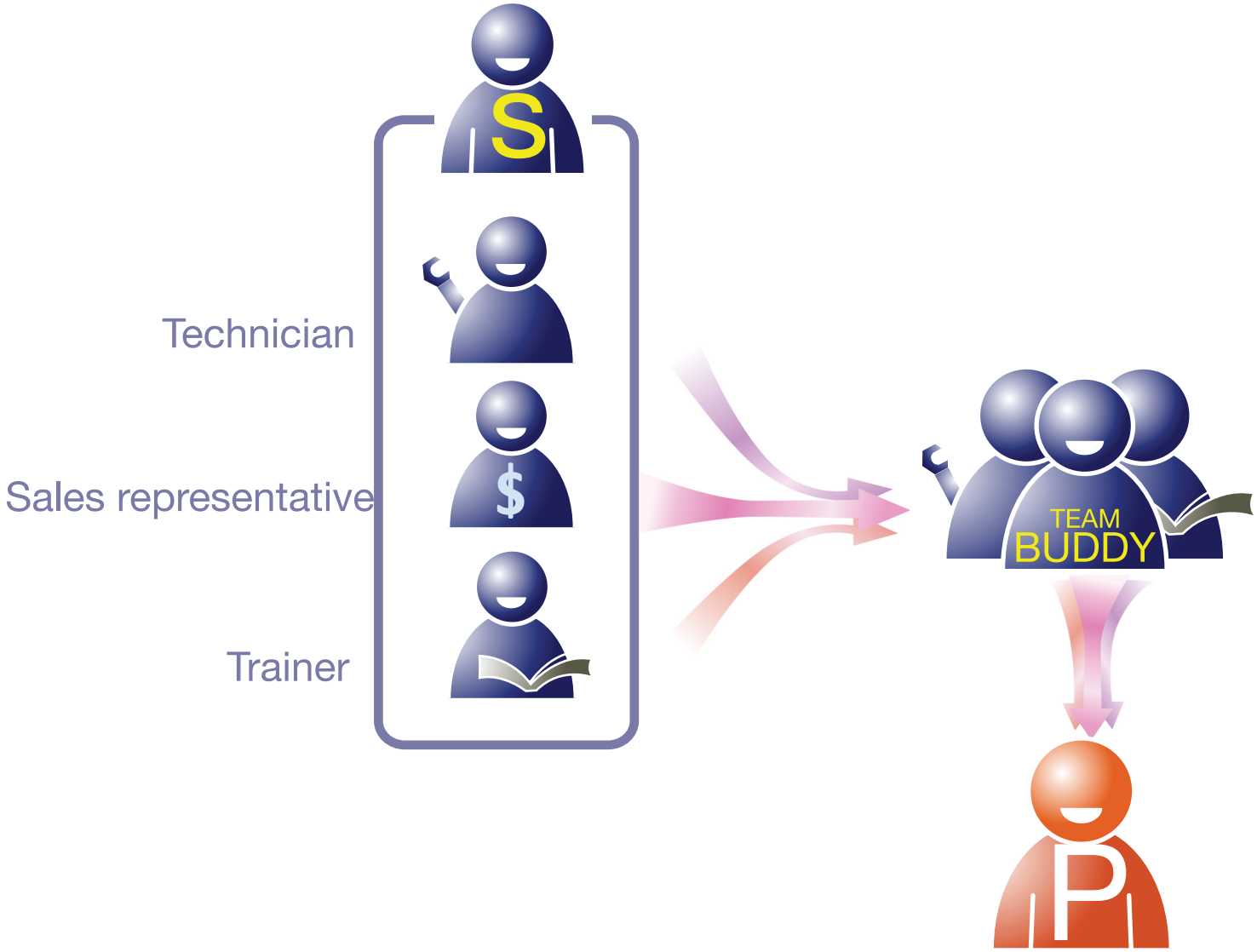


Supplier-Provider Relationship

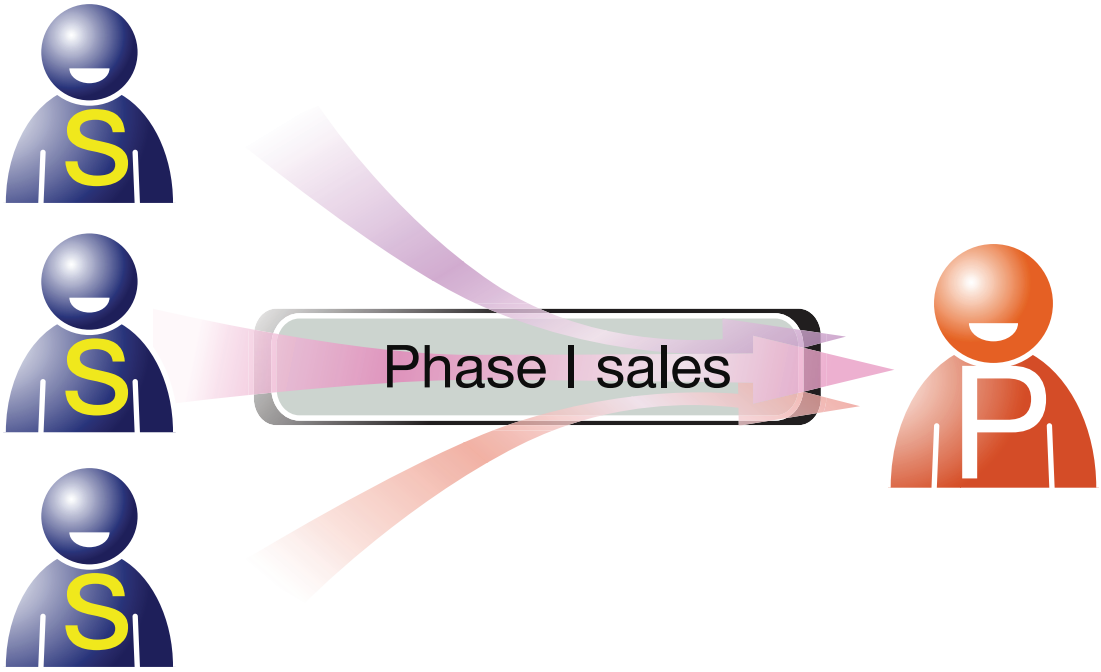
Phase I Sales

FEATURES

Enforces no-sales rule during Phase I

Encourages open discussion between suppliers and providers

Allows providers to make informed and unbiased purchase decisions



Supplier-Provider Relationship

Phase II Sales

FEATURES

Enforces no-sales rule during Phase I

Encourages open discussion between suppliers and providers

Allows providers to make informed and unbiased purchase decisions

Negotiates prices during Phase II

Supplier-Provider Relationship

Just For You Packages

FEATURES

Provides customized packages of products

Provides interoperable products to provide better care

Encourages collaboration between suppliers

Supplier-Provider Relationship

Good Practices

FEATURES

Enforces ethical sales practices between suppliers and providers

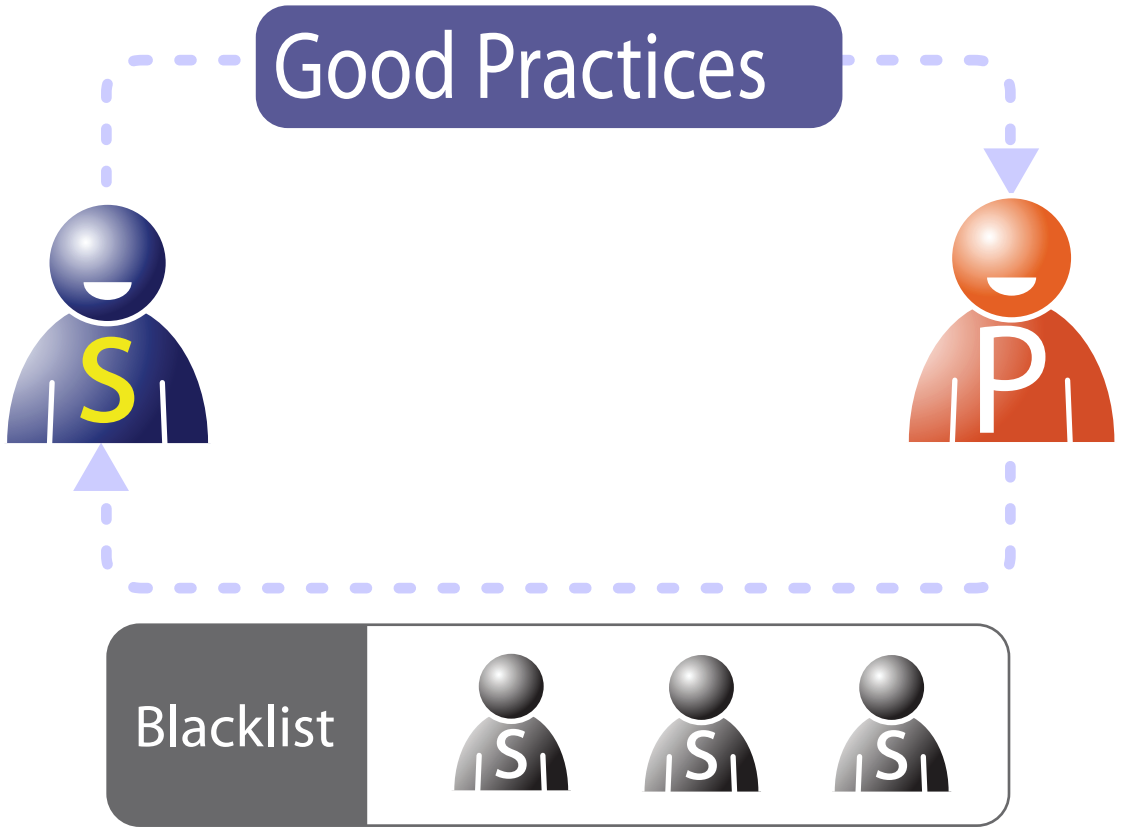
Publishes sales guidelines to the public

Supplier-Provider Relationship

Good Practices: Blacklists

FEATURES

Publishes supplier blacklists



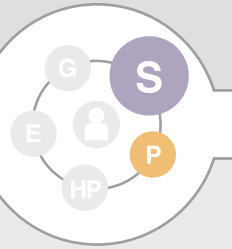
Supplier-Provider Relationship

Good Practices: Promotional Periods

FEATURES

Suggests ethical sales practices

Forces suppliers to make the value of their products immediately evident



Supplier Relationships

1

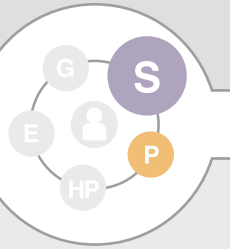
Supplier - Provider Relationship

2

Supplier - Supplier Relationship

3

Supplier - Public Relationship



Supplier Relationships

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Supplier - Public Relationship

Supplier-Supplier Relationship

Official Supplier Organization

FEATURES

Sets guidelines and standards

Increases communication and collaboration between suppliers

Helps the public understand the supplier industry

Supplier-Supplier Relationship

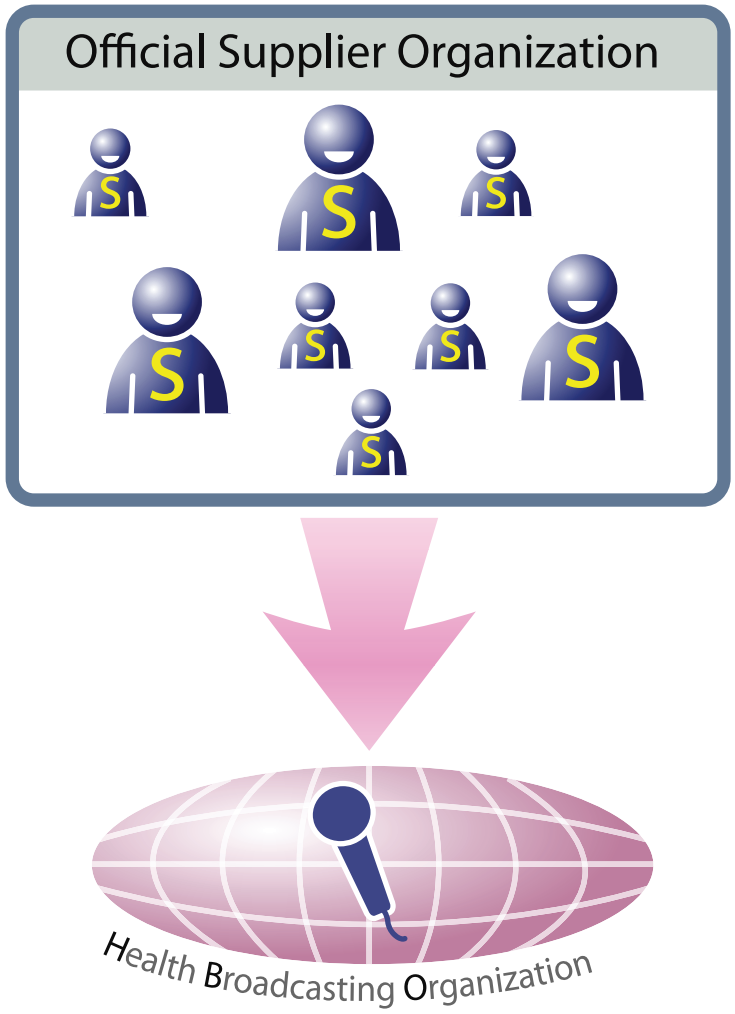
Official Supplier Organization: Health Broadcasting Organization

FEATURES

Collects information from all of the health care players

Monitors trends and news in the health care industry

Shares relevant information with Official Supplier Organization members



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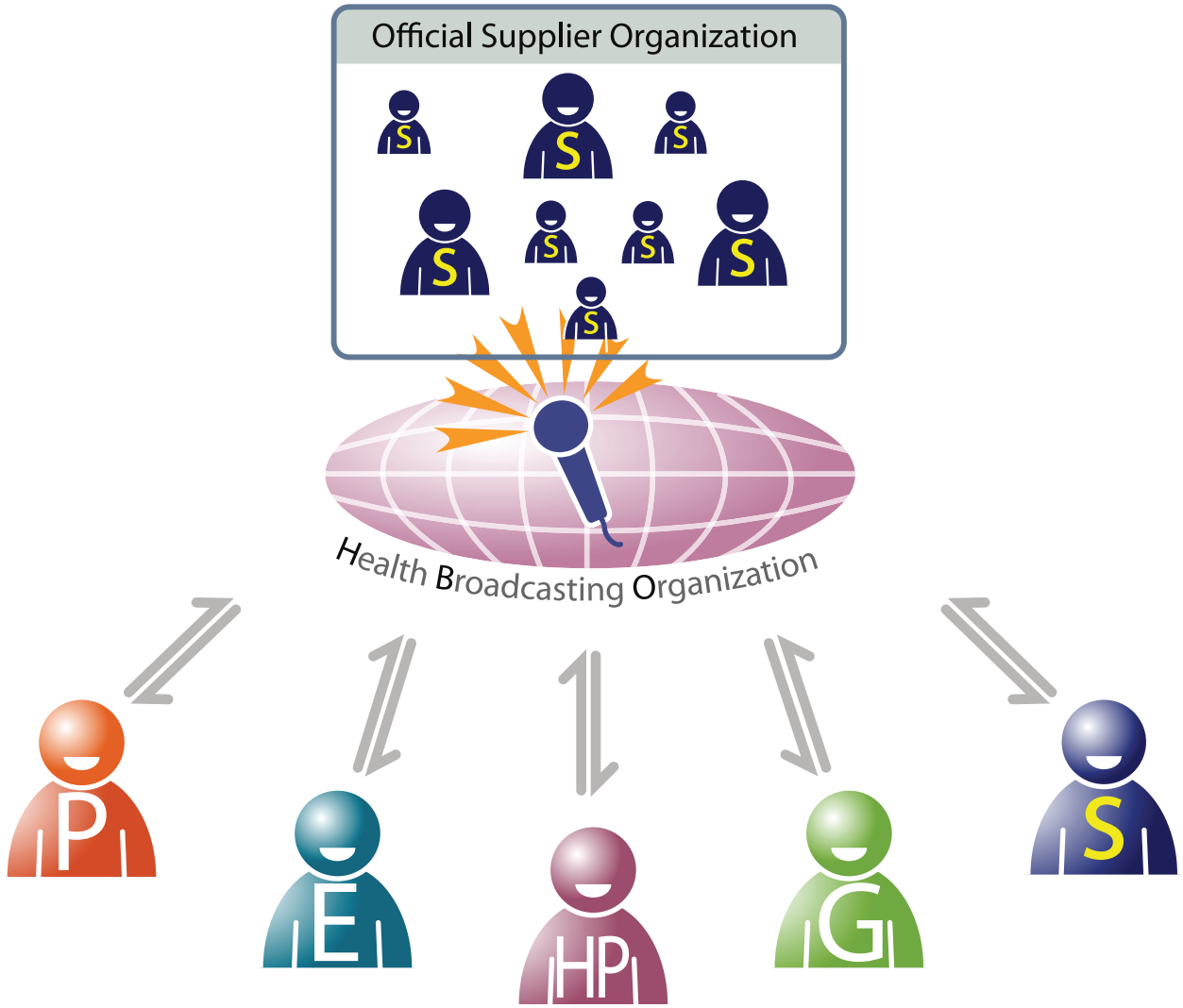
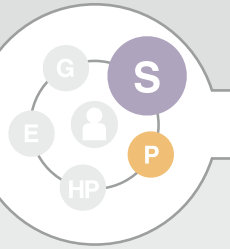


Supplier-Supplier Relationship

Official Supplier Organization: Supplier Partnerships

Encourages collaboration between suppliers



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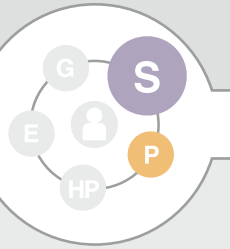

Supplier Relationships

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Supplier-Public Relationship

Official Supplier Organization: grapHIc

Standardizes language and graphics across Official Supplier Organization members

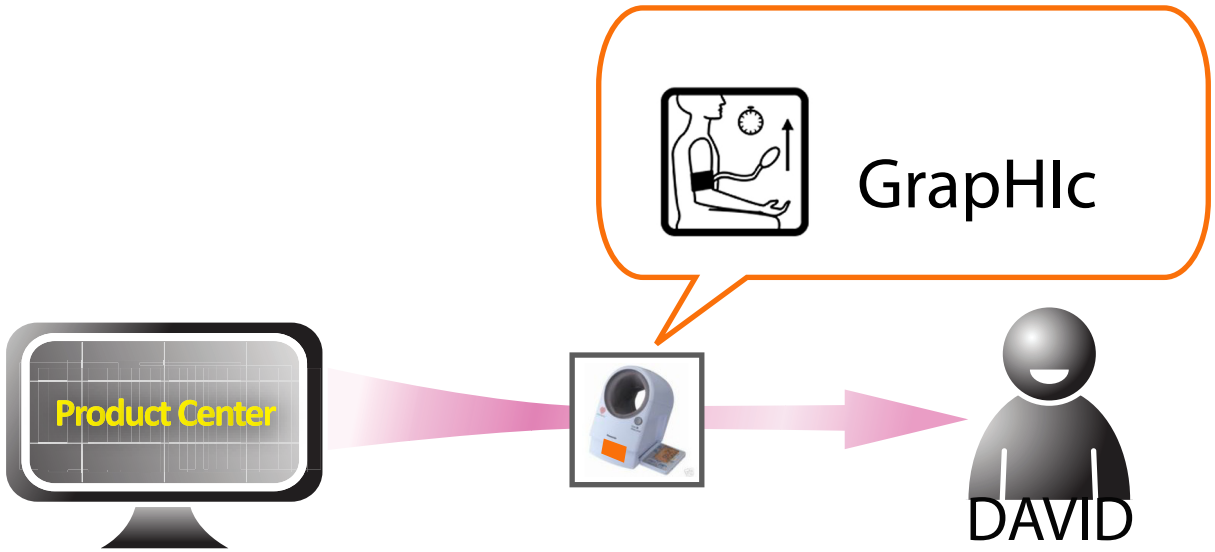
Increases understanding of products

Supplier-Public Relationship

Official Supplier Organization: grapHIc

Standardizes language and graphics across Official Supplier Organization members

Increases understanding of products



Supplier-Public Relationship

Health Support 2.0

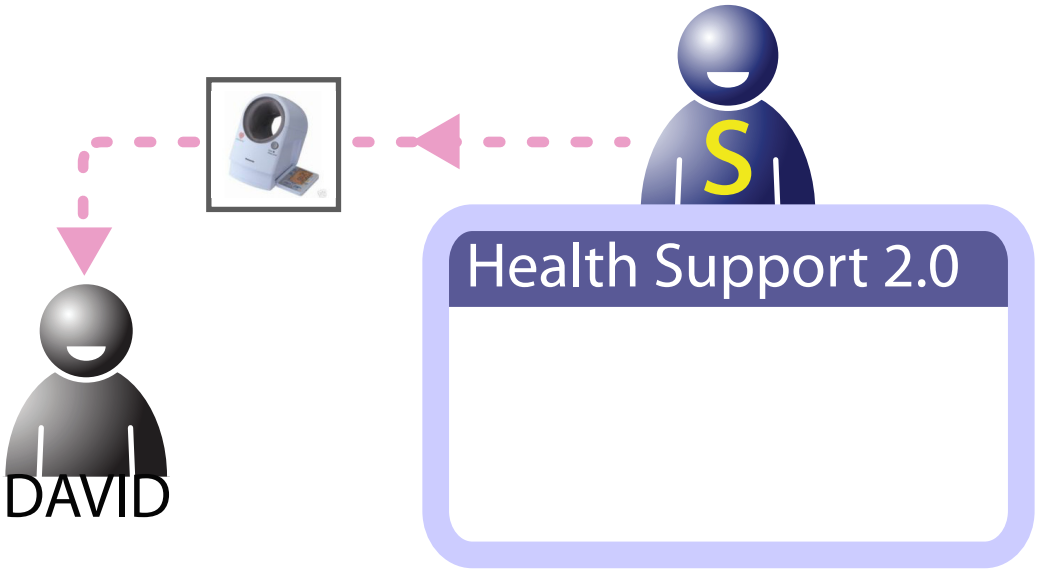
FEATURES

Informs and educates the public

My Health offers suggestions for living with chronic medical conditions

Stay Well offers healthy lifestyle tips

Offers contextual product recommendations



Supplier-Public Relationship

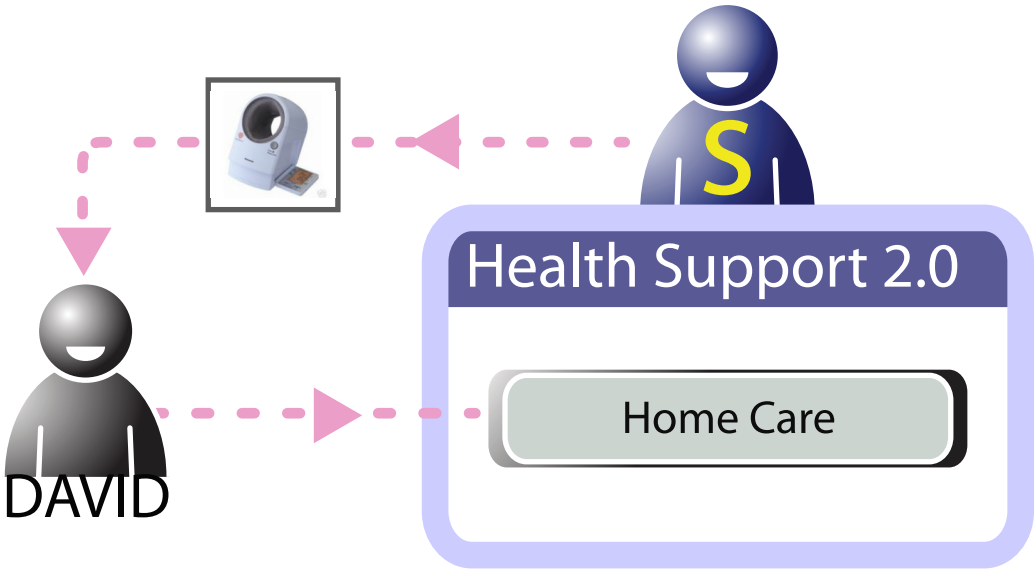
Health Support 2.0: Home Care

FEATURES

Connects to medical devices

Allows people to track device readings

Warns people of any irregularities in their readings



Supplier-Public Relationship

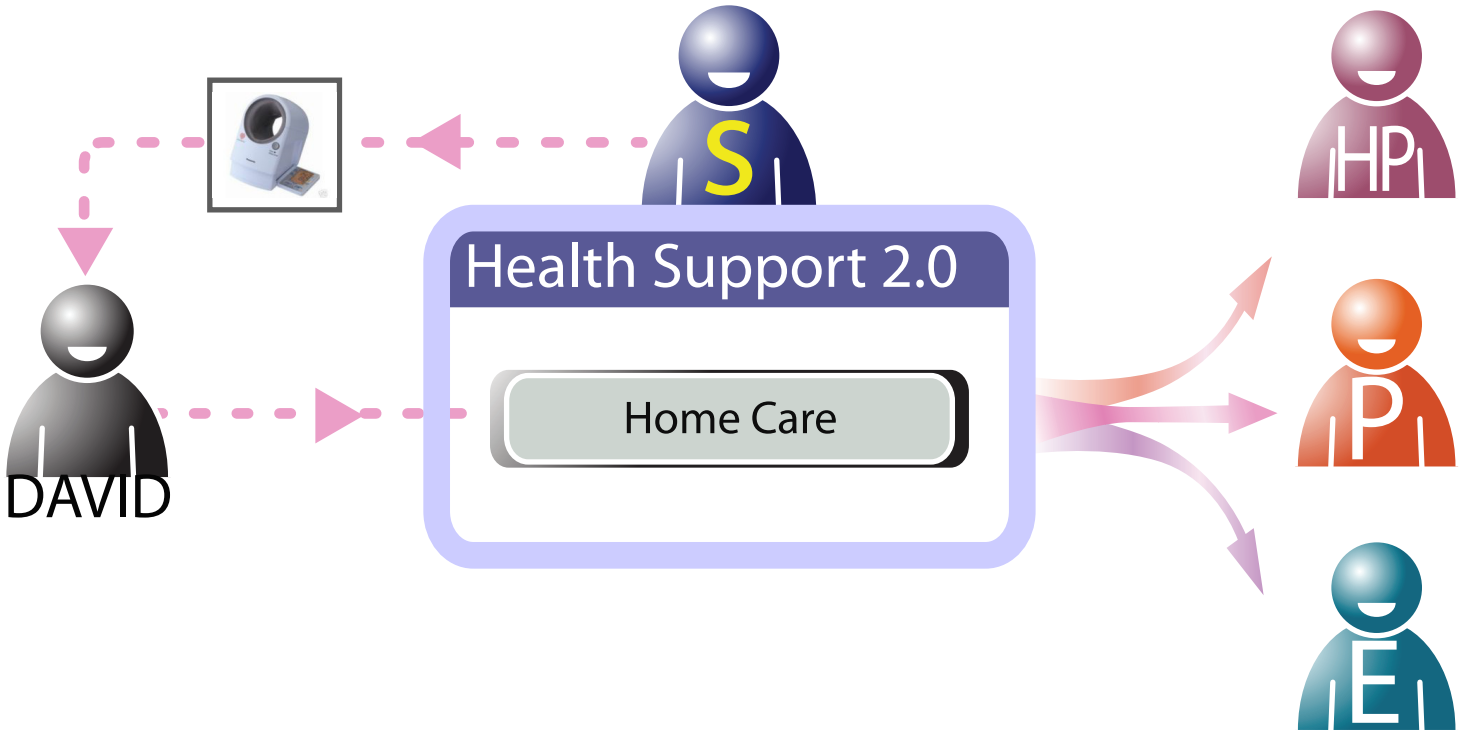
Health Support 2.0: Home Care

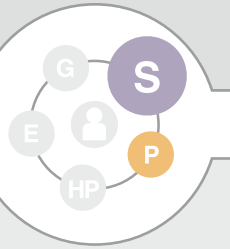
Connects to medical devices

Allows people to track device readings

Warns people of any irregularities in their readings

Connects with PHR, health plans, providers, and employers





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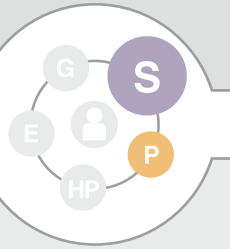

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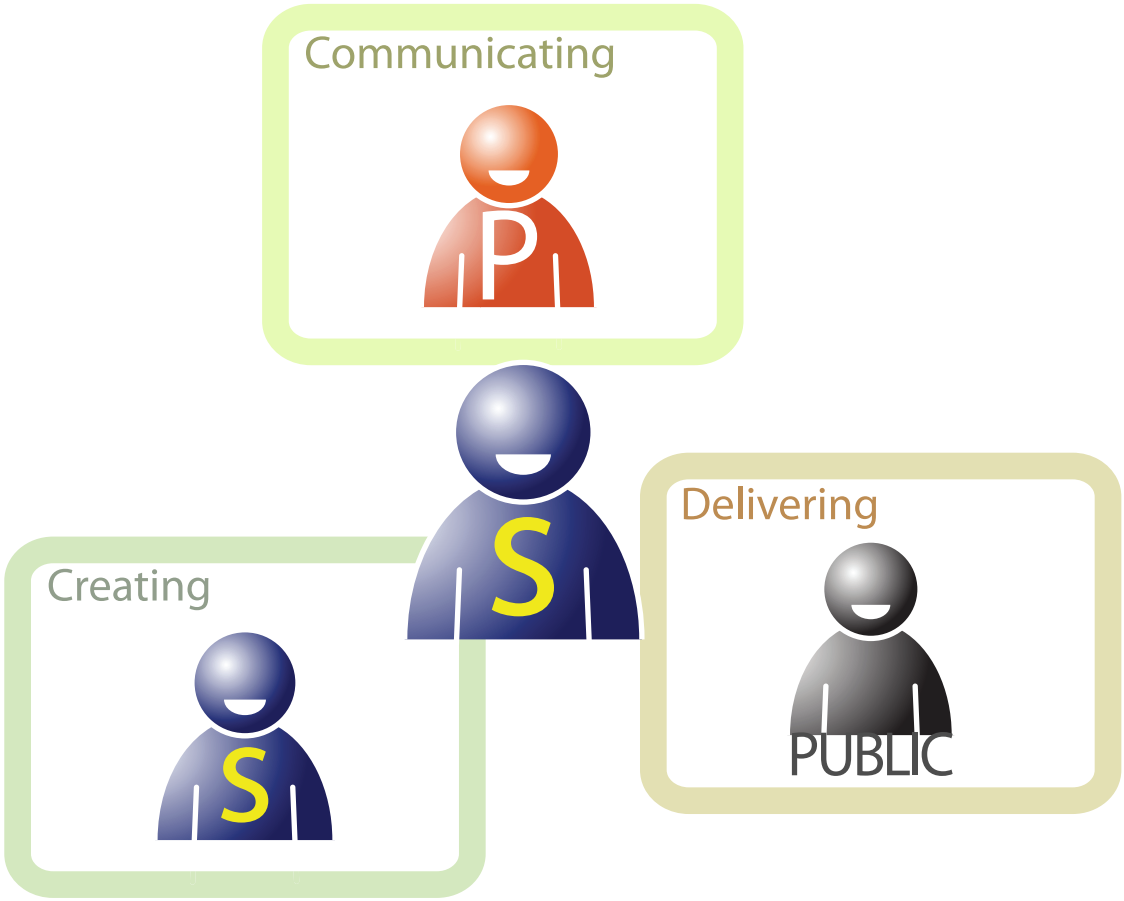
Conclusion

Conclusion



Thank you

AMY BATCHU, MIN JOONG KIM, MEAGAN PEE, AMY SENG

Q & A

AMY BATCHU, MIN JOONG KIM, MEAGAN PEE, AMY SENG

Supplier | Provider

Buddy System

Phase I Sales

Just For You Packages

Good Practices

Blacklists

Promotional Periods

Supplier | Supplier

Official Supplier Organization

Health Broadcasting Organization

Supplier Partnerships

grapHIc

Supplier | Public

Health Support 2.0

Home Care

Product Center

Value Metric

S

THE SUPPLIER ROLE IN RETHINKING – *DESIGN THINKING* – HEALTH CARE

THE PROVIDER ROLE IN RETHINKING – *DESIGN THINKING* – HEALTH CARE

P

Rethinking – Design Thinking – **Health Care**

The Provider Role

Assumptions

EMR/PHR adoption will increase dramatically

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Consumer-centric health care will become the norm

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Consumer expectations will shift from “cost coverage” to “cost sharing”

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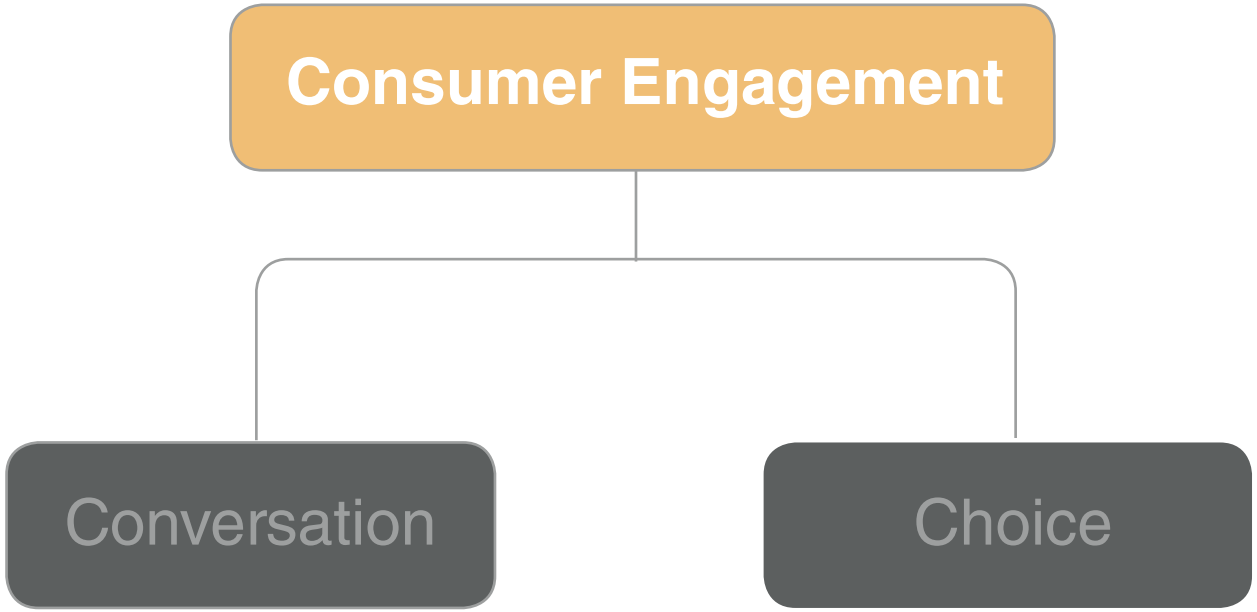
Consumer-centric health care will become the norm

Consumer expectations will shift from “cost coverage” to “cost sharing”

Nature of provider-patient relationship is changing

Focus



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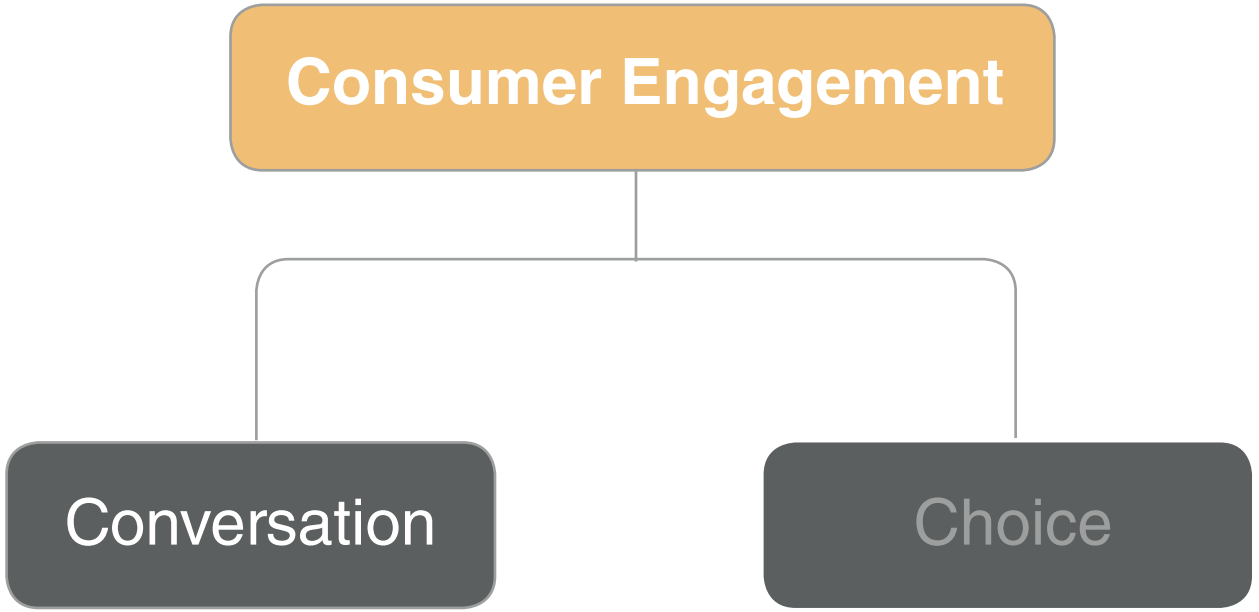
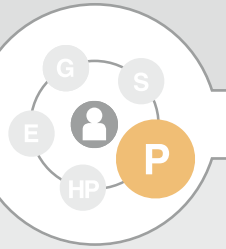


Provider-Patient Conversation



Provider-Patient Conversation

FEATURES

Creates a contract for care between provider and patient

Updates as conditions and treatments require

Encourages patient accountability for own health

Patient Rights and **Responsibilities** Agreement

I am entitled to:

1. Information Disclosure
2. Choice of Providers and Plans
3. Participation in Treatment Decisions

I am responsible for:

1. Satisfaction surveys
2. Adhere to my physician's treatment instructions
3. Keep the line of communication open

Provider Consumer Conversation

Electronic Chalkboard

FEATURES

Decreases malpractice risk

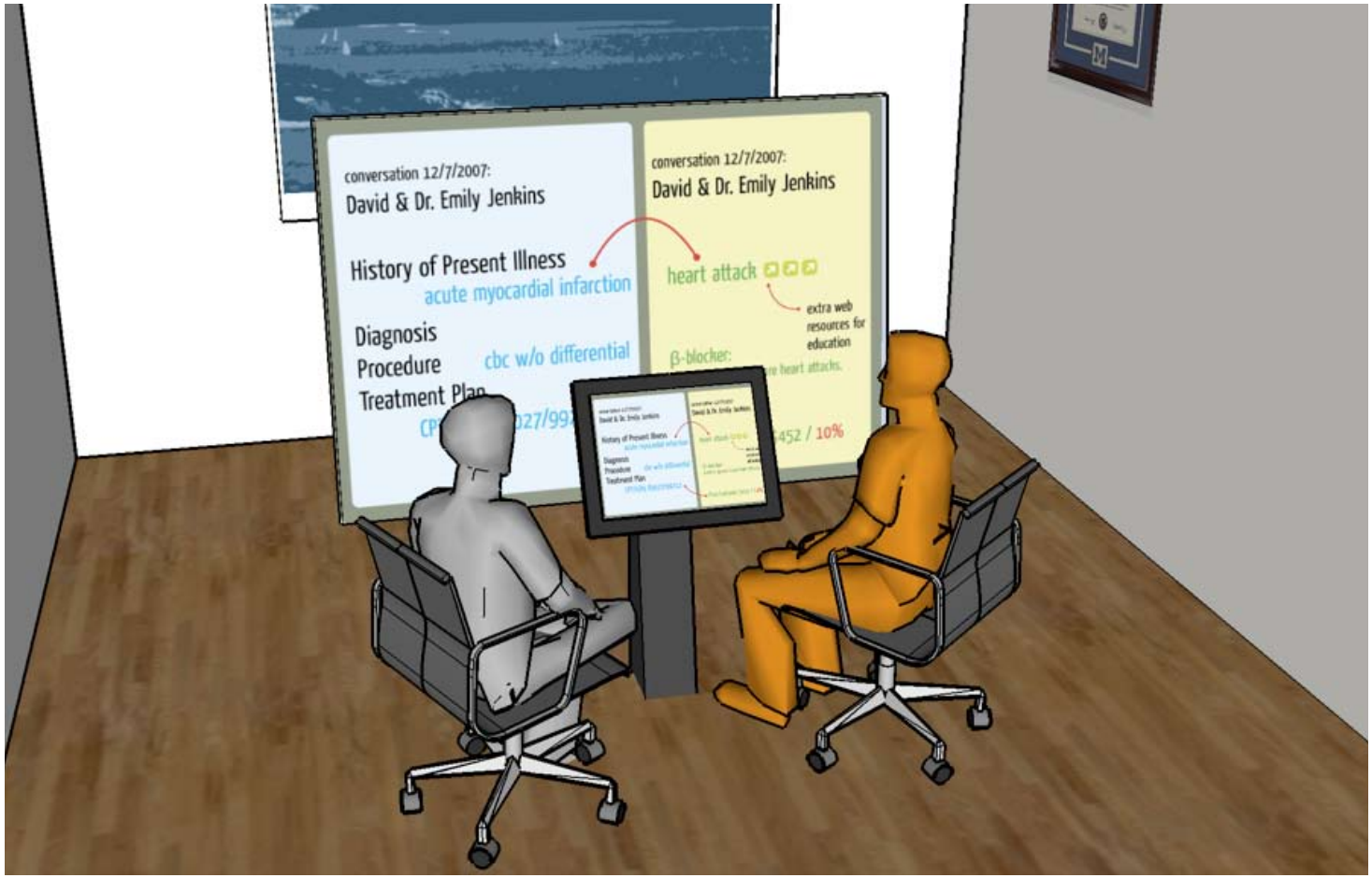
Helps providers to communicate and build rapport with patients

Translates difficult medical terms for consumers automatically

Records unstructured conversations between providers and patients

Releases translated records to patient's PHR

Provides links to web resources based on key words in the conversation



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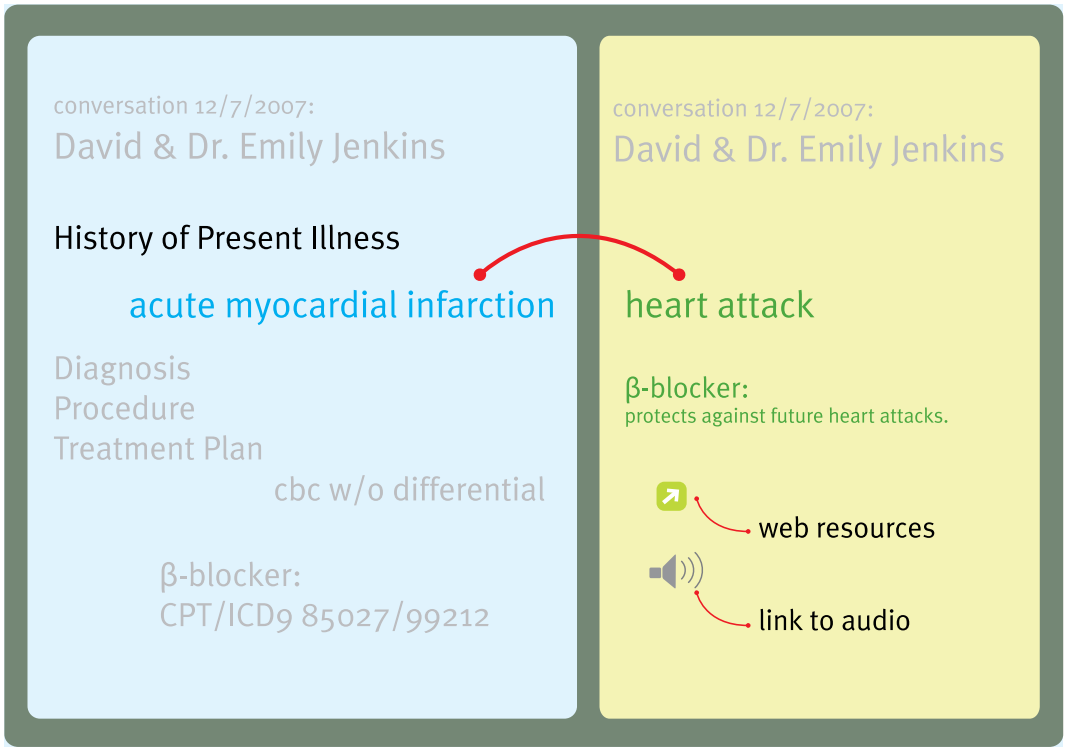
Electronic Chalkboard + BabelMed Translator



Provider Consumer Conversation

FEATURES

Helps providers to gauge patient comprehension

Helps providers to better communicate with patients

Helps patients to understand their condition and treatment plan

Treatment Summary + Patient Comprehension Test

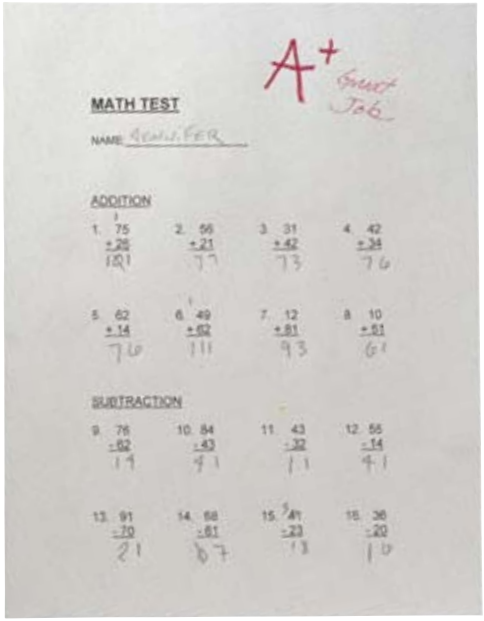
conversation 12/7/2007:
David & Dr. Emily Jenkins

heart attack

β-blocker:
protects against future heart attacks.

link to patient ed

link to audio clip



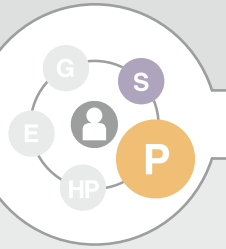
Everyday Health

2 AM any night.

Over the counter

**3:30 PM. Thursday.
Come 15 minutes earlier
and fill out forms.**

Prescription



Everyday Health

FEATURES

Navigates consumers through the health care system via Personal Health Advisors

Offers genetic testing services and “Vault”

Features health equipment “Geek Squad”

Advocates preventive measures

Provides touch-point for EMR

Allied with pre-existing network of local providers

Retail Outlet

Everyday Health

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Everyday Health

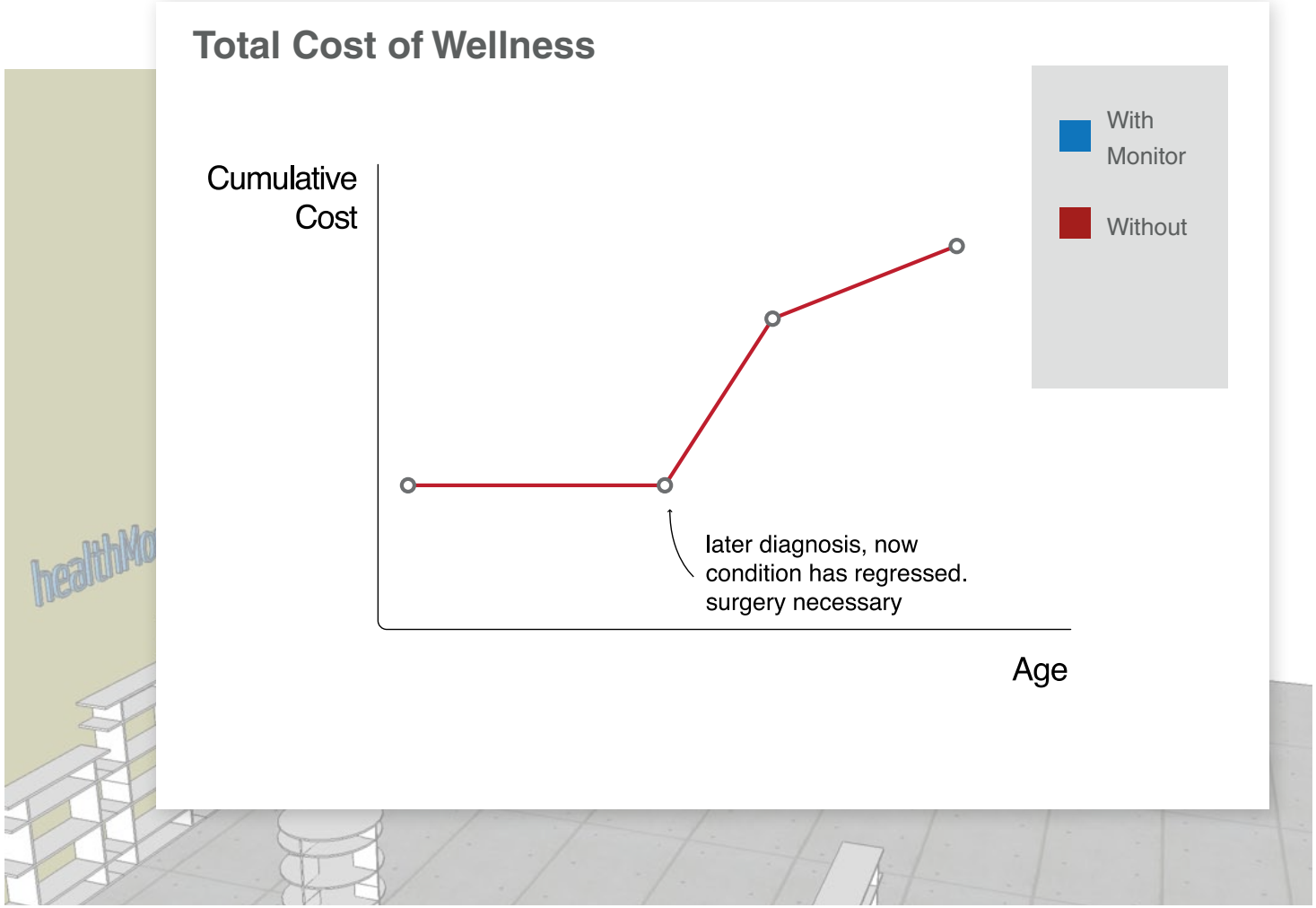
FEATURES

Reveals potential costs incurred by complications of unmanaged conditions or basic health

Exposes patient incentives to take more responsibility

Explains the consequences involved with each available path

Explains the total costs associated with each decision in the long run



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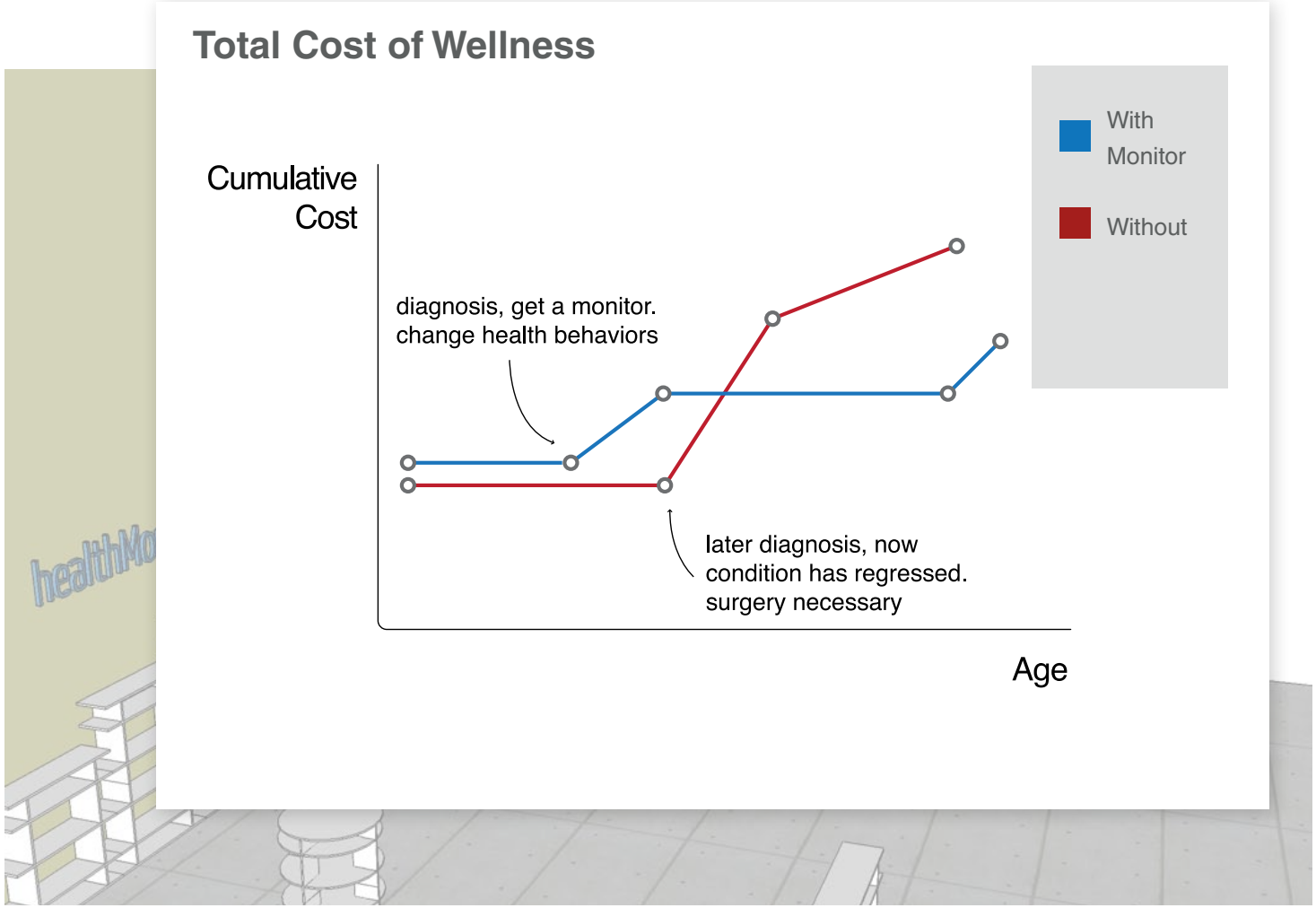
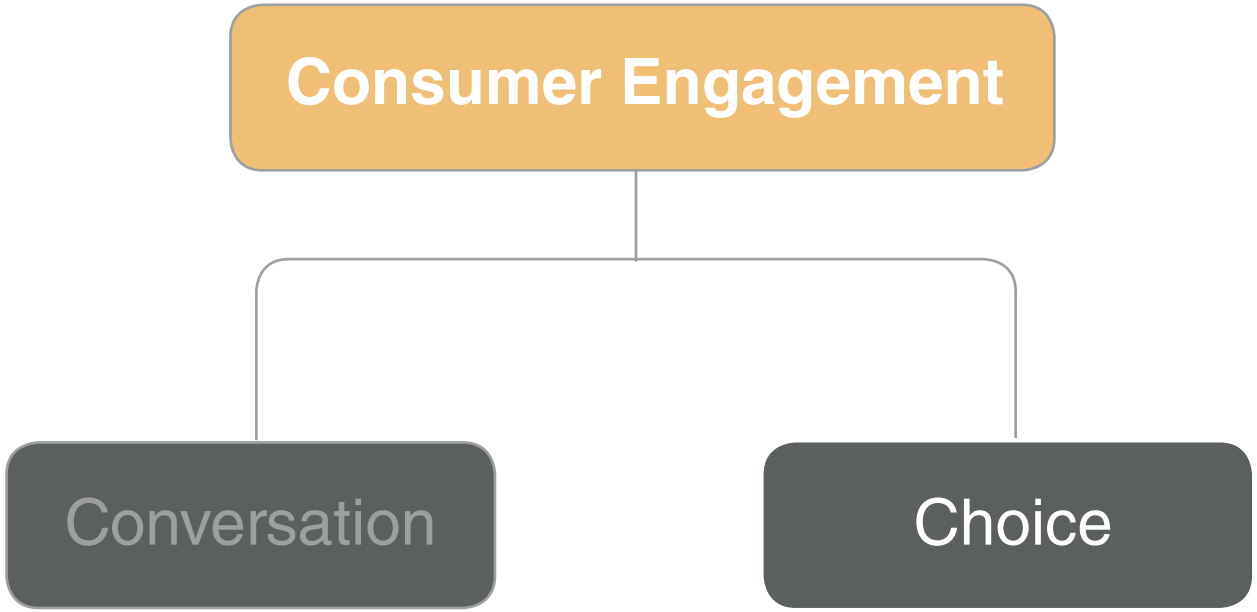
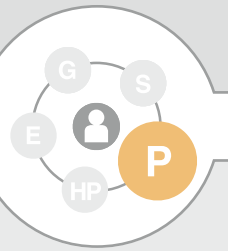


Focus



Pay for "Performance"



Consumer Defined Quality

FEATURES

Embraces subjective feedback for consumer review

Provides consumer language review criteria

Includes risk adjustment measures for providers

OBJECTIVE	Provider A	Provider B	Provider C
Best practices adherence	○	○	●
Rate of Referral	◒	○	○
Return Patients/Patient Loyalty	◒	●	○
IT Adoption	○	×	◒

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IT Adoption	○	×	◒
SUBJECTIVE			
Wait Time	○	◒	◒
Perceived Condition Improvement	◒	○	◒
Facility Comfort	◒	×	◒
Conversation Quality	○	○	×

Consumer Defined Price

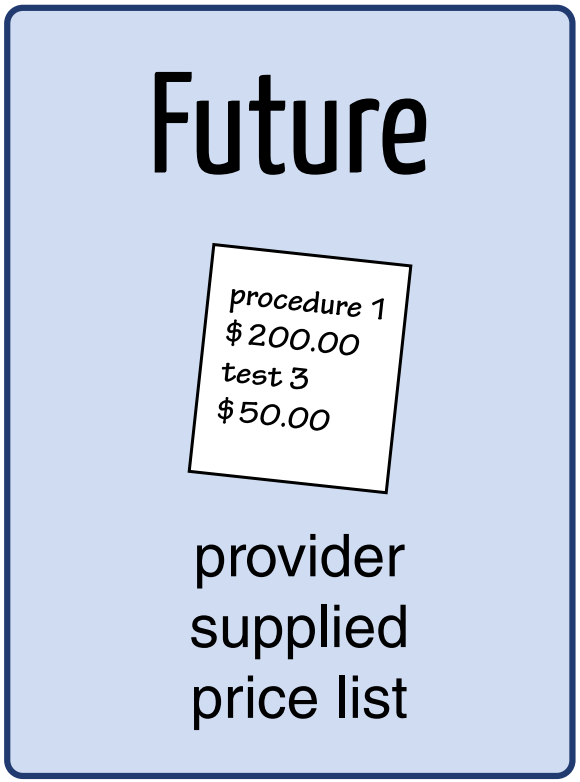
FEATURES

Provides opportunity for consumers to share or verify prices paid for treatments by particular provider

Encourages providers to compete on prices

Facilitates a shift from cost-based pricing to price-based costing

(Not too distant)



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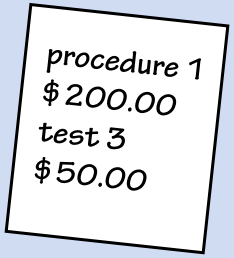
Now

consumer generated price list

Future



provider supplied price list

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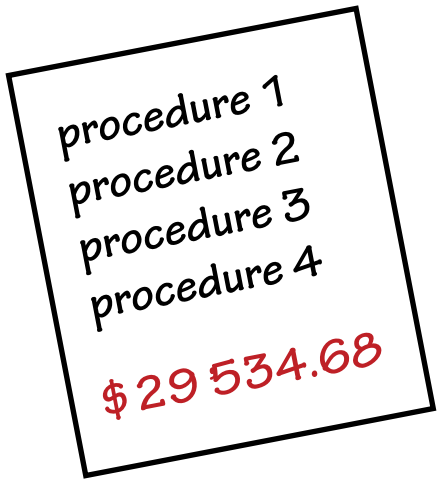
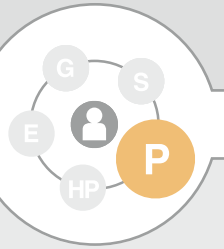


cost
based
pricing



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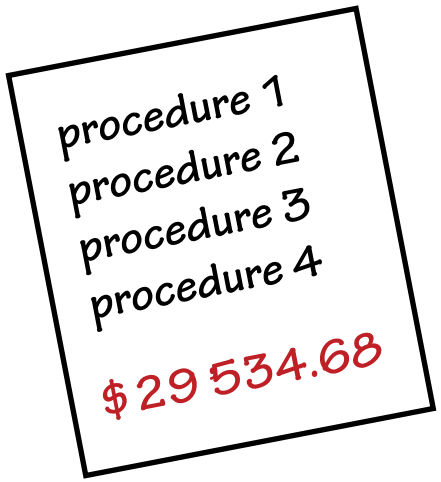


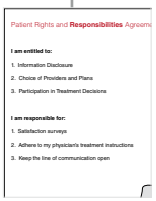
cost based pricing

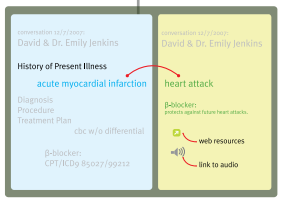
price based costing

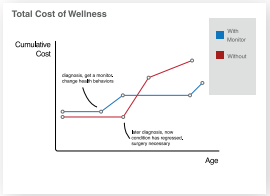
Conclusion

Consumer Engagement

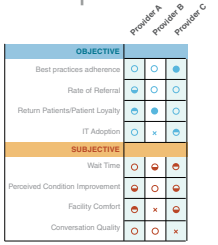
Conversation

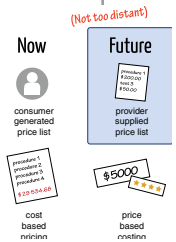






Choice





Q & A

ASH BHOOPATHY, LIN LIN, LISE LYNAM, GAURI VERMA, YEKYUNG YOO

Health Retail Outlet

Personal Health Advisor

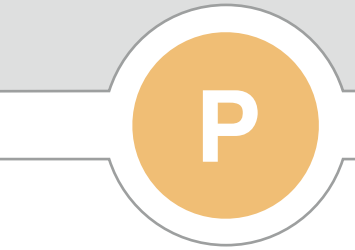
E-Chalkboard Translator

Patient Compliance Agreement

Subjective & Objective Evaluations

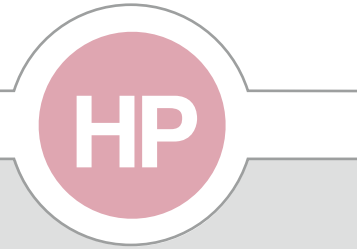
Consumer-Generated Price Lists

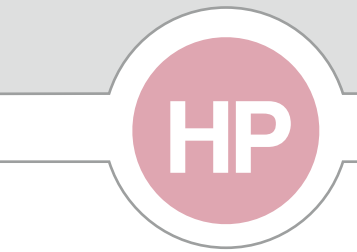
Bid for Elective Procedures



THE PROVIDER ROLE IN RETHINKING – *DESIGN THINKING* – HEALTH CARE

THE HEALTH PLAN ROLE IN RETHINKING – *DESIGN THINKING* – HEALTH CARE





Rethinking – *Design Thinking* **– Health Care**

The Health Plan Role

MATTHEW GARDNER, KICHU HONG, PREETHI NARAYANAN,
PETER RIVERA-PIEROLA, SRIRAM THODLA

Health Plans

Not just payers, but

"Health Institutions"

Support personal health records and extend these platforms by developing health applications

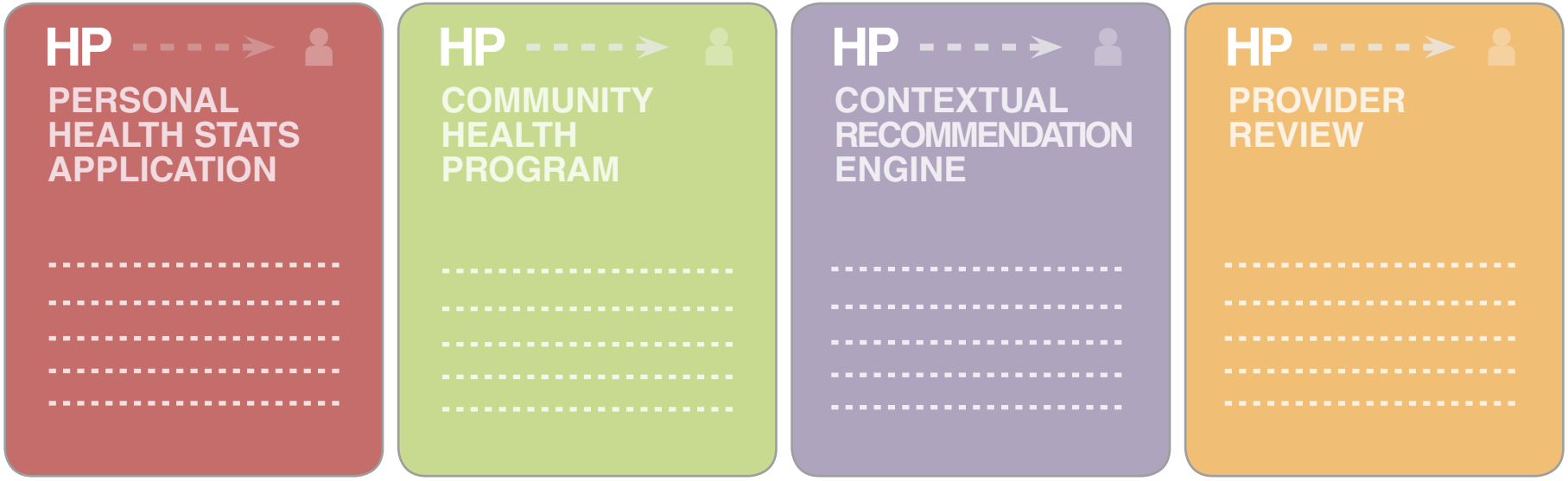
Develop tools that empower patients to educate themselves

Enable alternate models for positive relationships between providers and health plans

Health Plans

Not just payers, but

"Health Institutions"



Personal Health Stats Application

An application to facilitate compilation of personal health data

Enabling the capture of consumer's health data

Personal Health Stats Application

An application to facilitate compilation of personal health data

FEATURES

Receives data in multiple formats

Standardizes data

Transmits data to PHR

Stores data in PHR of choice

Marks data according to quality of data

Marks data according to the instrument from which the data originates

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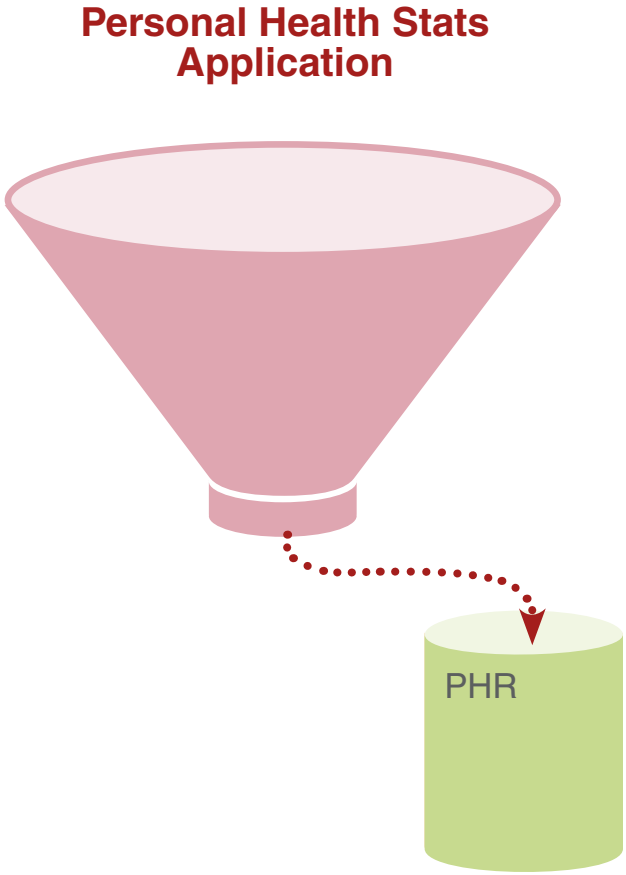

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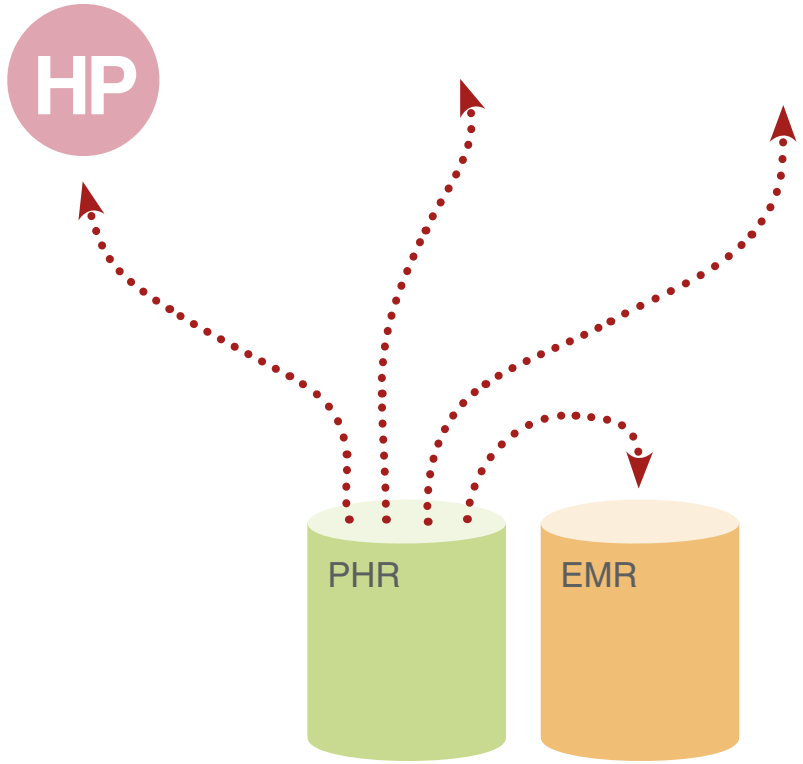

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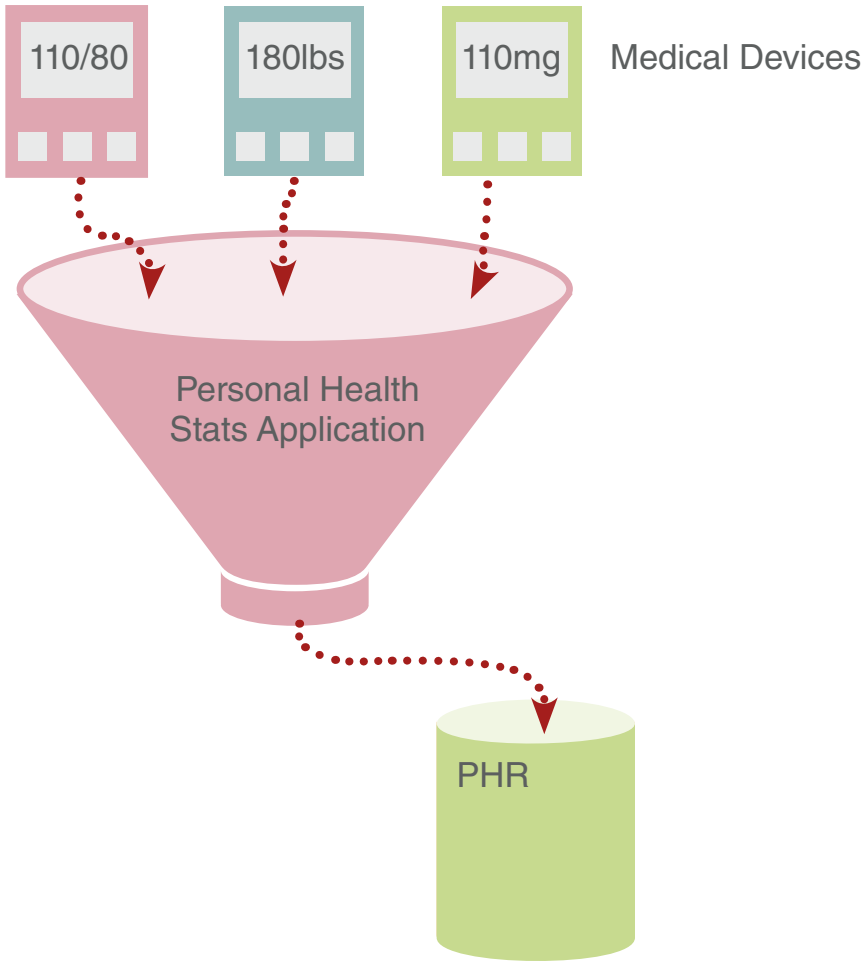

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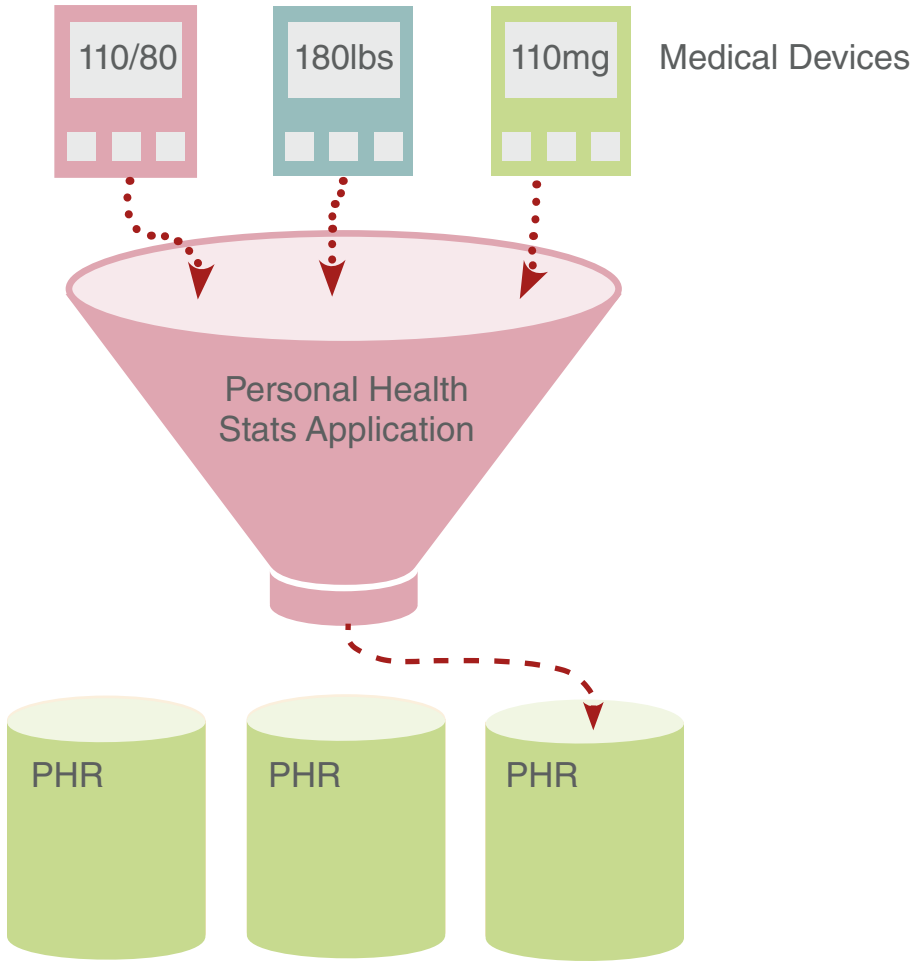

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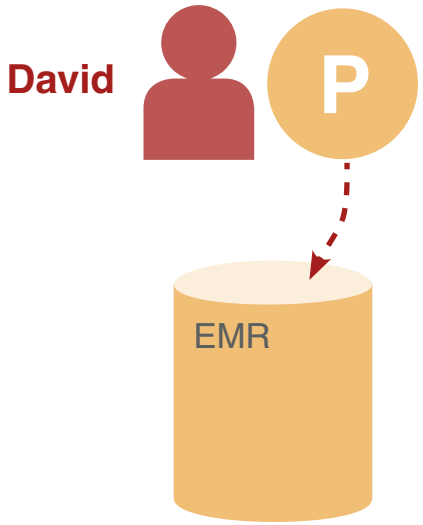

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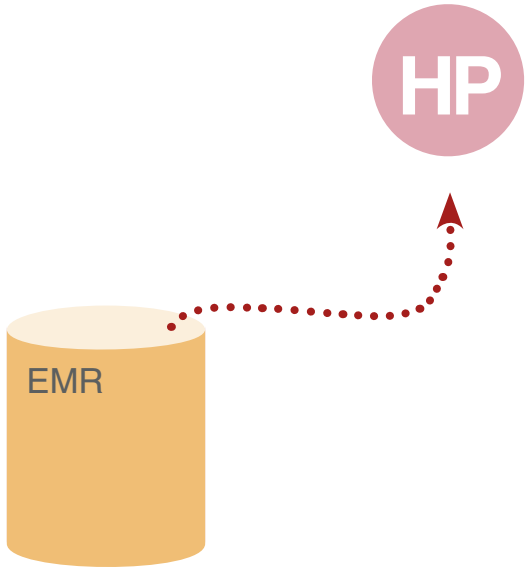

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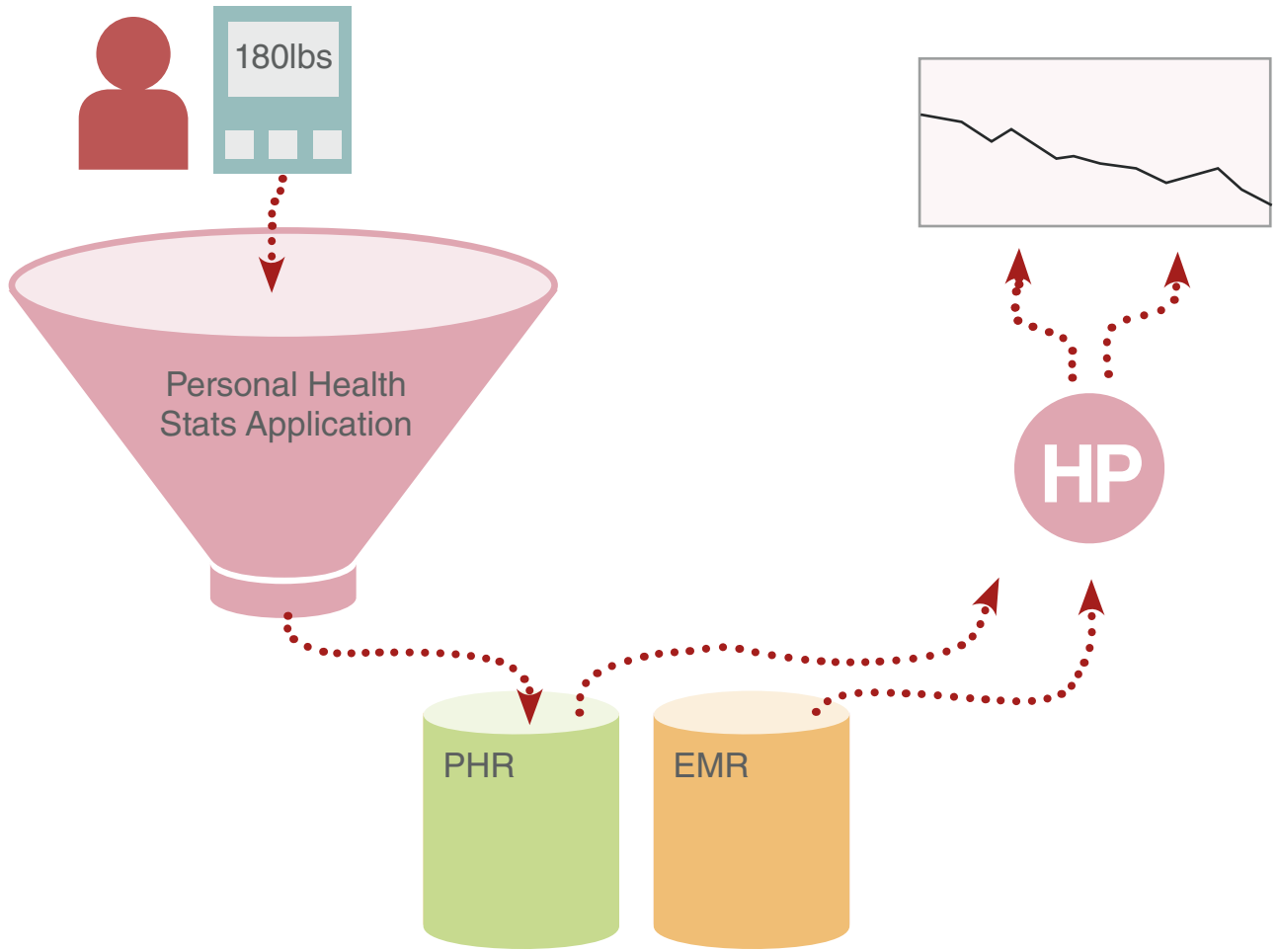


Empowering individuals to create or find support groups

Community Health Program

A program that identifies existing health resources for individuals

FEATURES

Identifies risk pools within plan members

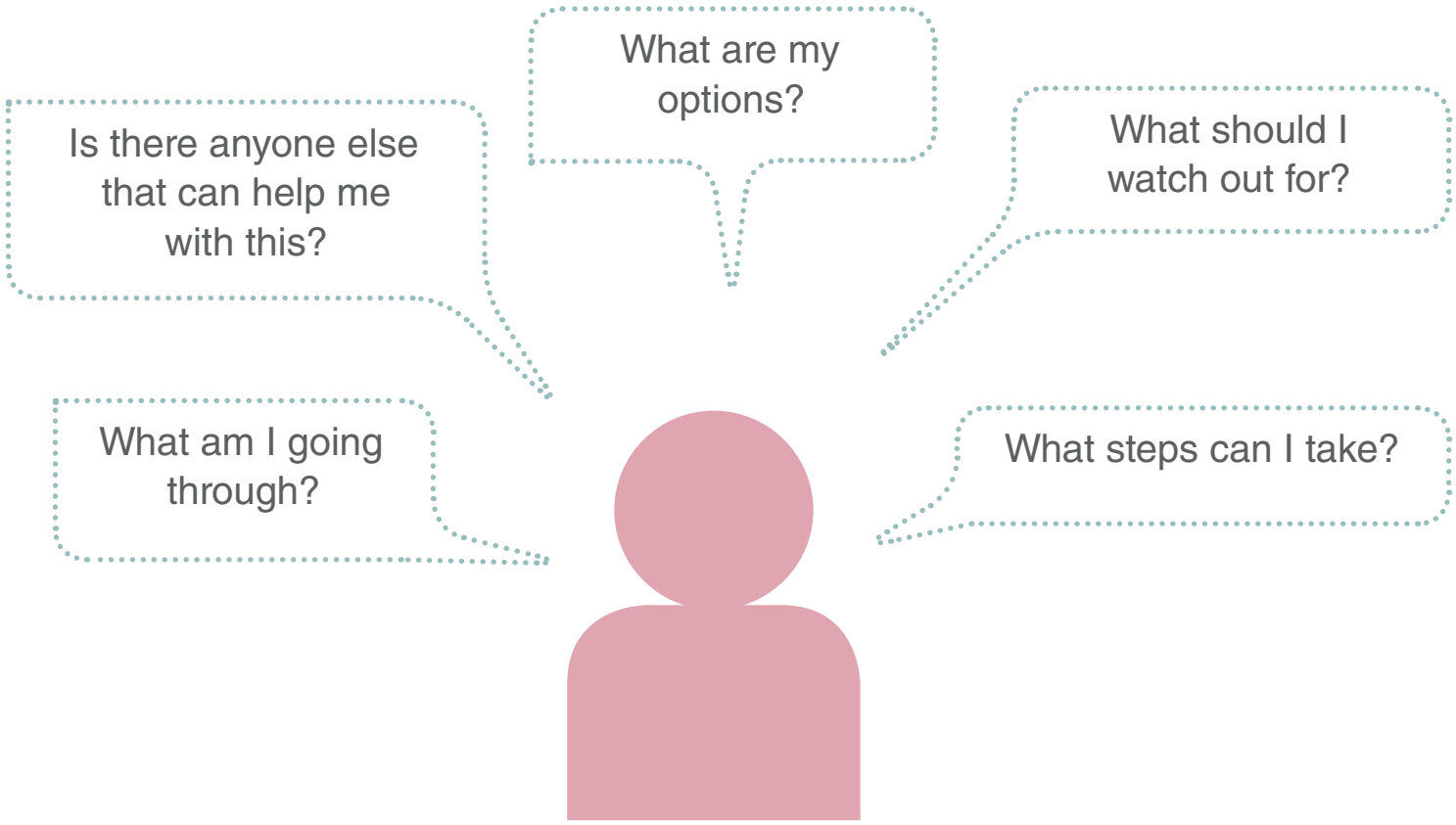
Clusters people within risk pools to preferred

Partners with external health support groups

Directs members of risk pools to relevant support groups

Identifies, encourages and initiates community run health programs

Delivers targeted information for health improvement to plan members in risk pools



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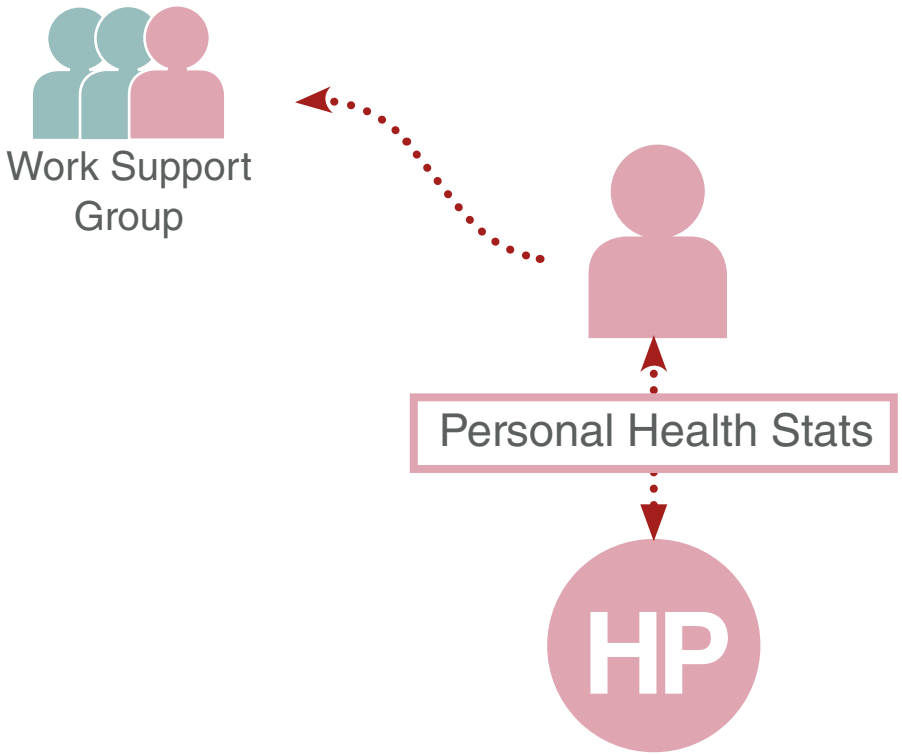

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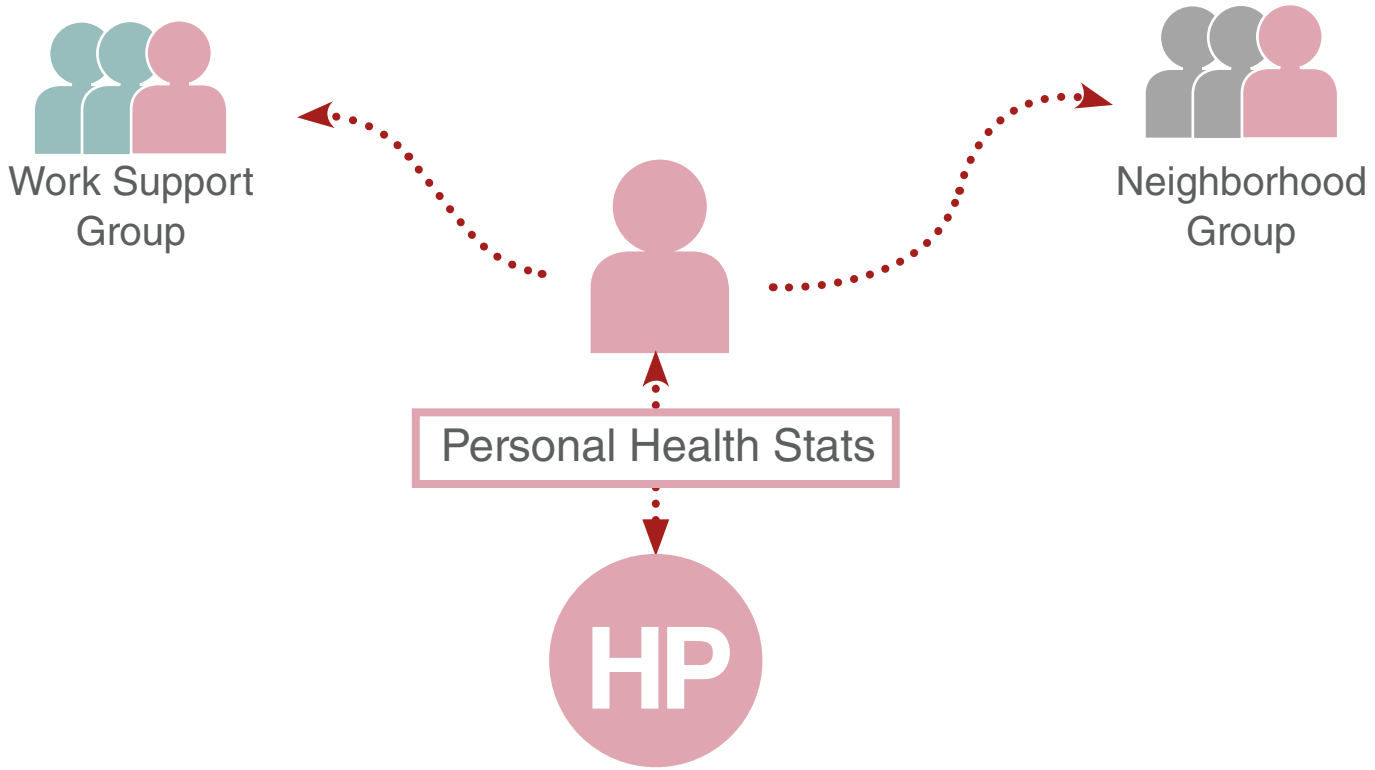

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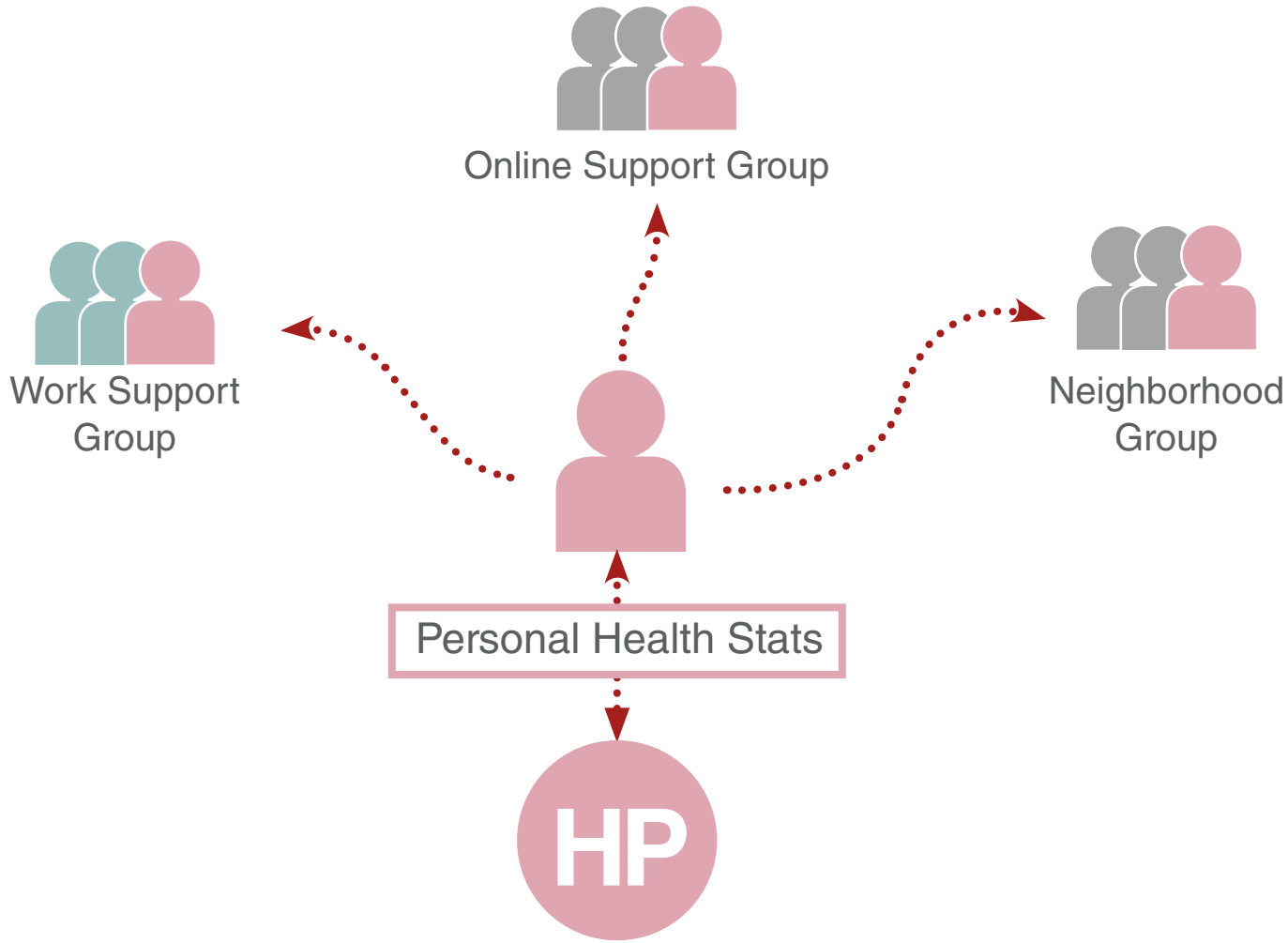
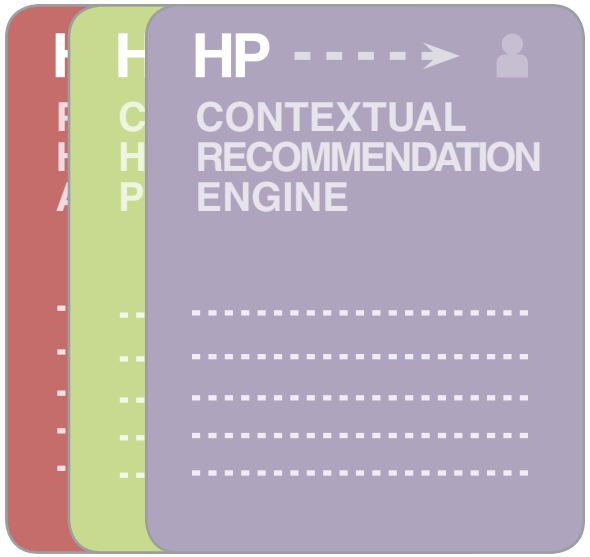




Delivers contextual recommendations on products and services during the care cycle

Contextual Recommendation Engine

A timely patient decision making aid

FEATURES

Collects third party product/service performance evaluations

Works with InfoGate to delivery channels

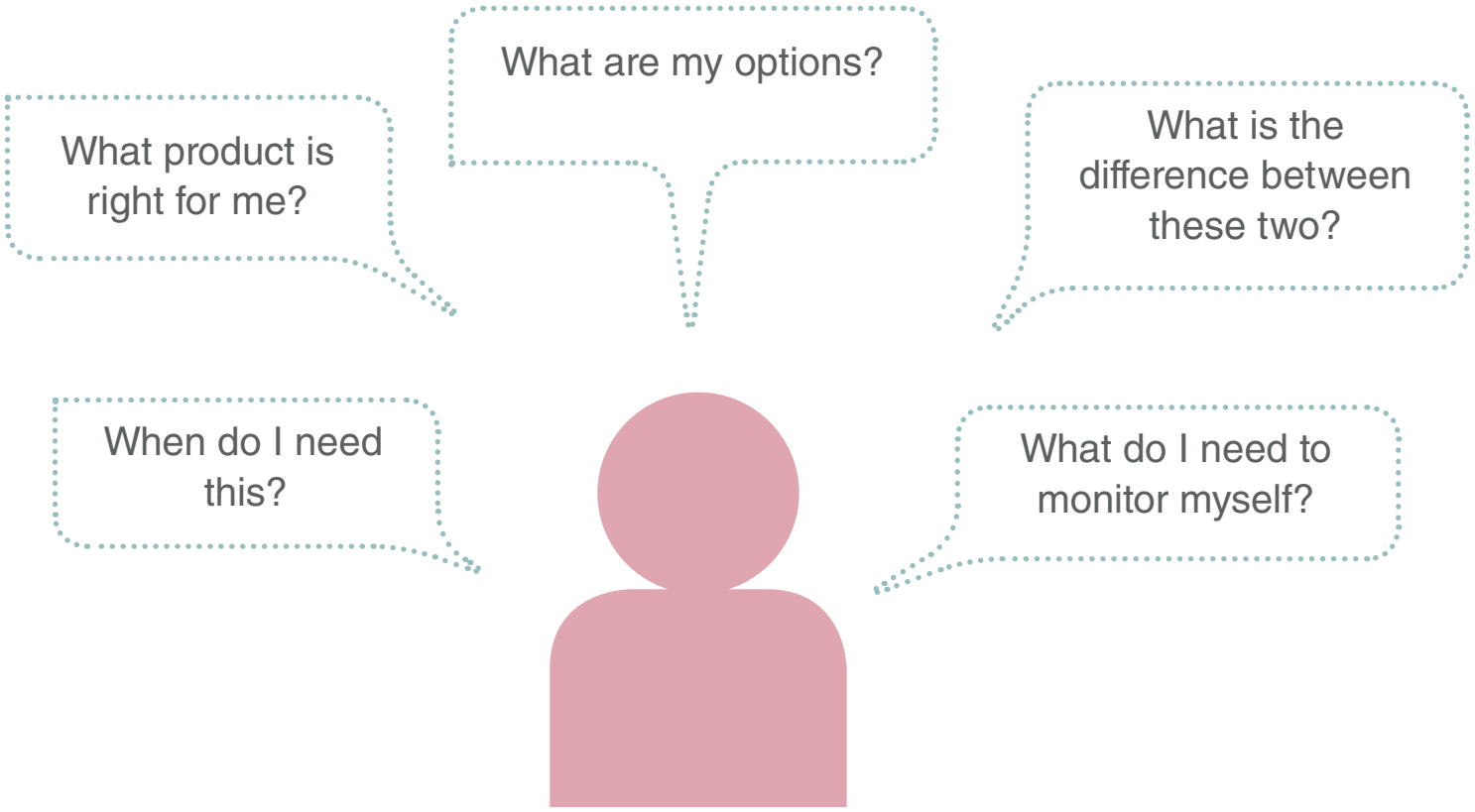
Contextually distributes recommendations during care cycle

Empowers consumers with relevant information

Expedites the research process for customers

Informs suppliers of peer offerings

Encourages healthy competition due to publicized comparisons



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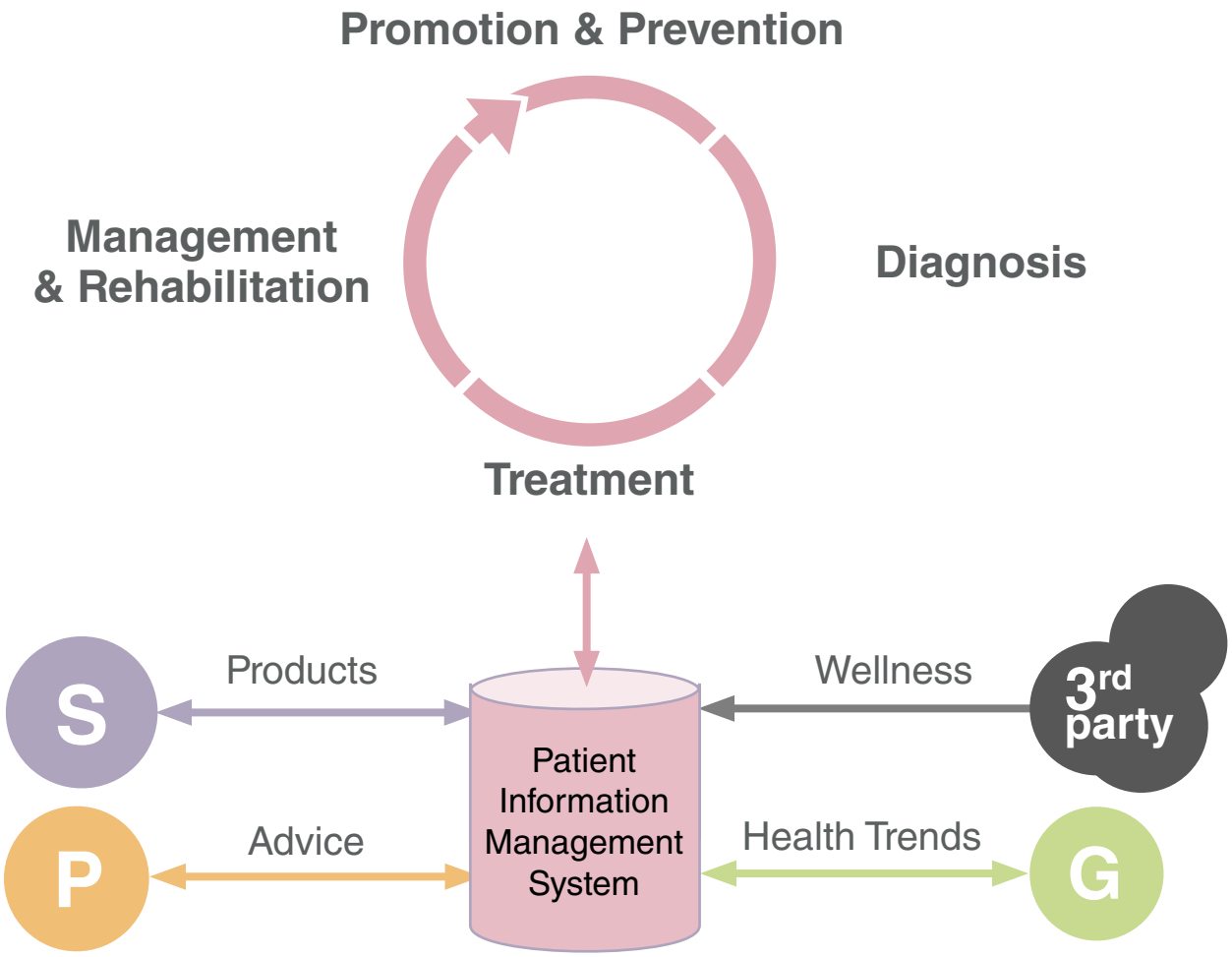

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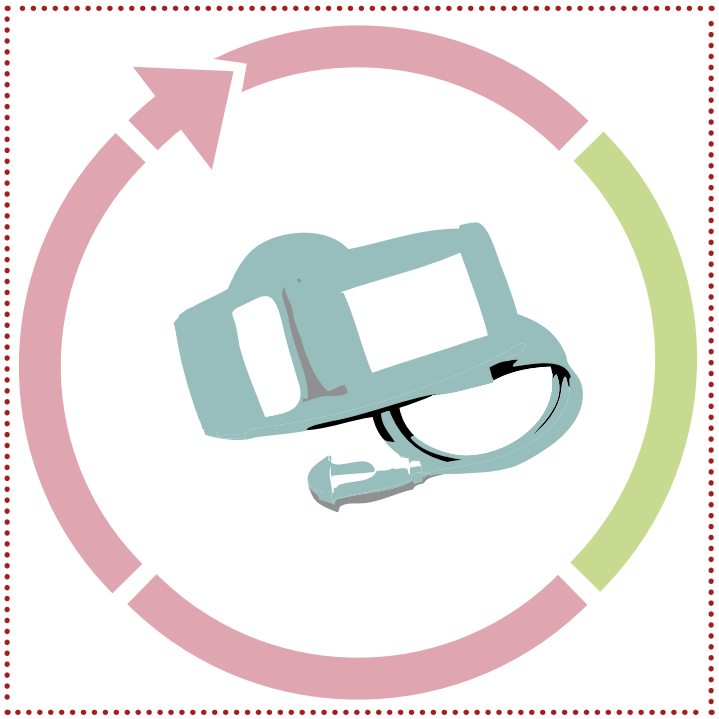

Diagnosis

Contextual Recommendation Engine

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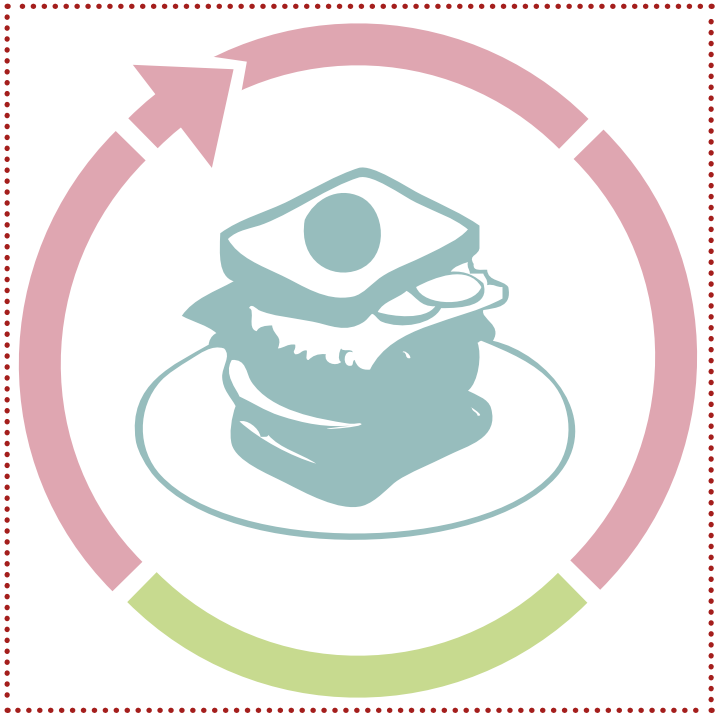

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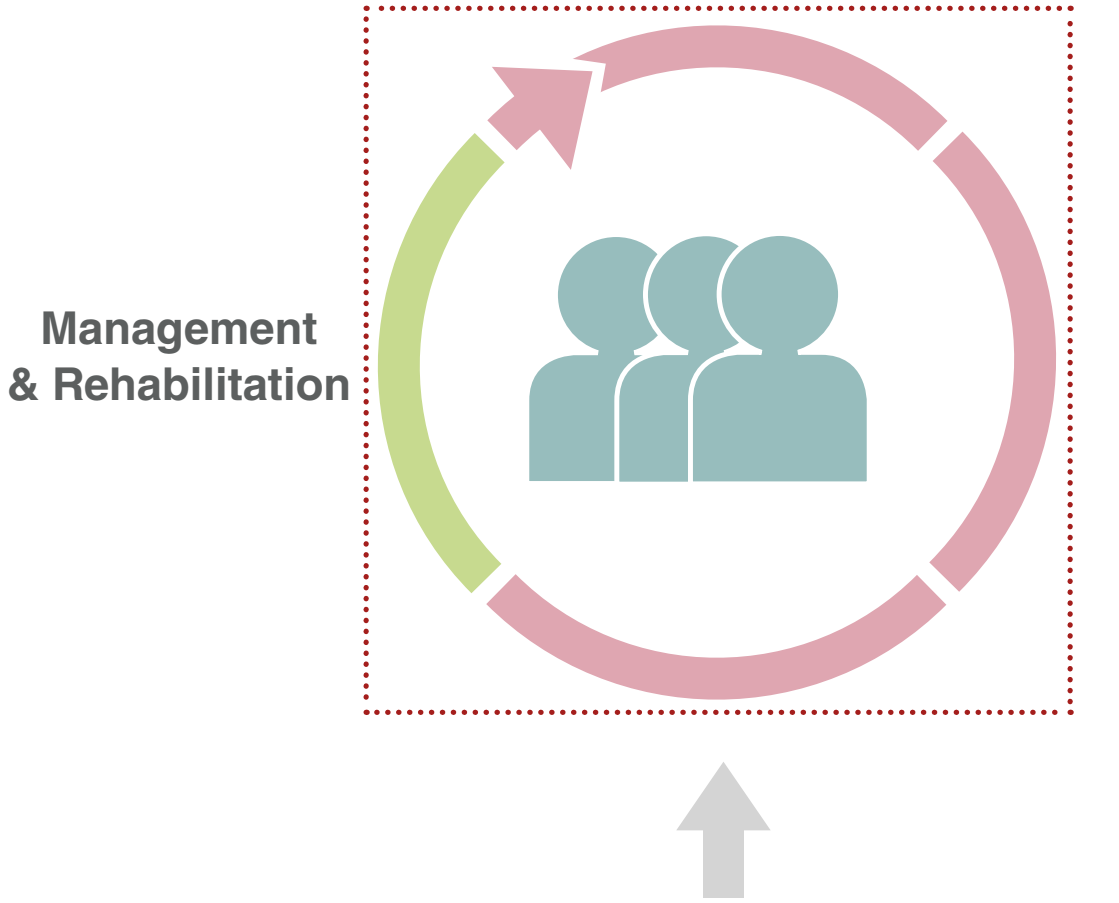
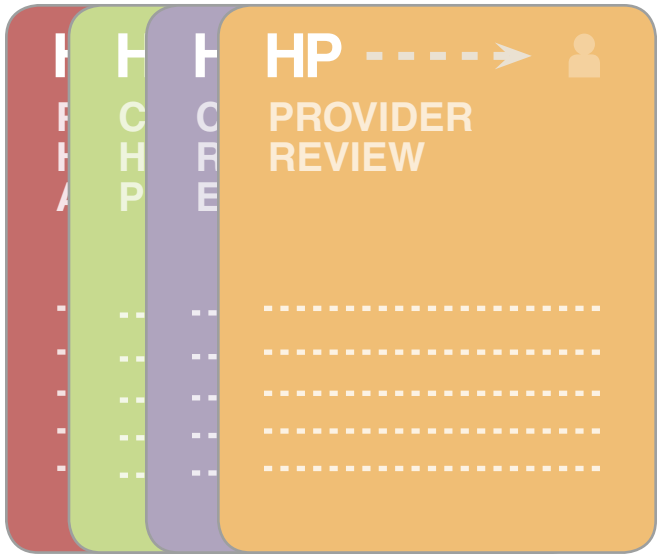
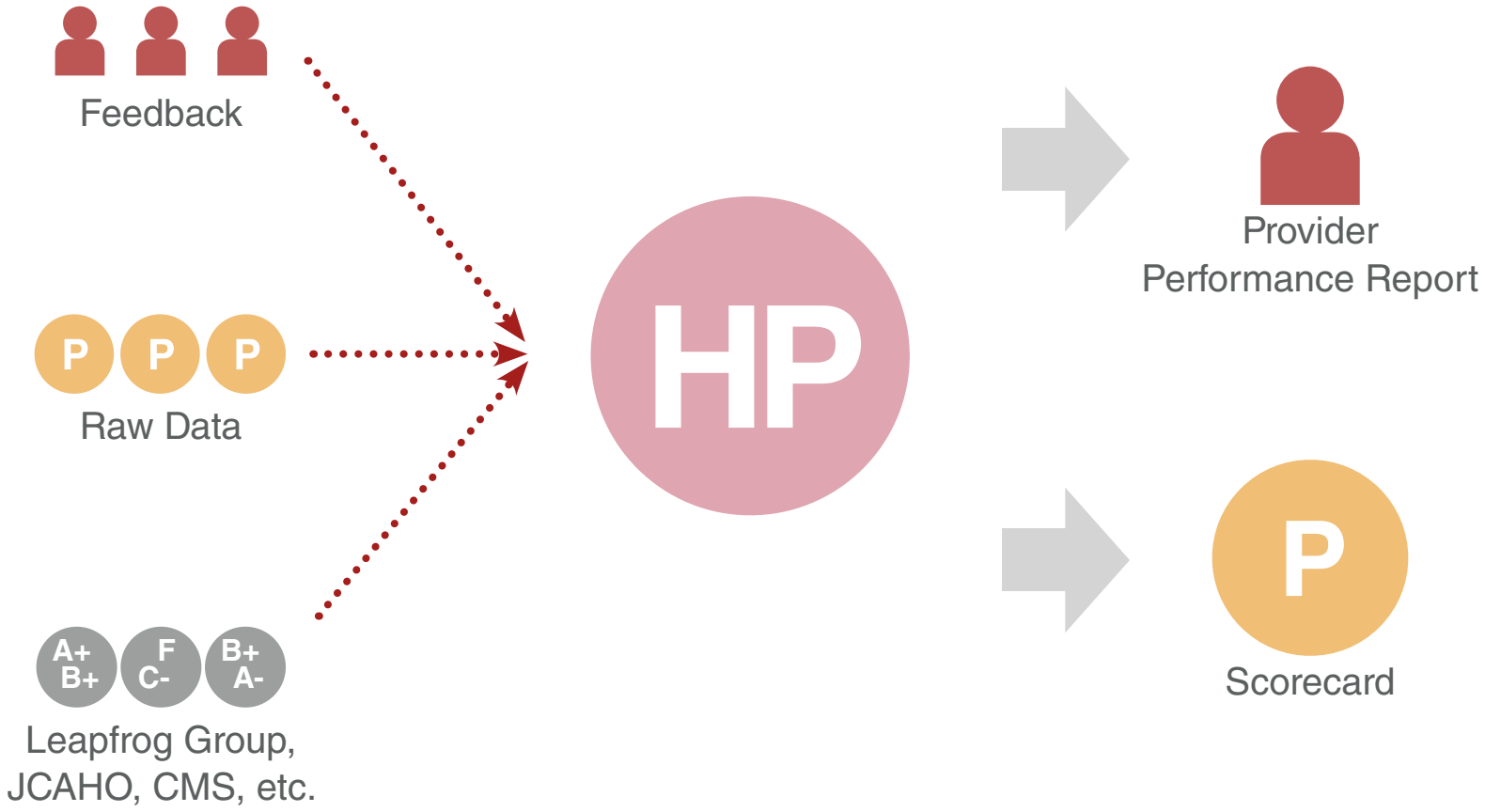




Provides a comprehensive view of provider performance

Provider Reviews

Provider performance reports to help foster healthy competition



Provider Reviews

Provider performance reports to help foster healthy competition

FEATURES

Evaluates provider performance throughout entire care cycles

Collects feedback from plan members

Aggregates existing provider performance data

Assigns rank and value to evaluators

Compares scores against past, benchmark evaluations

Feedback

Individual Statements

- Feedback questions

+ Overall satisfaction
+ Health progress
+ Convenience
+ Waiting time
+ Session time

Raw Data

Leapfrog Group, JCAHO, CMS, etc.

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Raw Data

- **B2B evaluation**
  - + Cost comparisons
  - + Technical capacities
  - + Administrative capabilities
  - + Information sharing level

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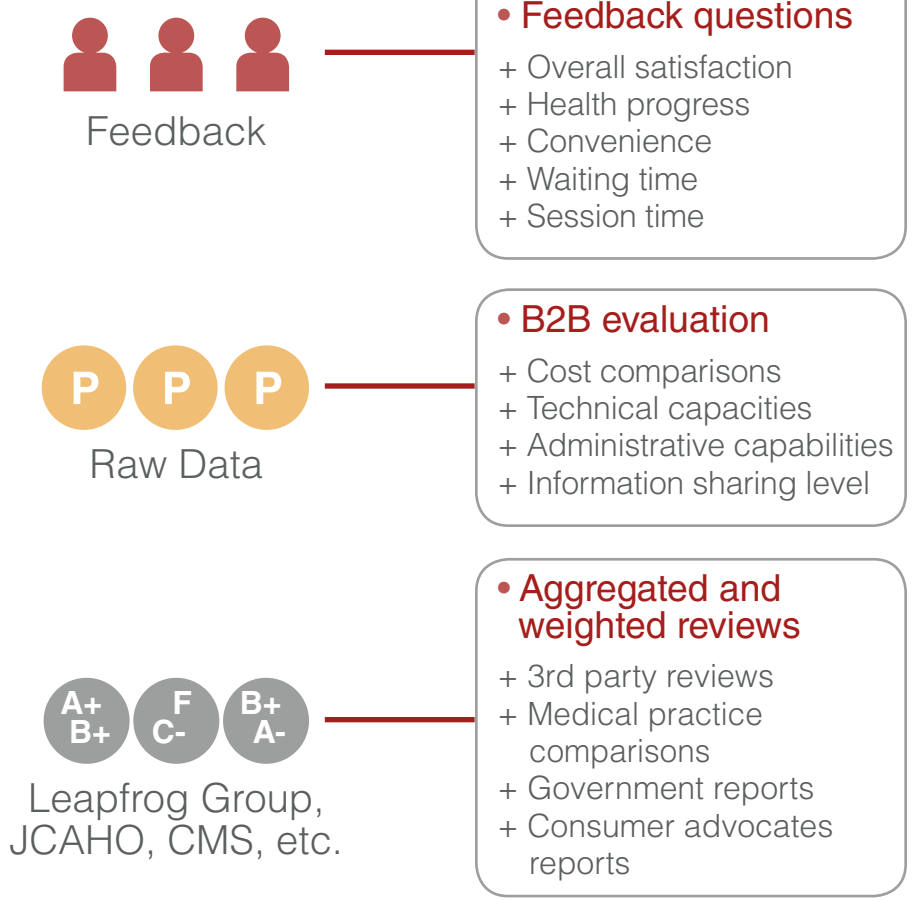

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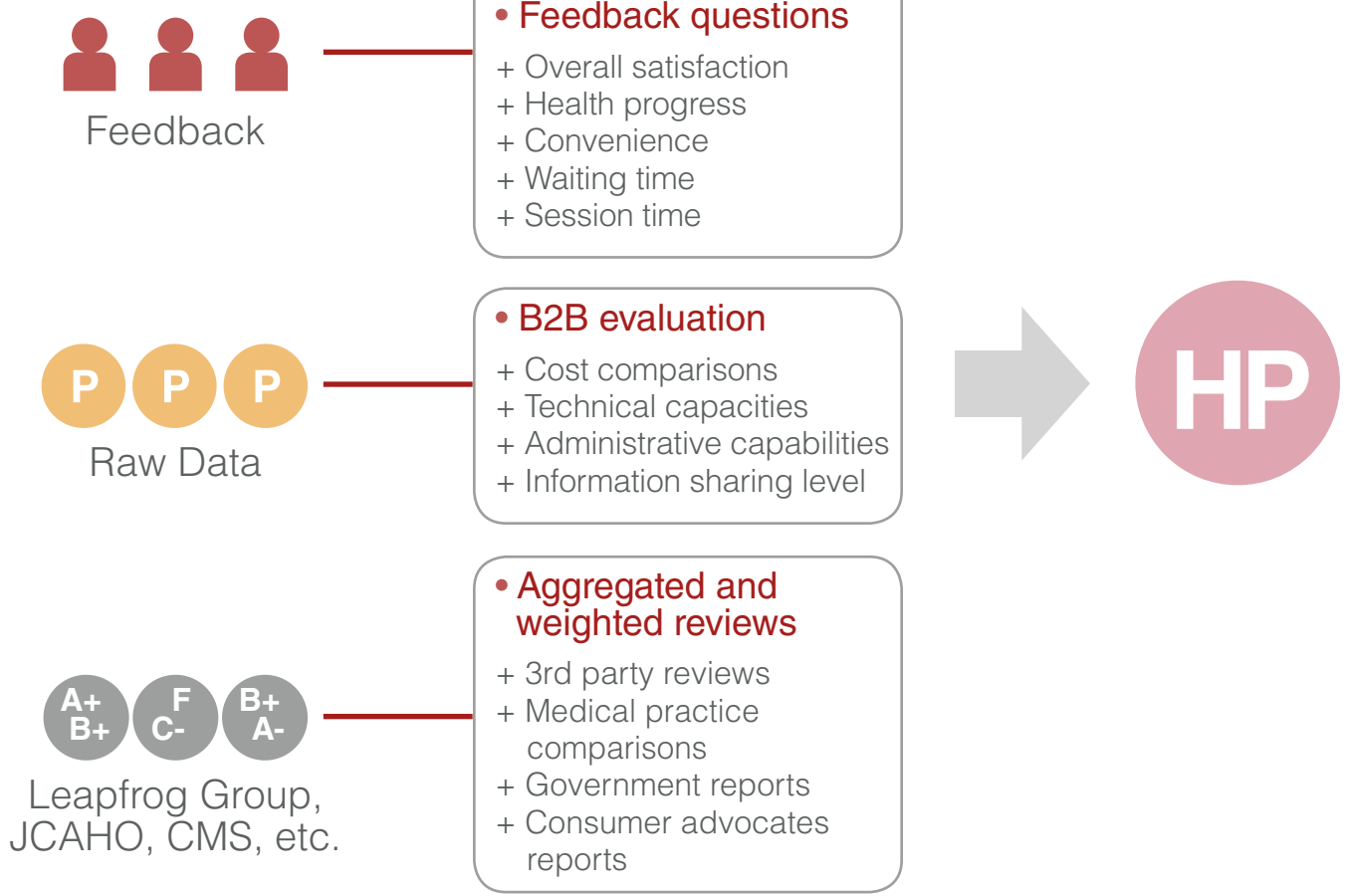

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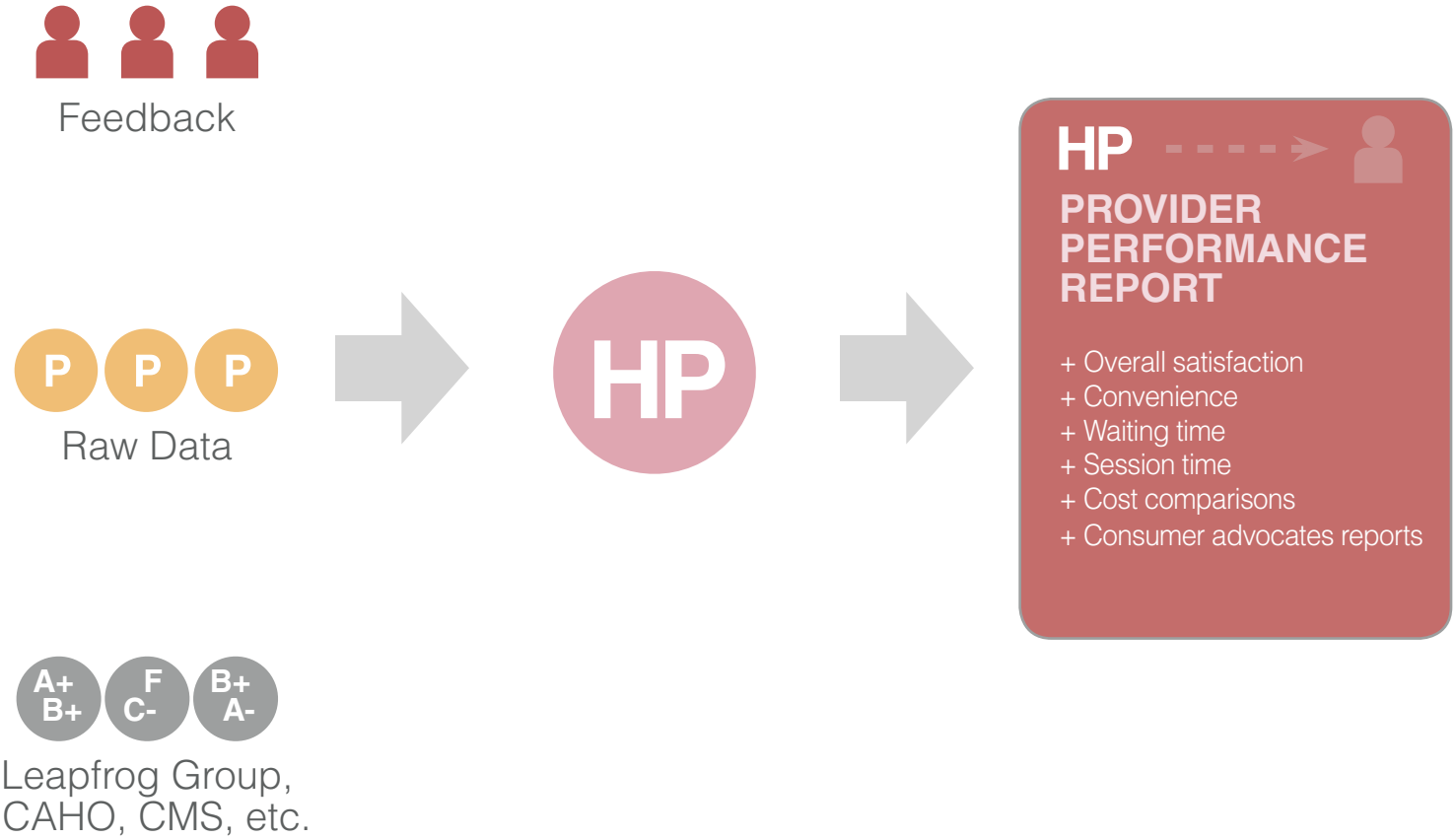

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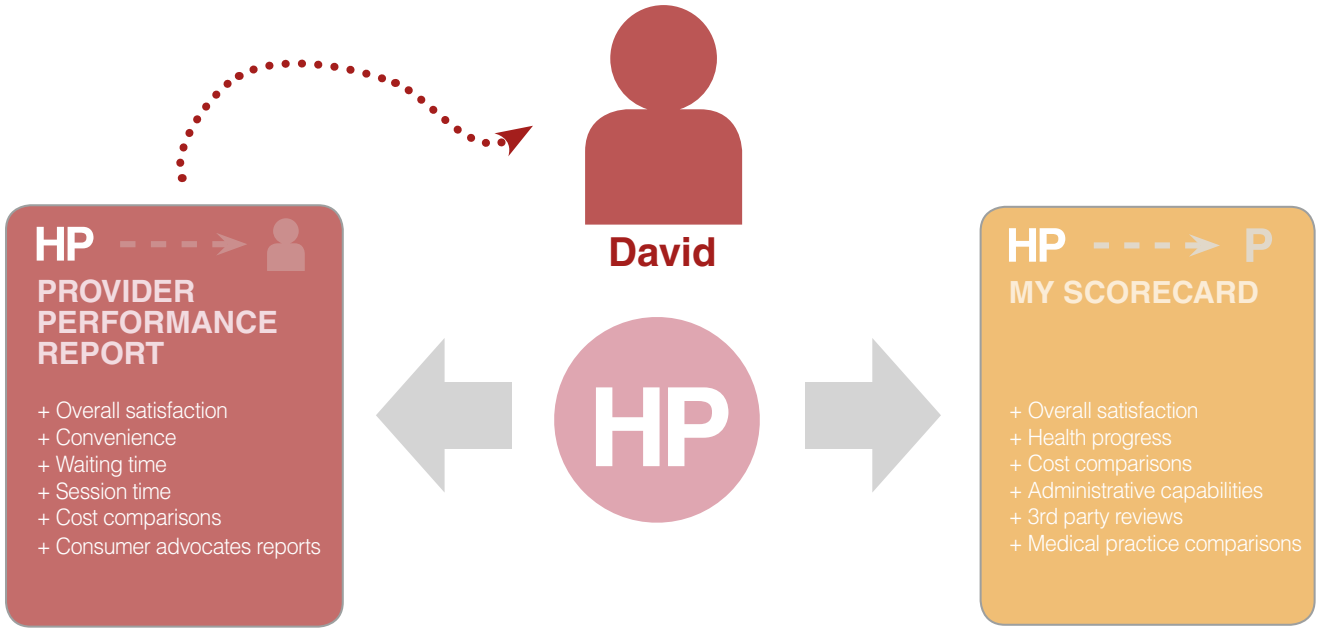

Conclusion

HP PERSONAL HEALTH STATS APPLICATION

An application to facilitate compilation of personal health data

HP COMMUNITY HEALTH PROGRAM

A program that identifies existing health resources for individuals

HP CONTEXTUAL RECOMMENDATION ENGINE

A timely patient decision making aid

HP PROVIDER REVIEW

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Q & A

MATTHEW GARDNER, KICHU HONG, PREETHI NARAYANAN,
PETER RIVERA-PIEROLA, SRIRAM THODLA

Personal Health Stats Application

Community Health Program

Contextual Recommendation Engine

Provider Reviews
- **Provider Performance Report**
- **Provider Scorecard**

HP

THE HEALTH PLAN ROLE IN RETHINKING – *DESIGN THINKING* – HEALTH CARE

THE EMPLOYER ROLE IN RETHINKING – *DESIGN THINKING* – HEALTH CARE

E

E

Rethinking – *Design Thinking* **– Health Care**

The Employer Role

FEI GAO, MARGARET JUNG, RIMA KUPRYS, AMBER LINDHOLM

Employer System Overview

My Health Manager

EMPLOYEE

HR-Central

EMPLOYER

Employer System Overview

My Health Manager

EMPLOYEE

HR-Central

EMPLOYER

Portable
Owned by the individual

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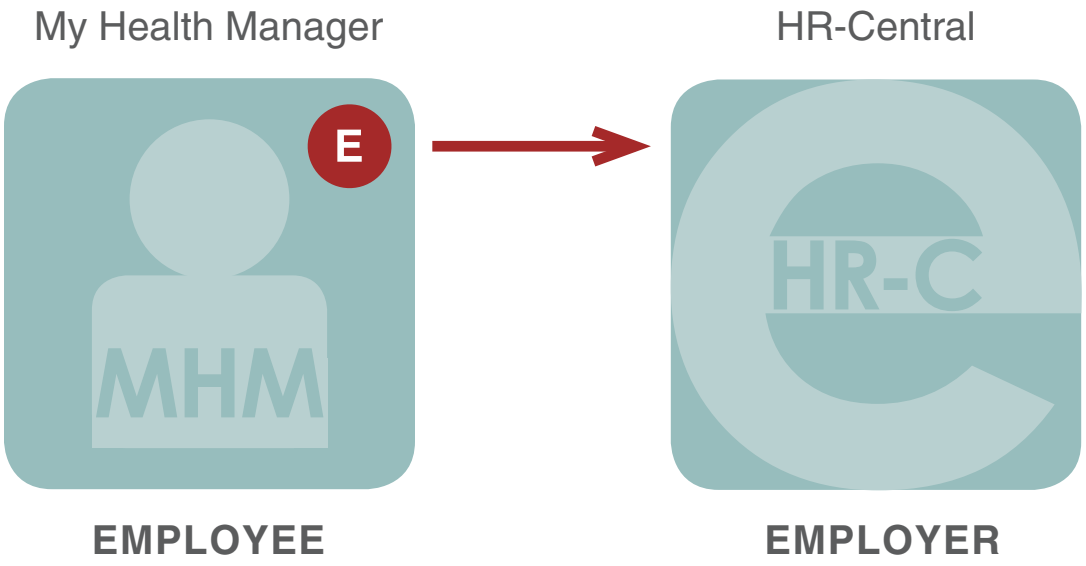

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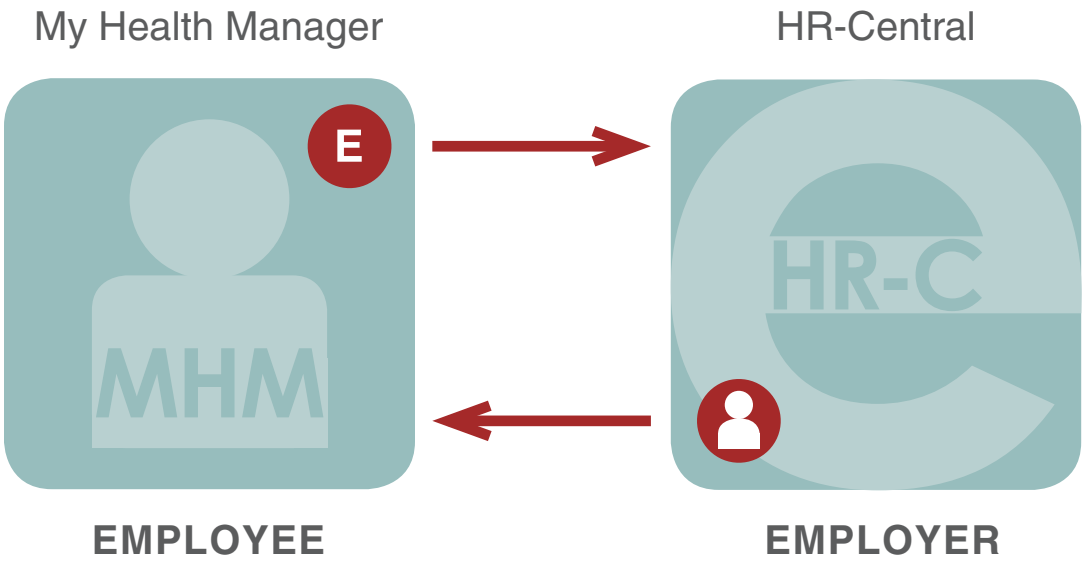


HR-Central

Employer Health Benefits Management Software

FEATURES

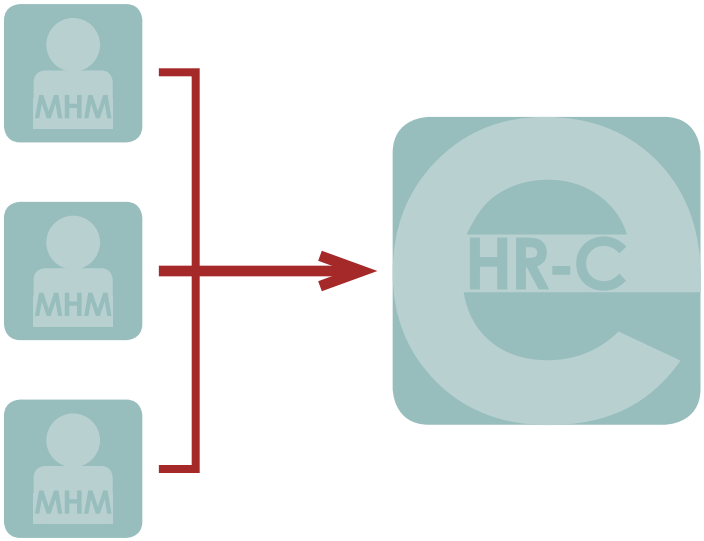
Collects information from employees about benefits usage and preferences

Aggregates, evaluates, and stores data

Assists in health plan and employee wellness program choice based on employee needs

Evaluates effectiveness of employer health benefits offerings

Provides employer health benefit offerings information to the public



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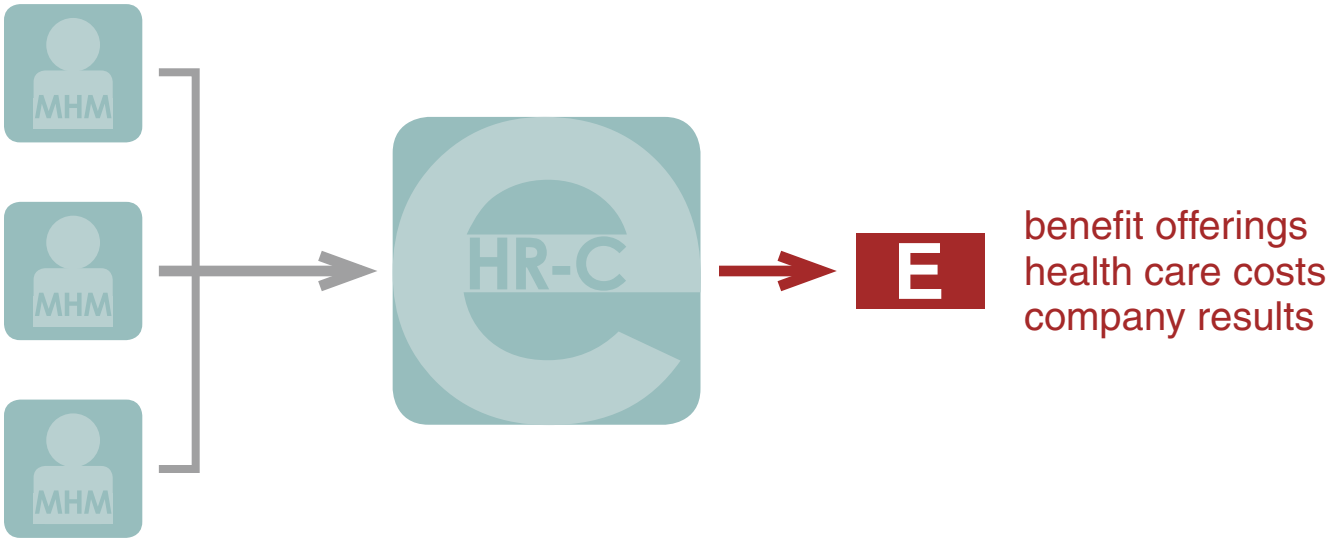

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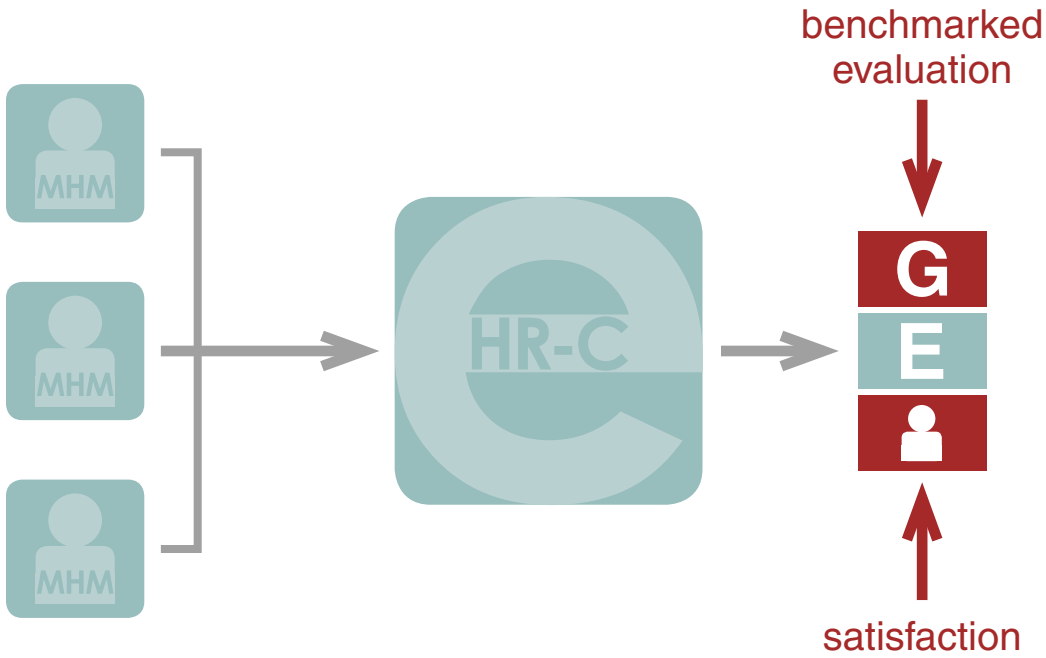

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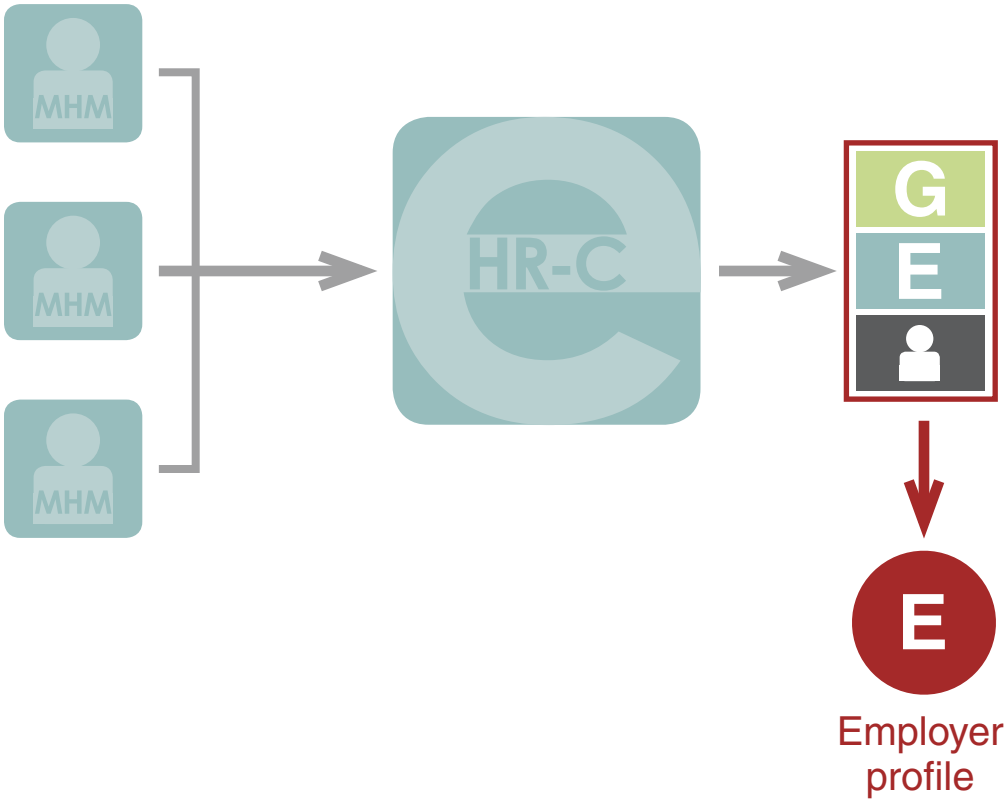

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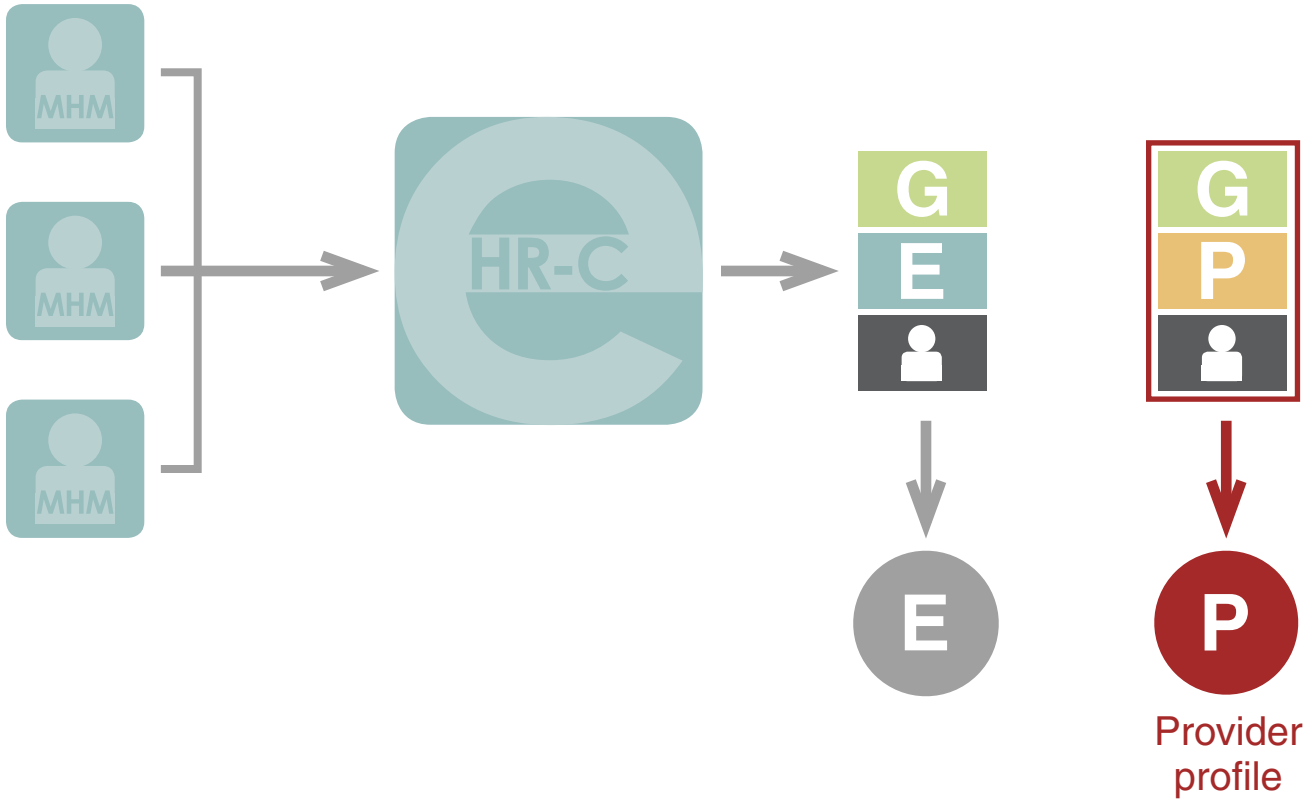

My Health Manager

Employee Health Management Interface

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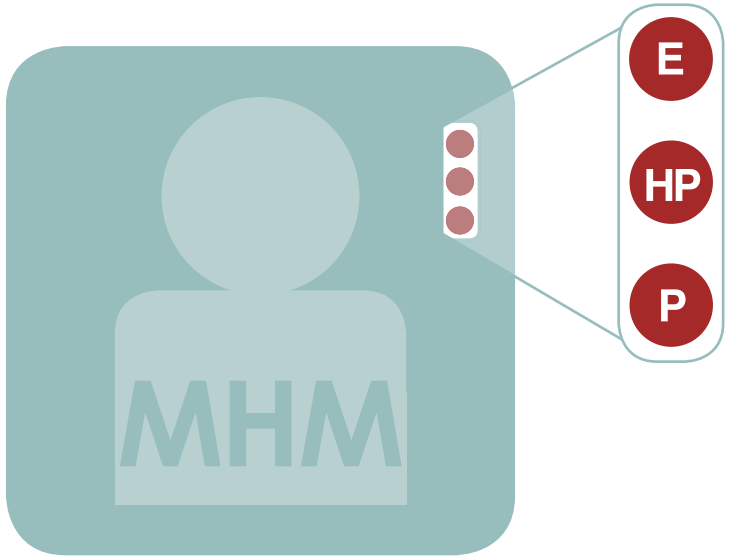

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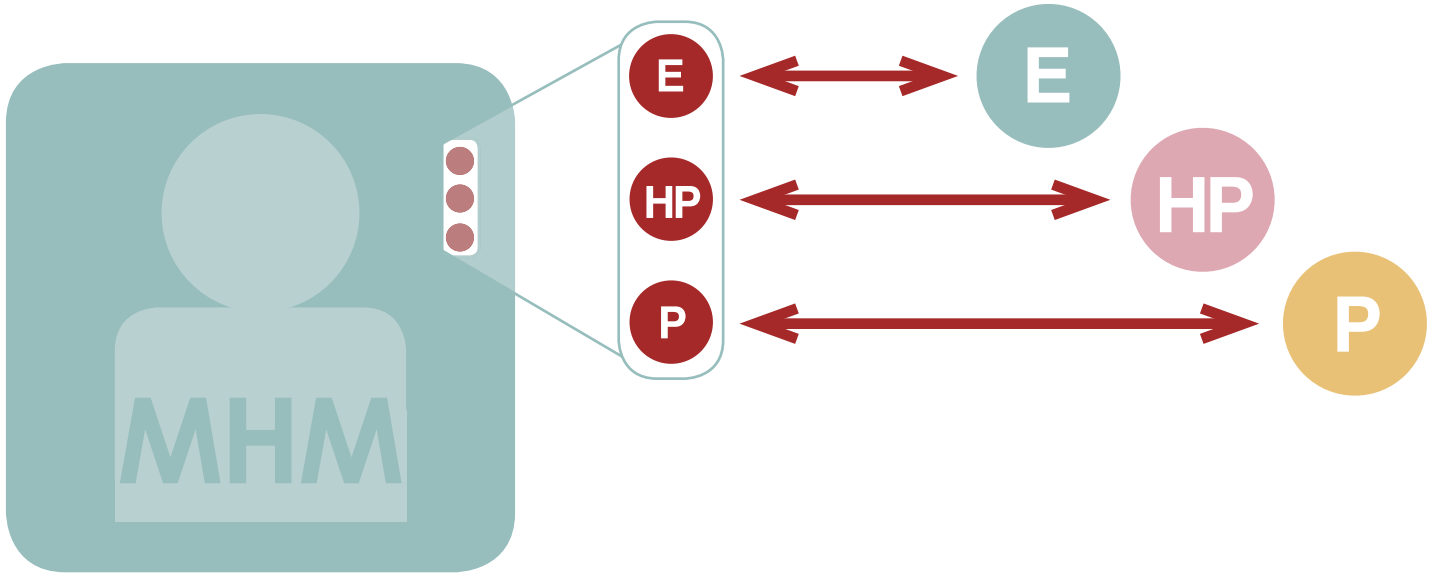

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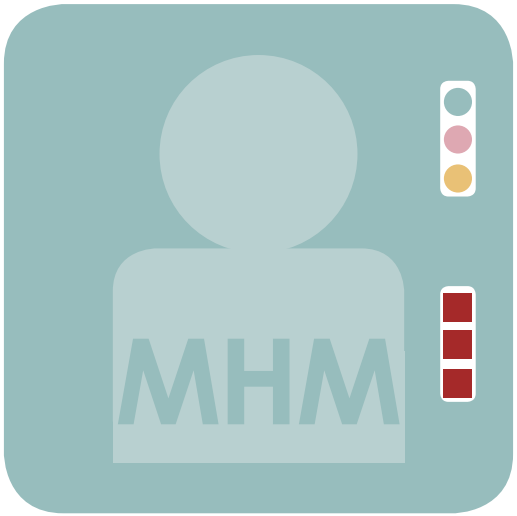


Applications and Tools

Health Choice Maker

Decision-making Application

FEATURES

Supports employee's decision-making on HP, P, S, and E

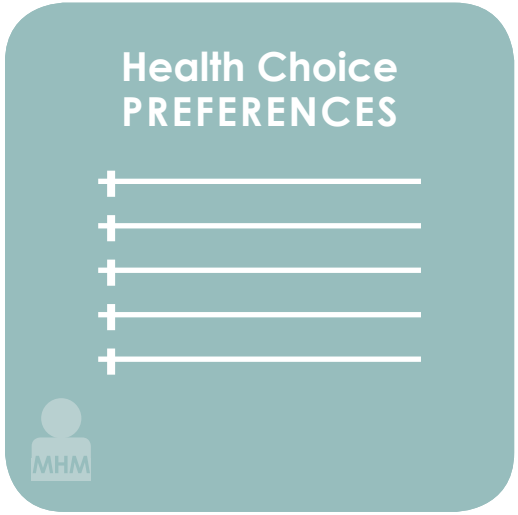
Sorts data by user's chosen priorities

Allows comparison among choices in health care

Collects data on employee's decision-making criterion

Identifies pattern of employee's decision-making criterion

Adds choice to employee's health network in **My Health Manager**



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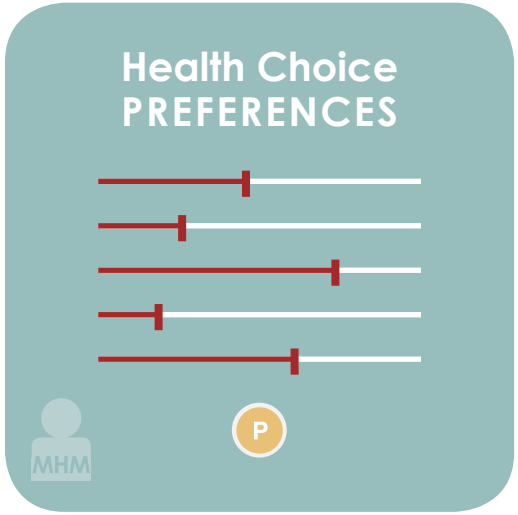

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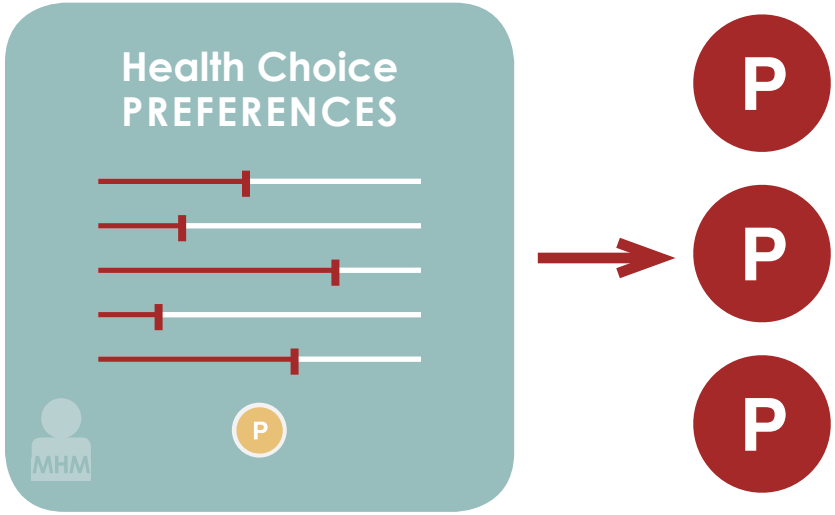

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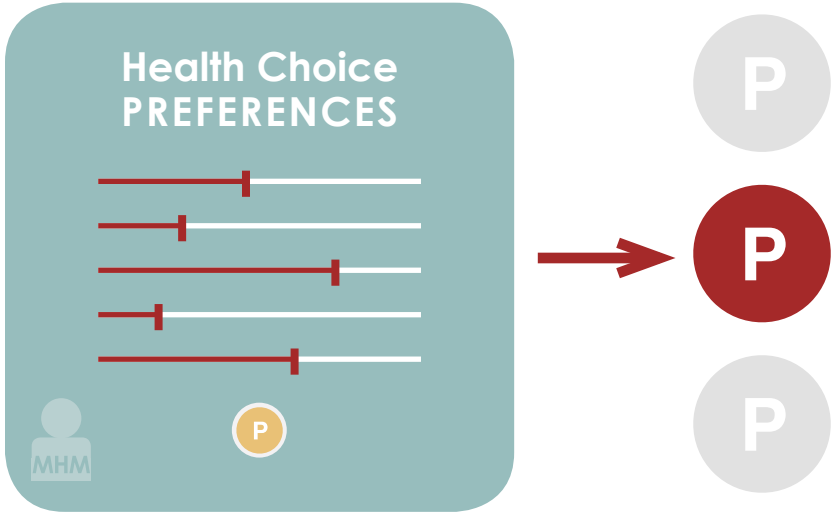

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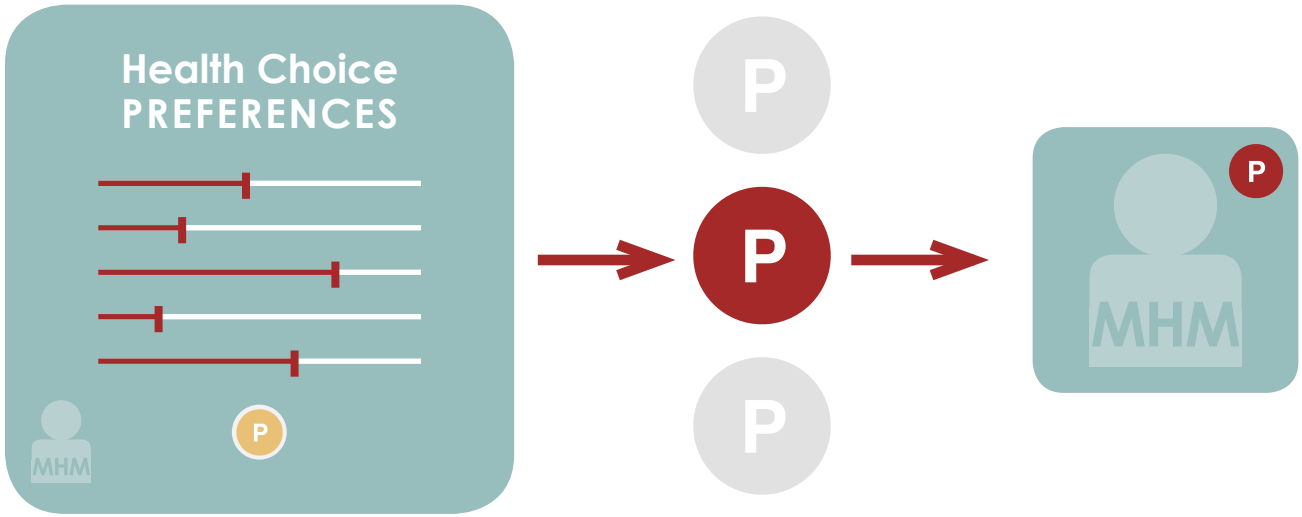

Health Planner

Wellness and Treatment Calendar

FEATURES

Recommends and assists in managing wellness plan

Displays and assists in managing provider-supplied treatment plans

Streamlines the treatment process

Supports patients in adherence to plans

Collects patient adherence data

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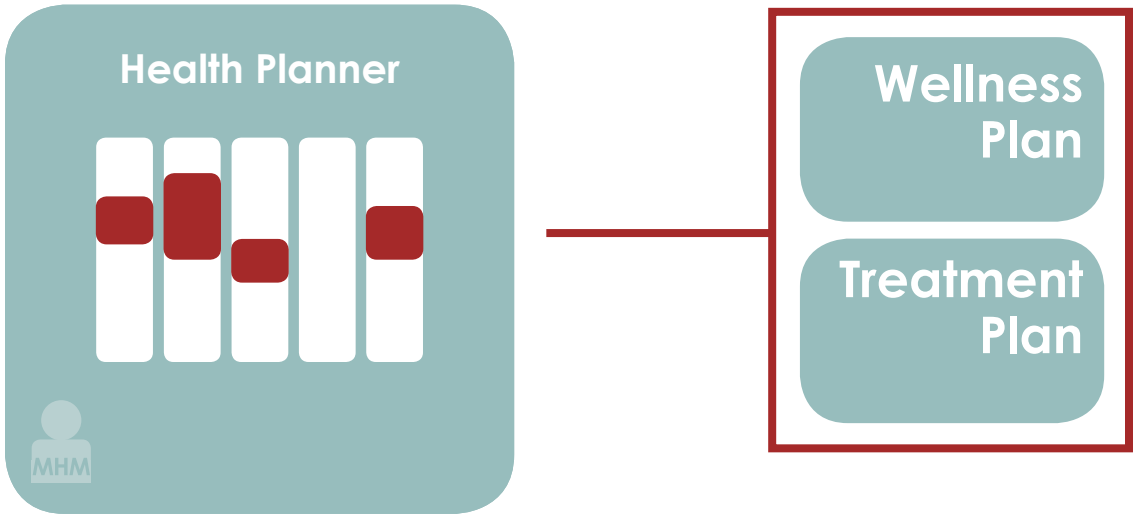

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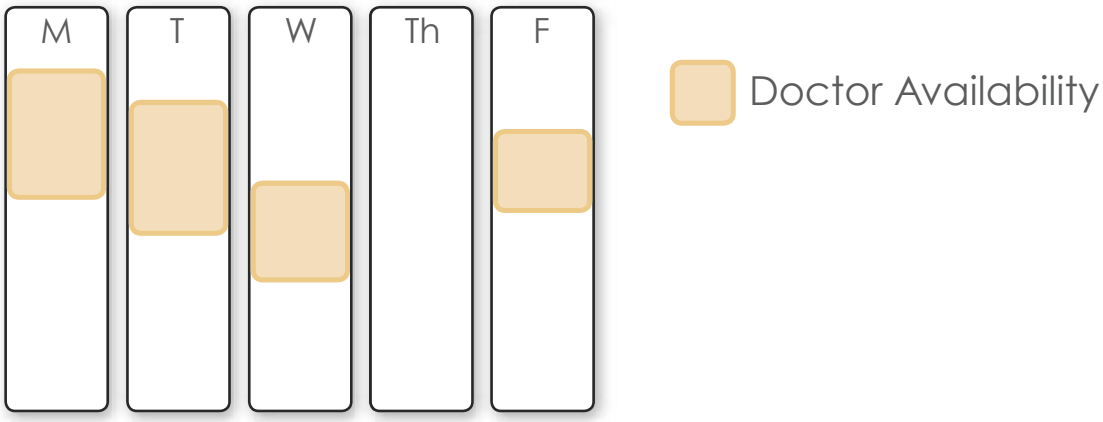

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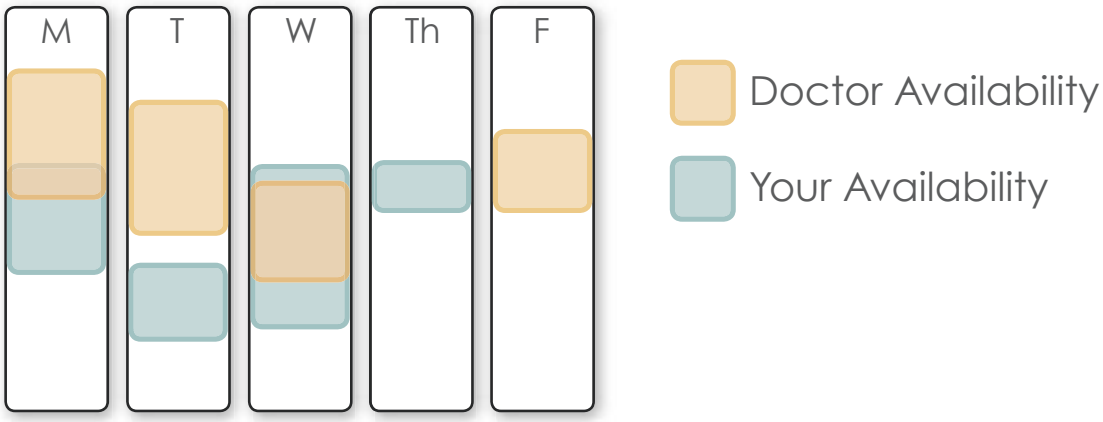

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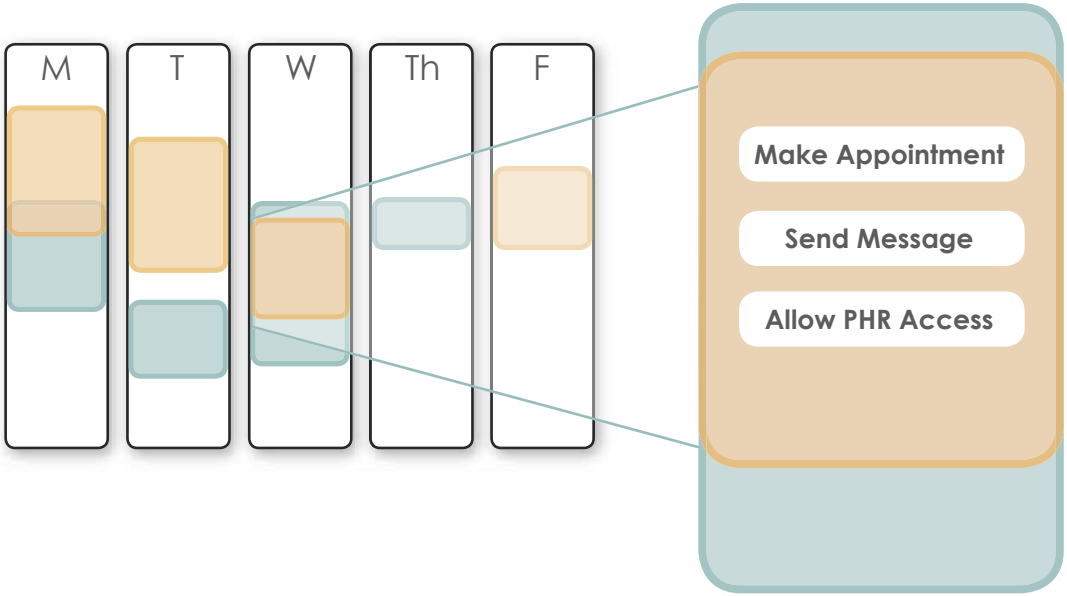

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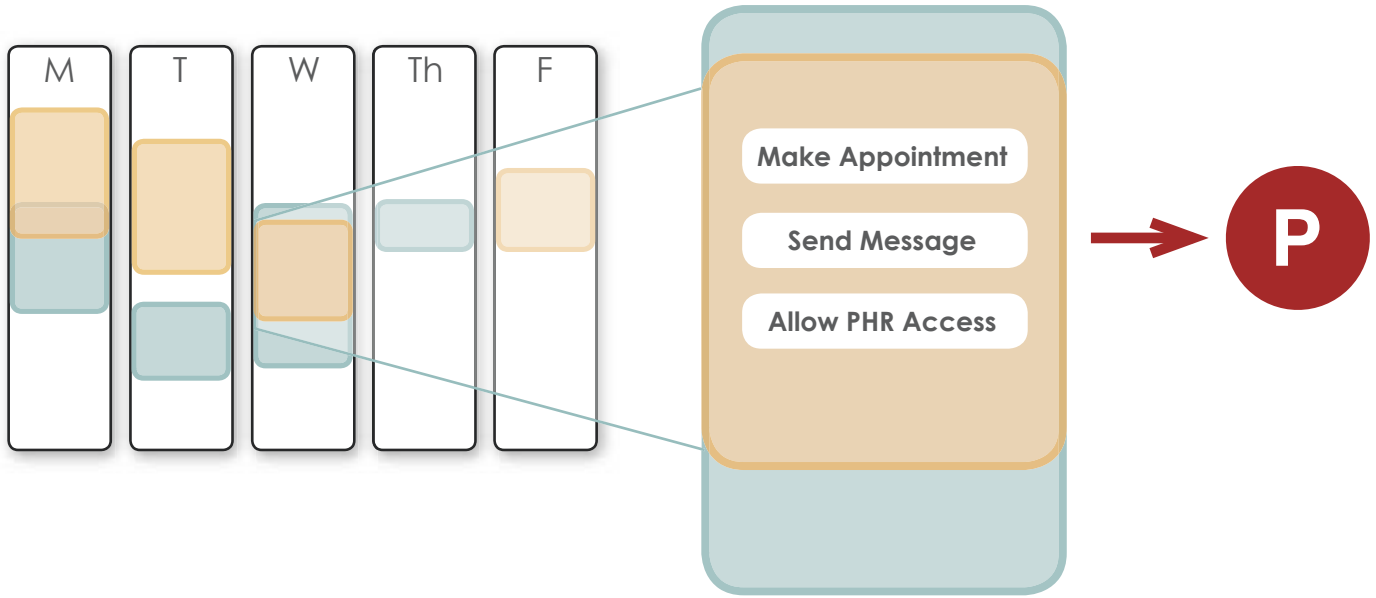

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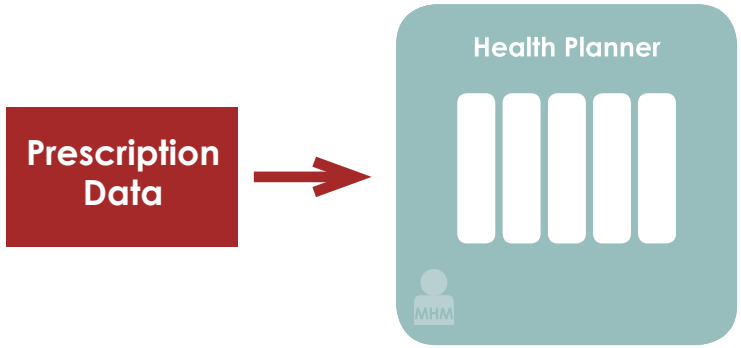

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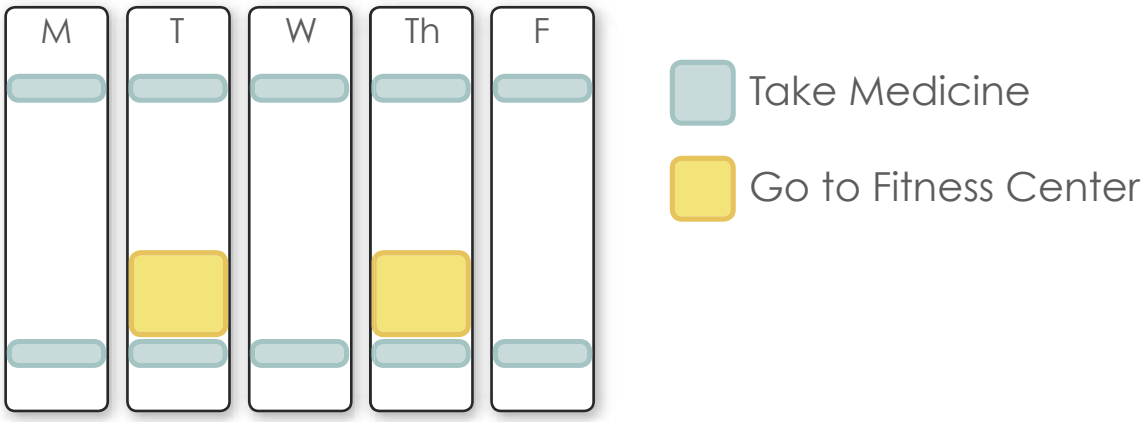

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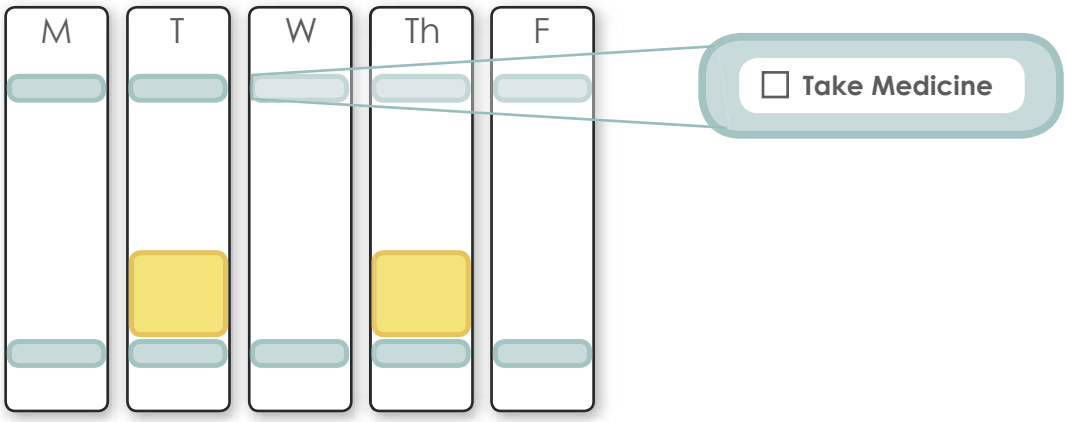

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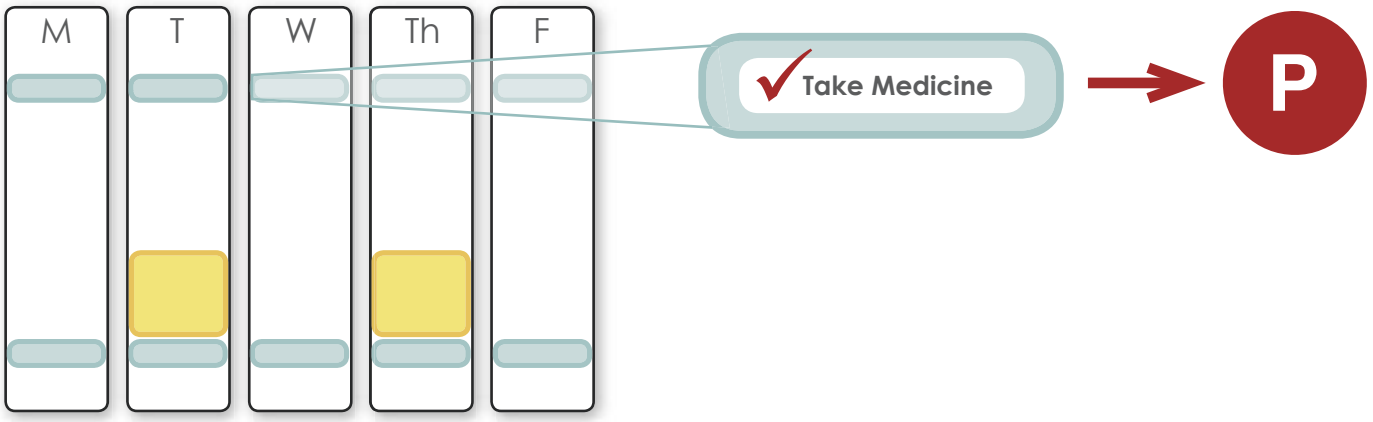

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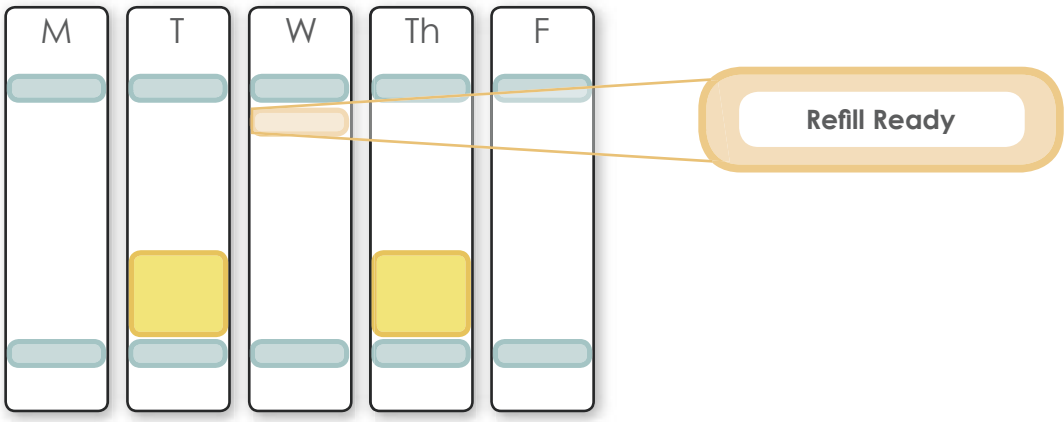

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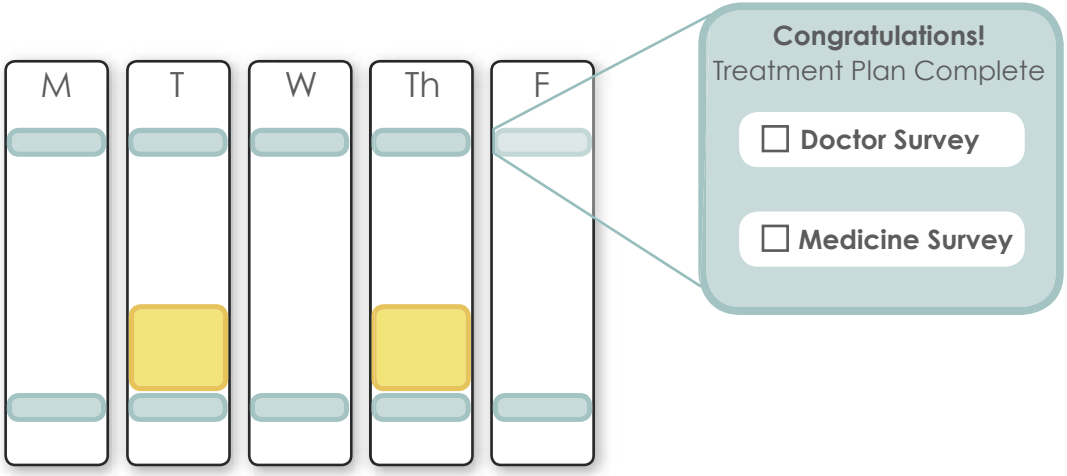

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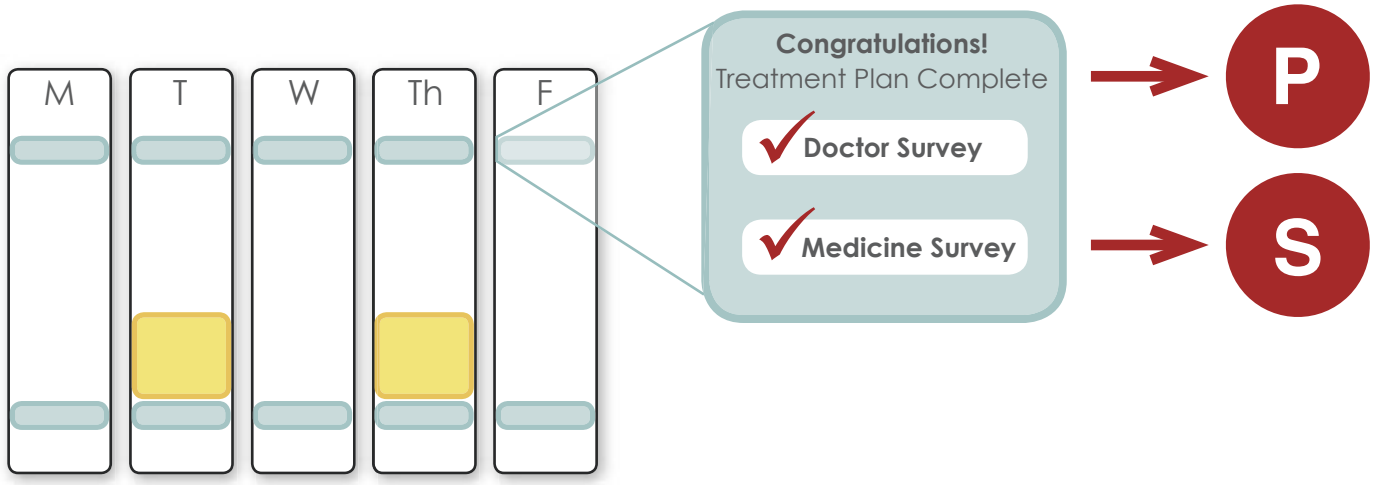

My Health Rewards

Incentive Program

FEATURES

Incentivizes employees to share their personal health data and adhere to health programs

Allows employee network to participate in rewards program

Collects and stores employee health rewards points

Calculates points based on employee participation

Converts points into HSA money for future health care spending

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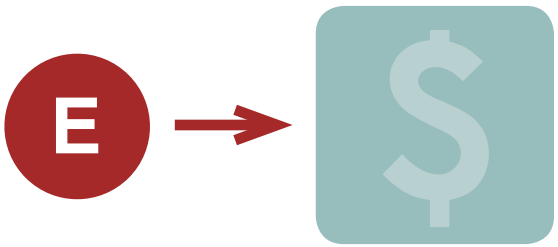

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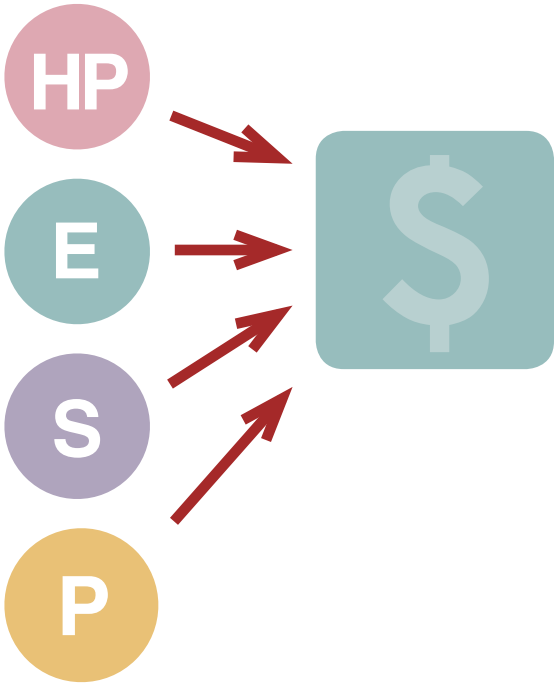

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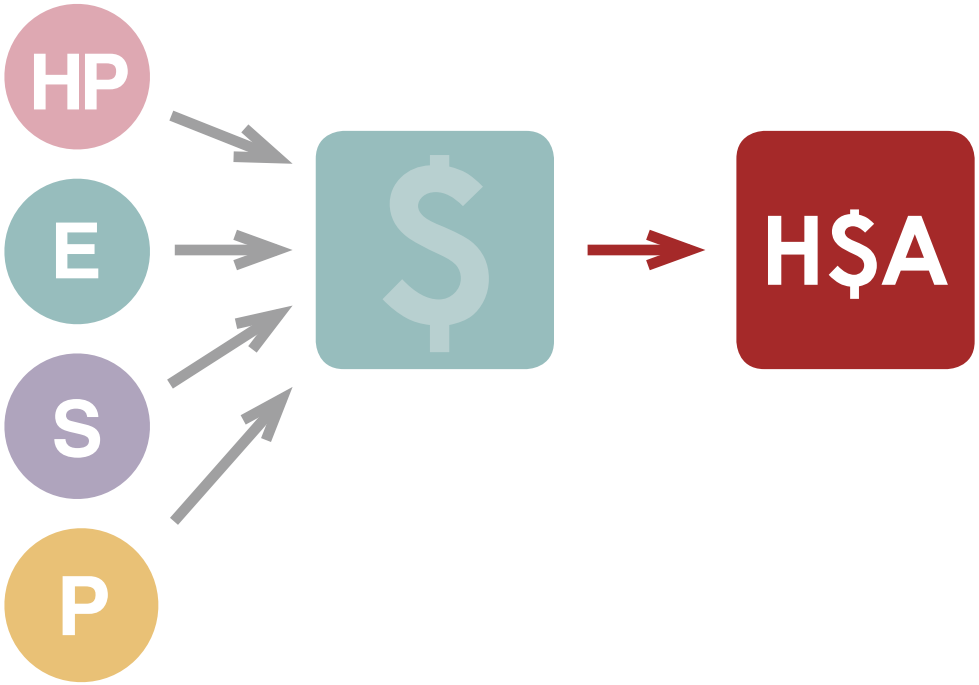

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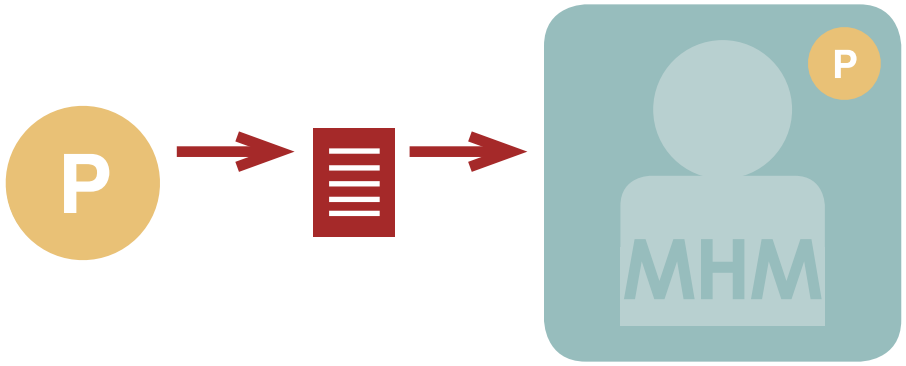

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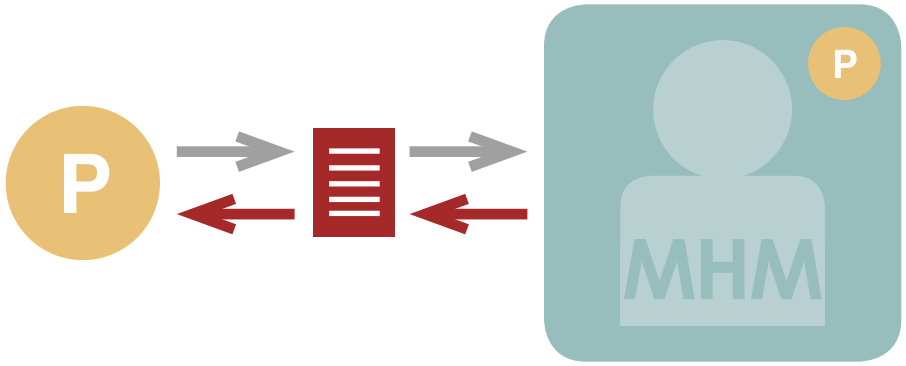

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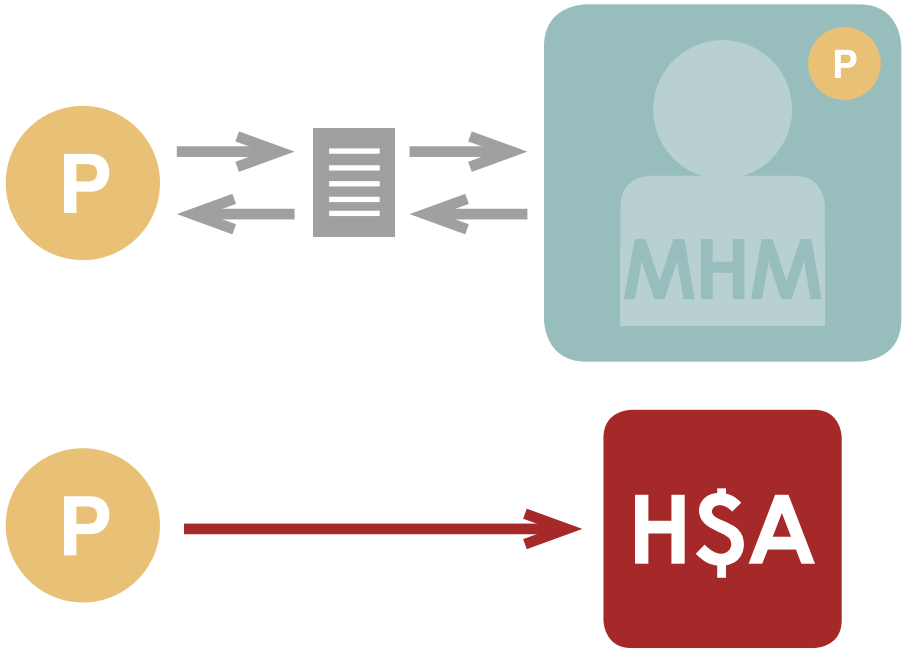

AllCare Card

Multipurpose Health Card

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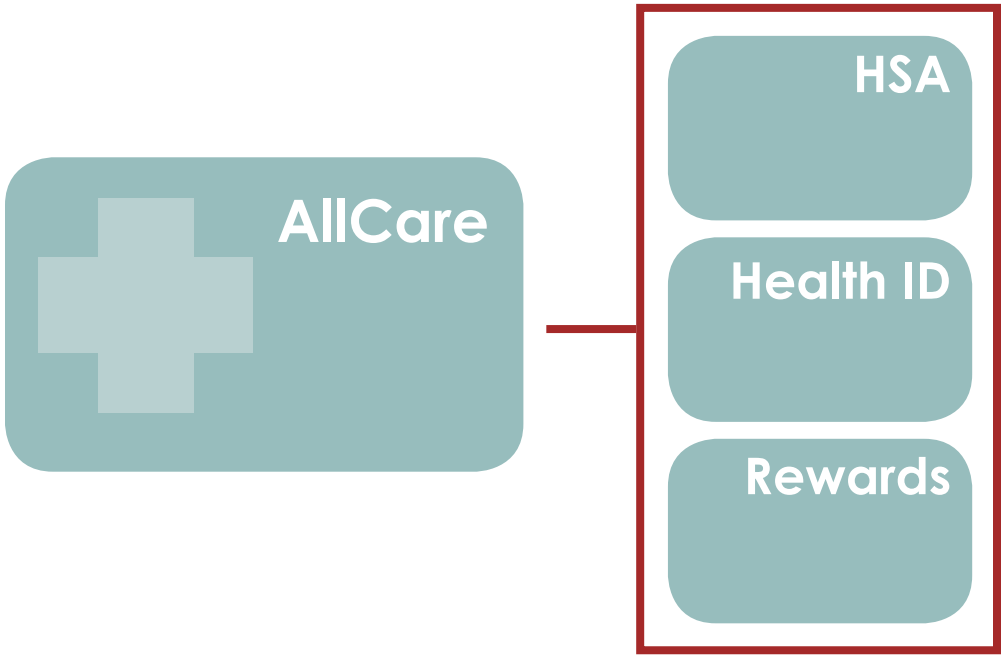

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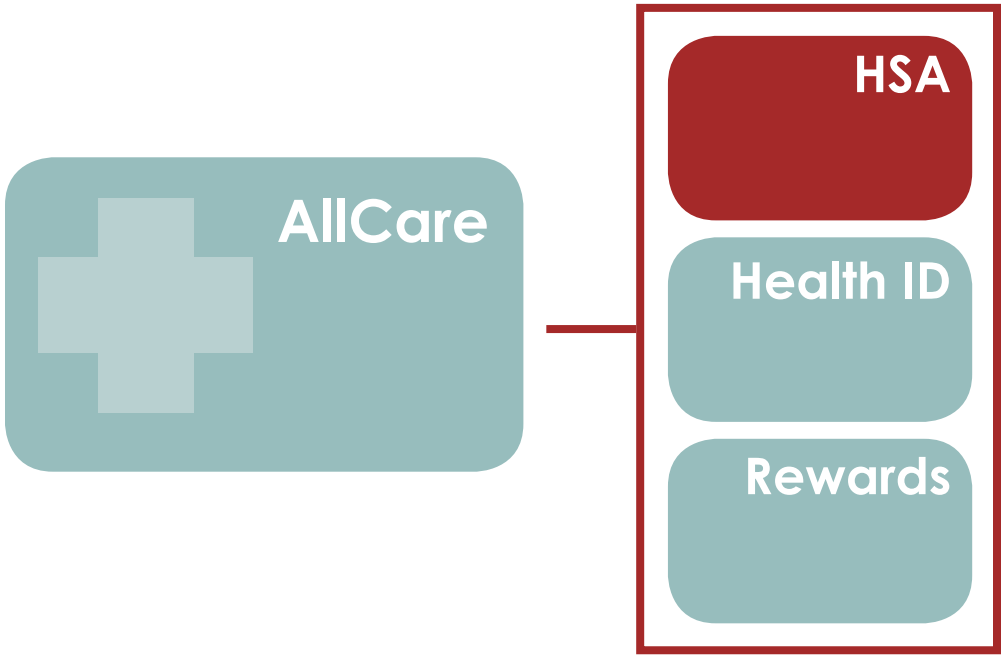

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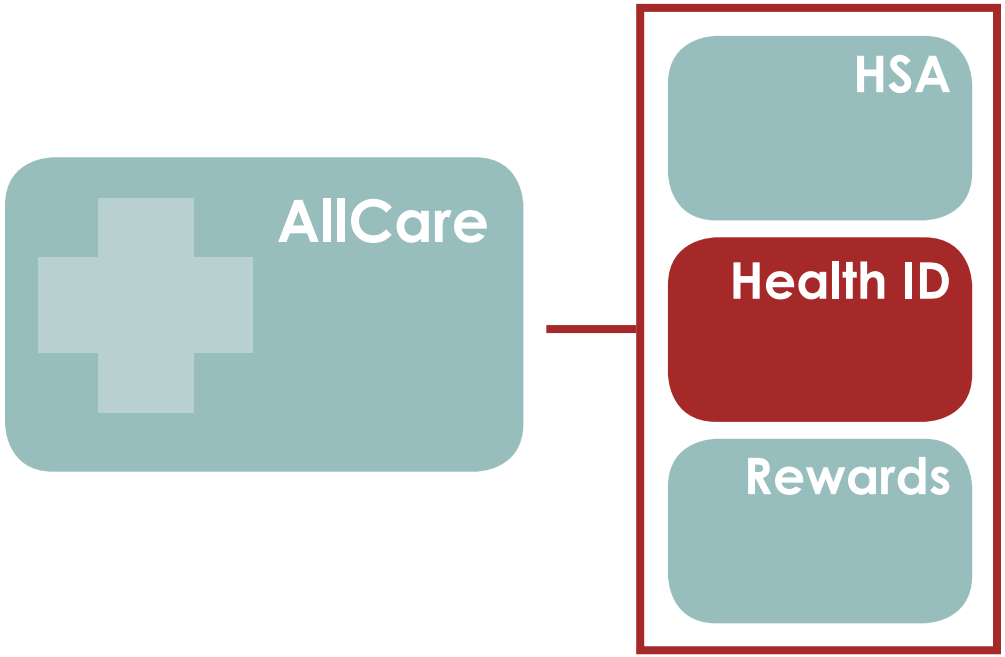

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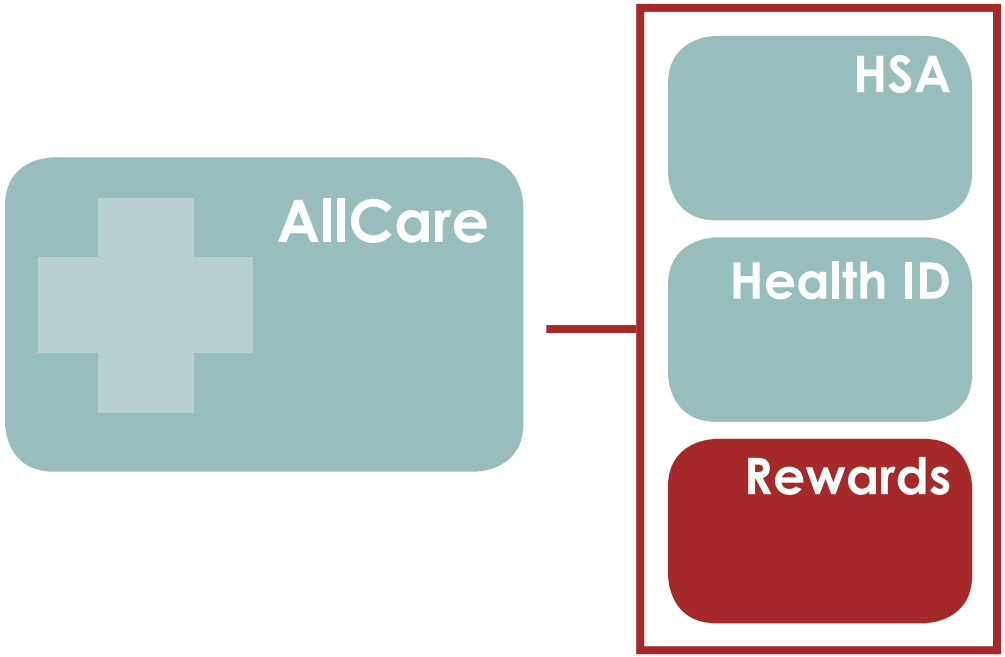

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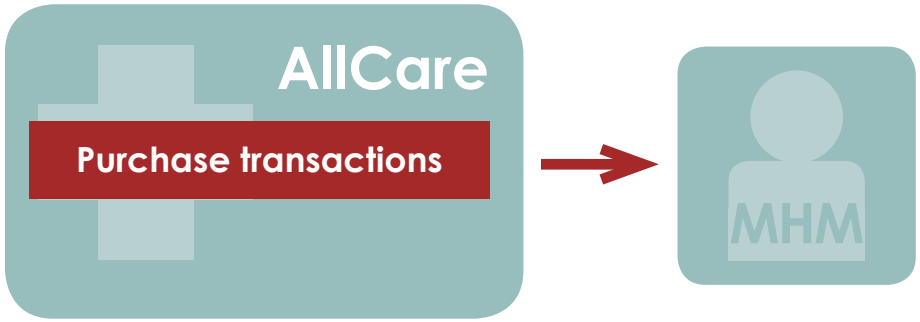

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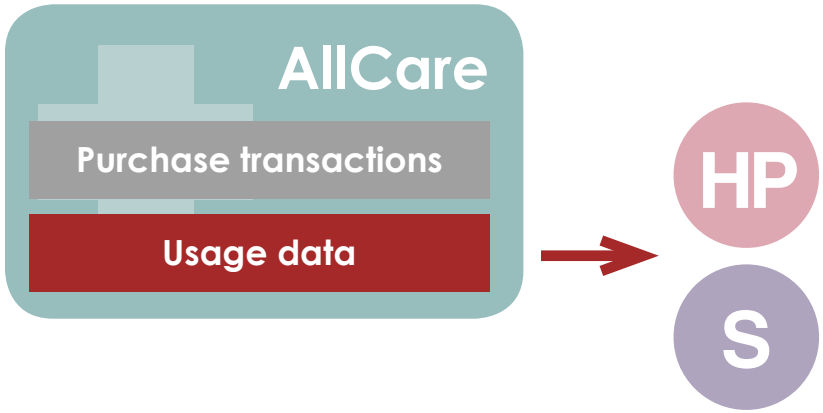

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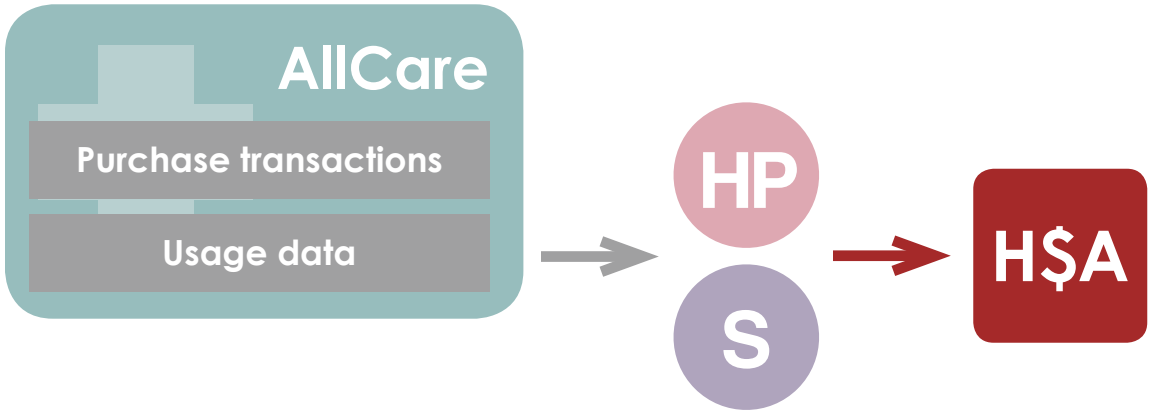
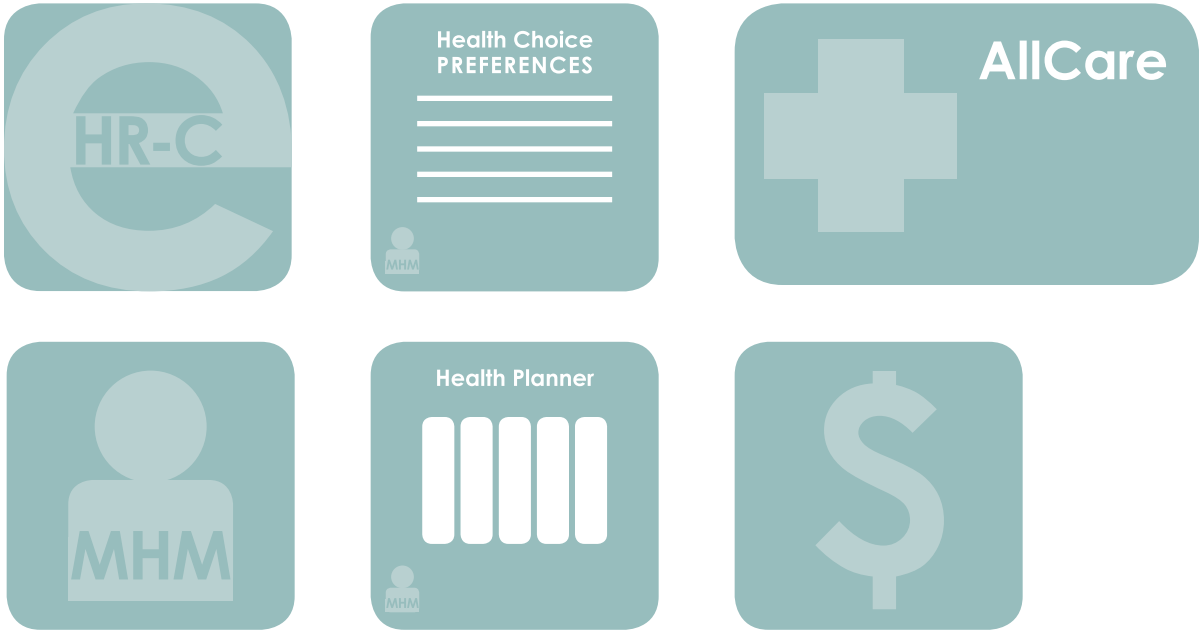


Conclusion


HR-C
Health Choice
PREFERENCES
MHM
AllCare
MHM
Health Planner
MHM

Q & A

FEI GAO, MARGARET JUNG, RIMA KUPRYS, AMBER LINDHOLM

HR Central

My Health Manager

Health Choice Maker

Health Planner

My Health Rewards

AllCare Card

BETTY

AGE 63

DIABETIC

RETIRED

LOVES TO COOK

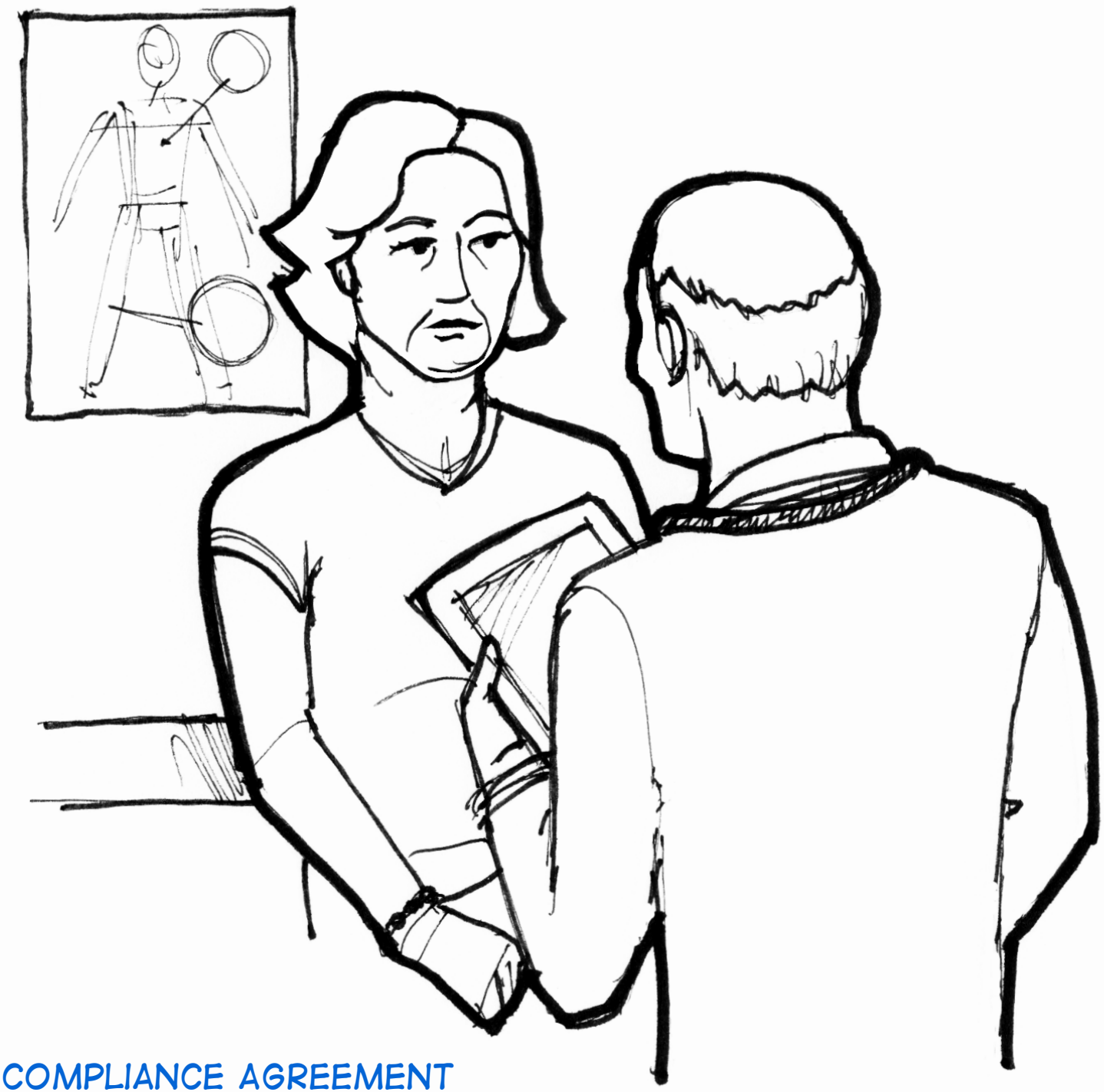
DAVID

AGE 34

PRONE TO DIABETES

OFFICE MANAGER

LOVES GADGETS



PATIENT COMPLIANCE AGREEMENT

PROVIDER PERFORMANCE FEEDBACK

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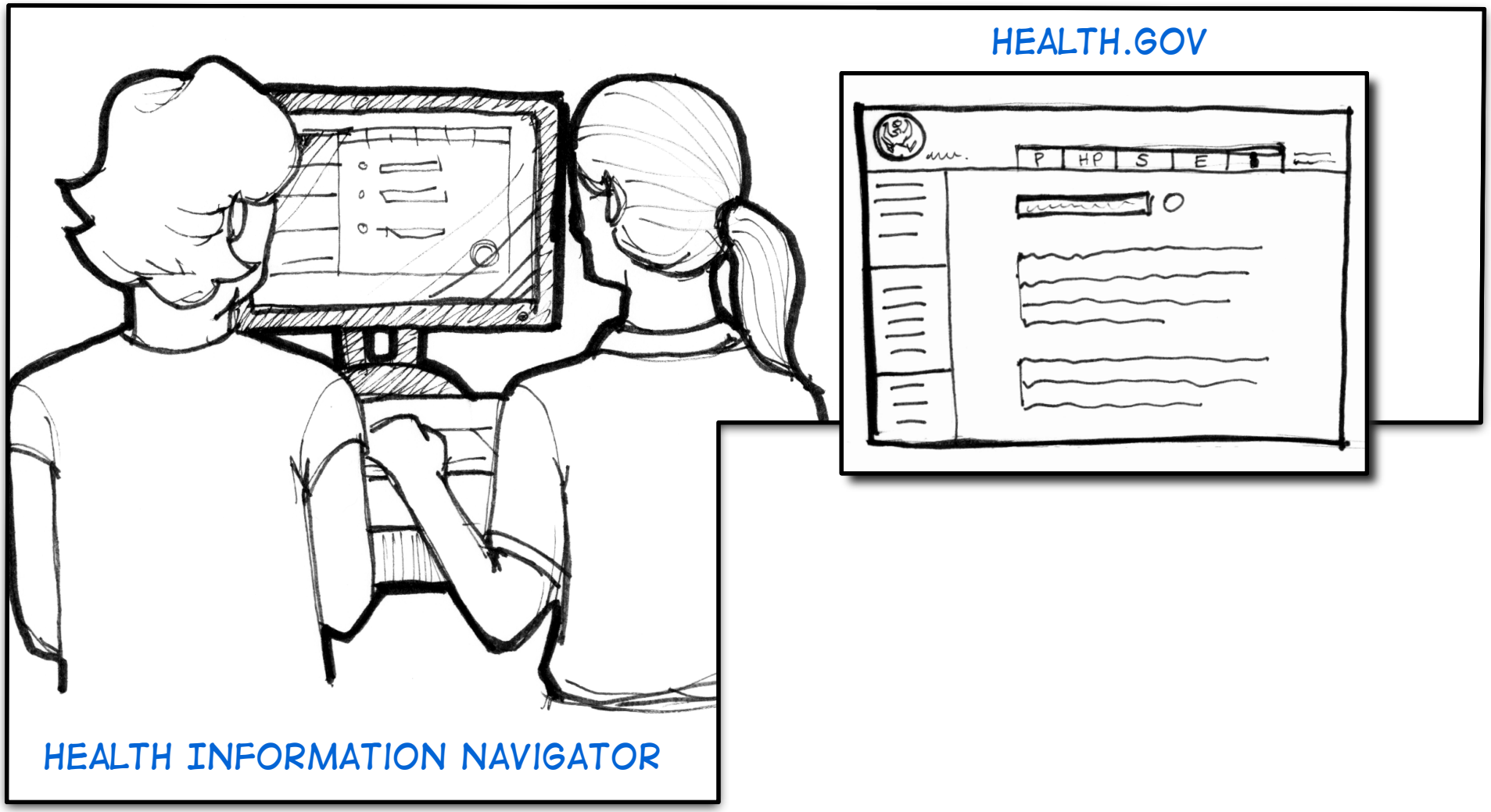
HEALTH CARE INFORMATION INITIATIVE


HEALTH.GOV
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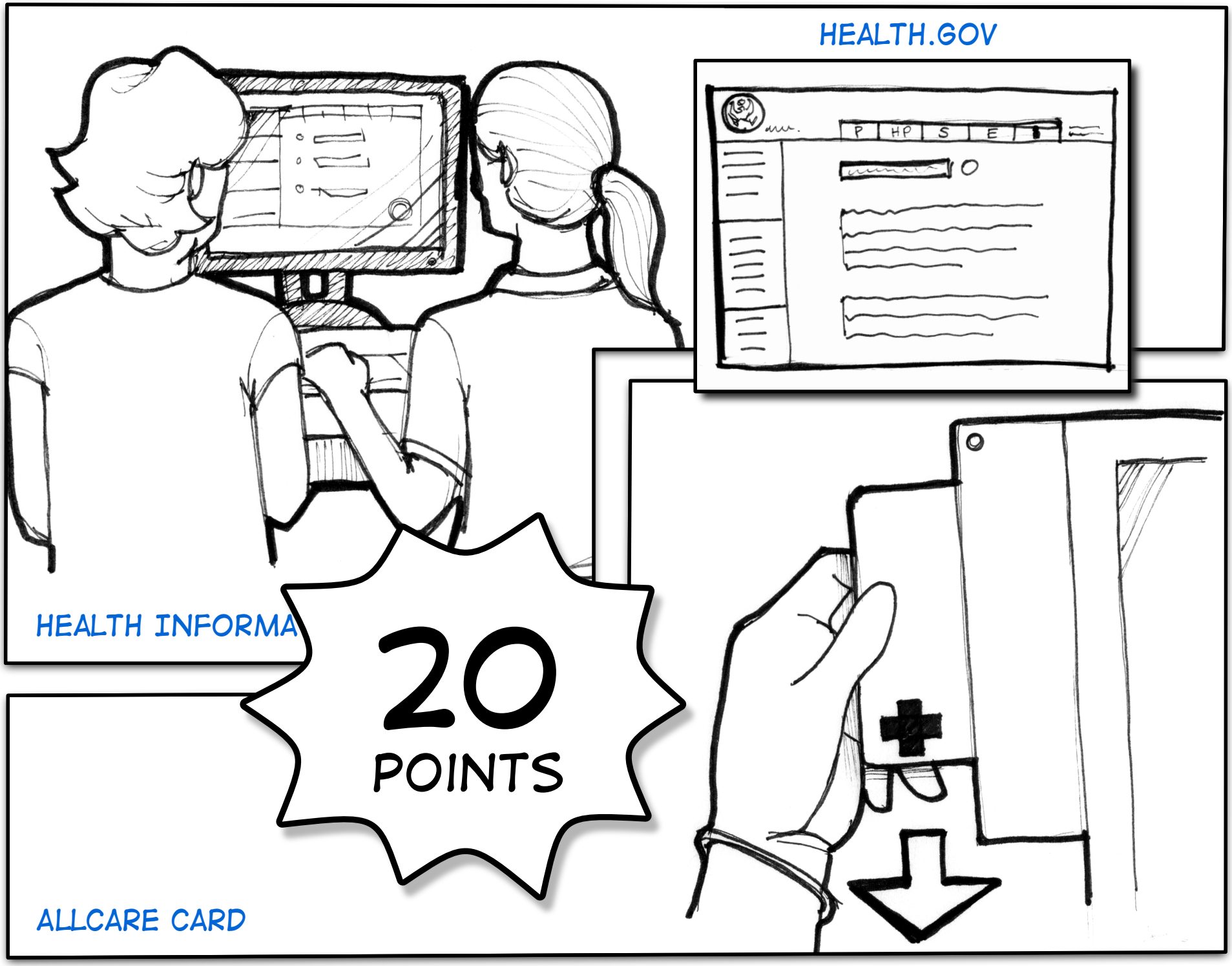
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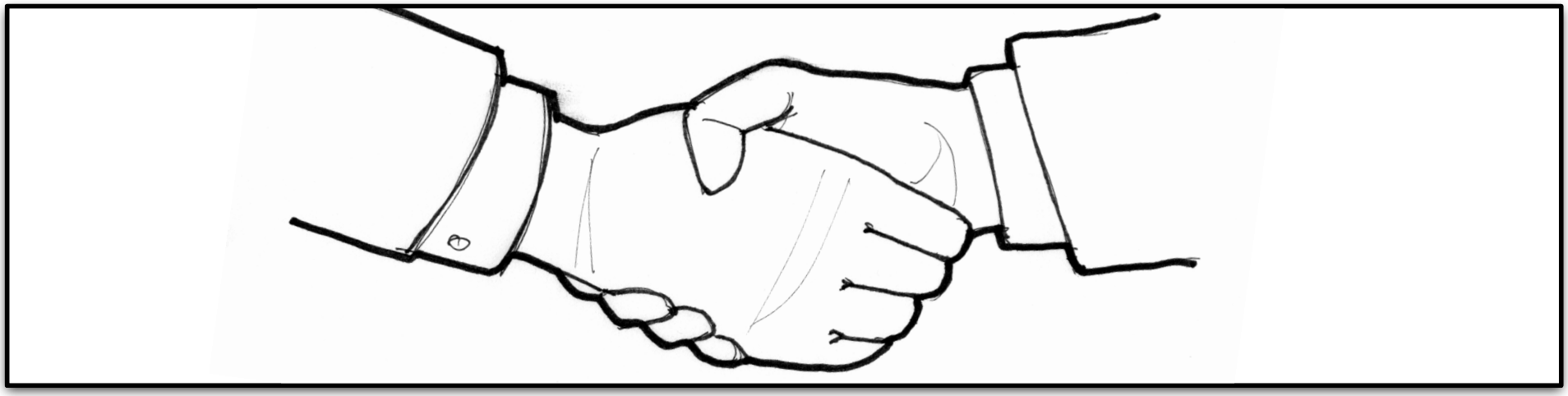
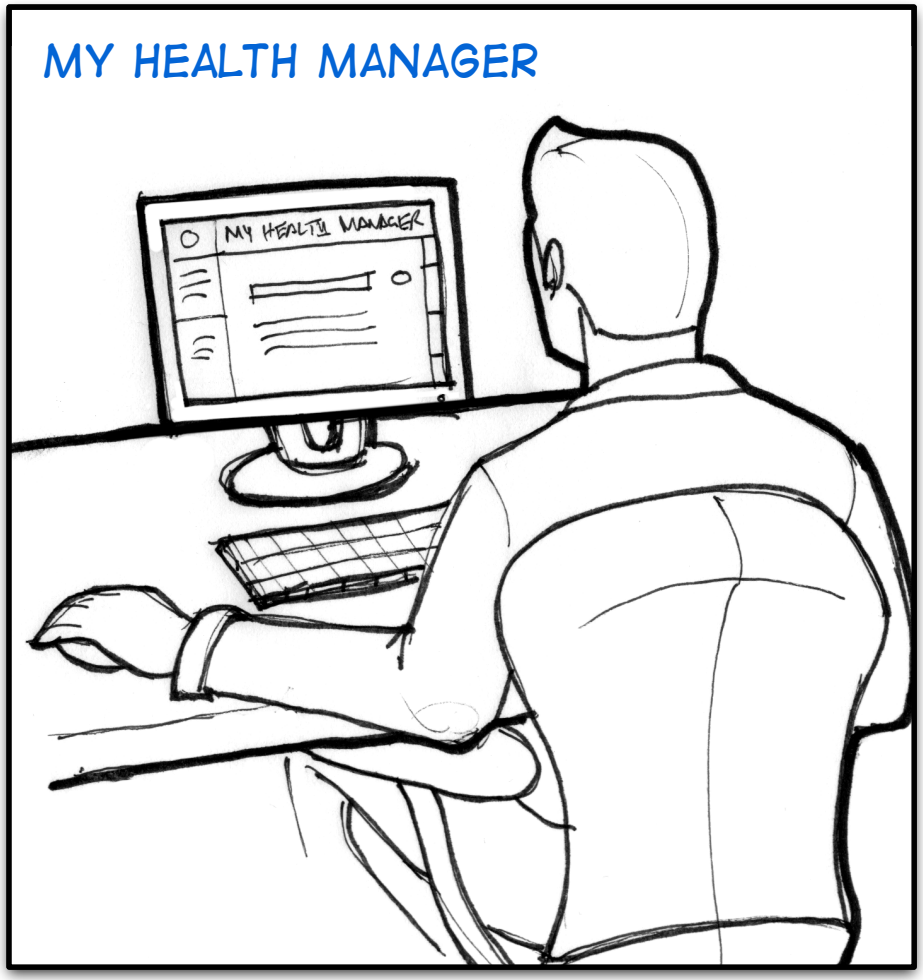
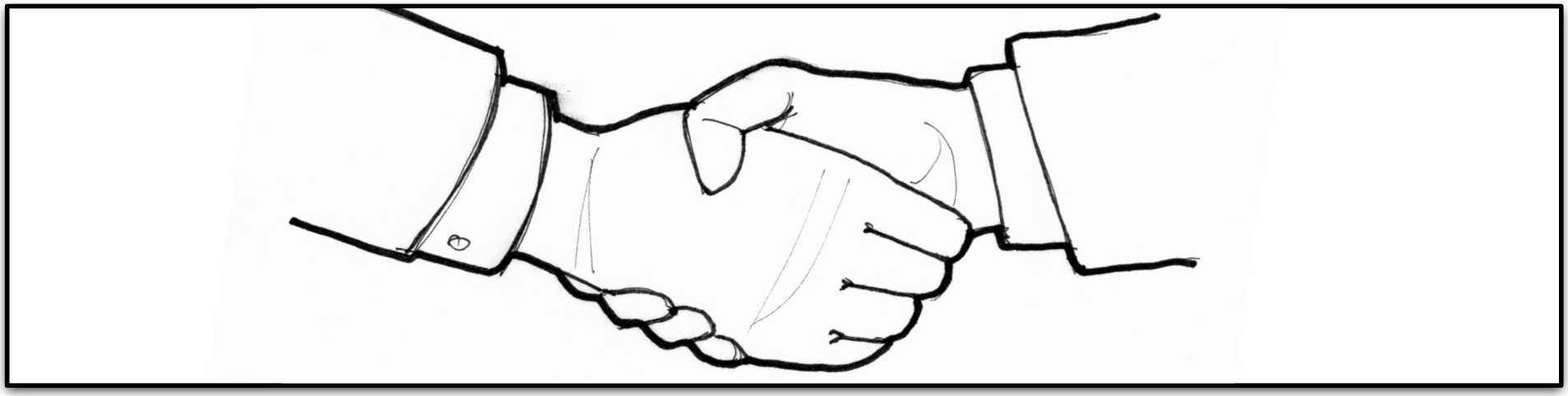


MY HEALTH MANAGER





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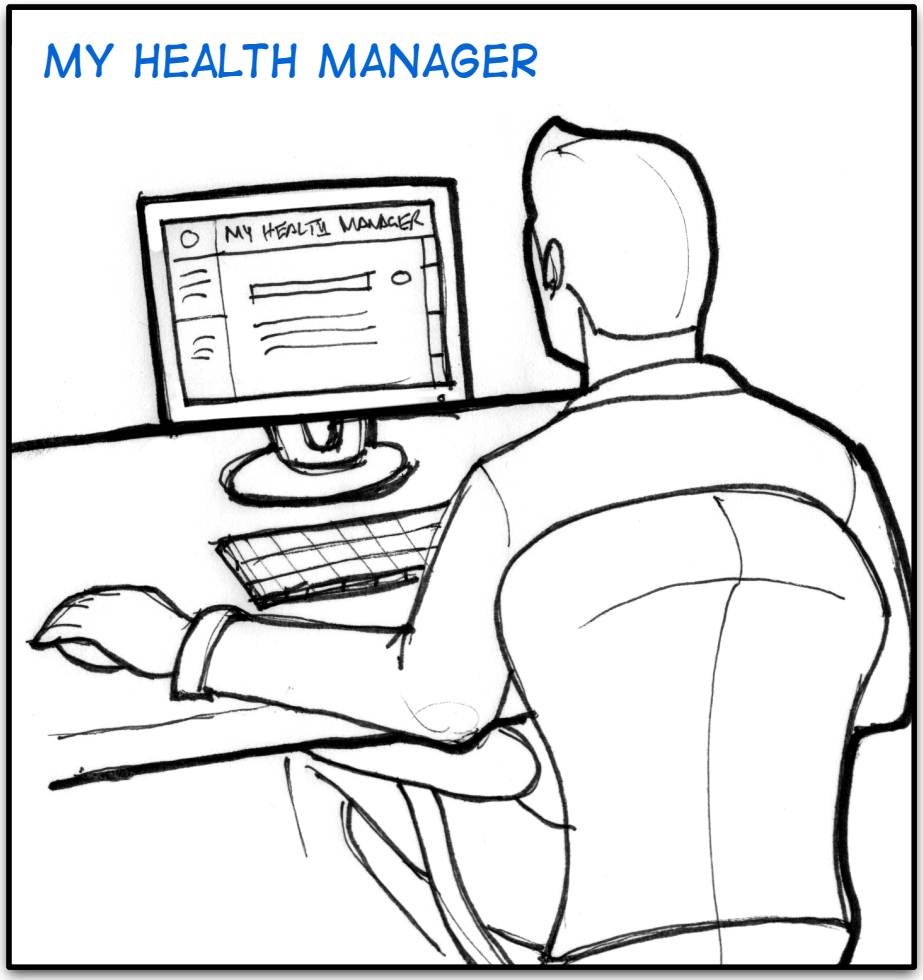
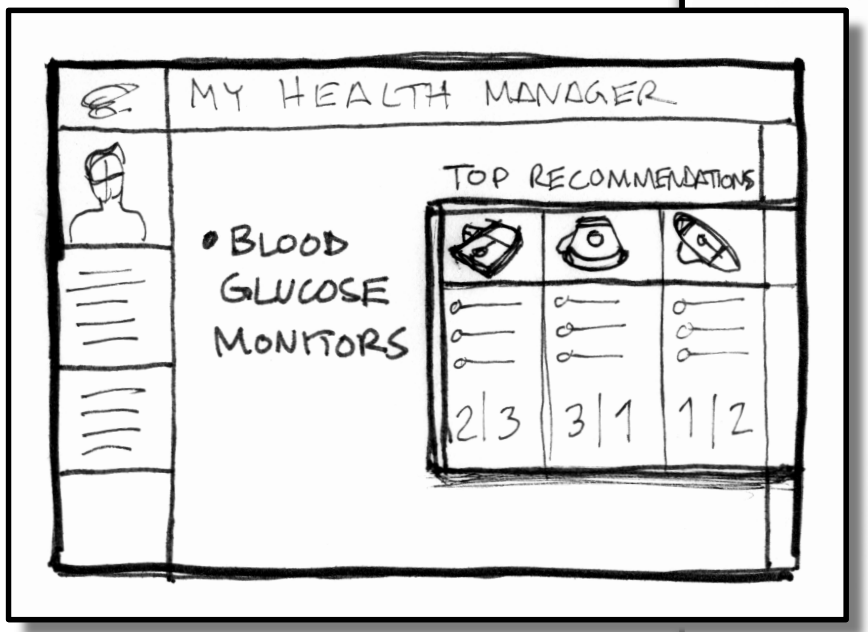


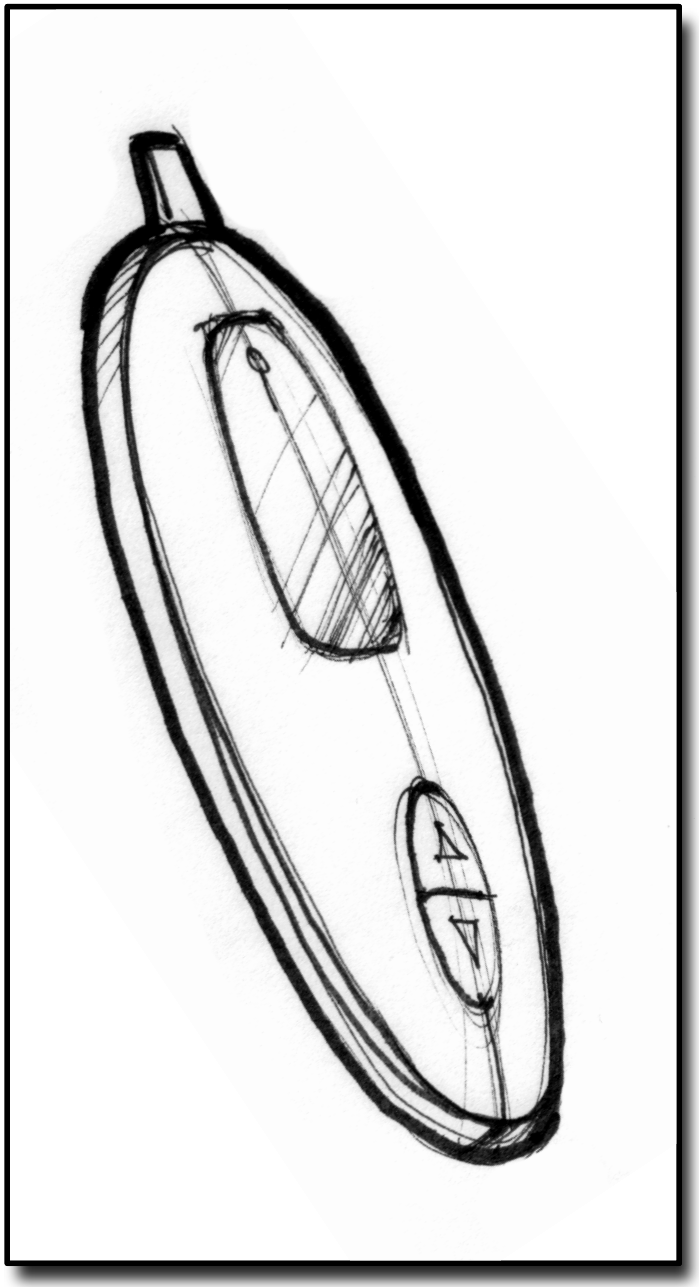
CALL YOUR PERSONAL HEALTH ADVISOR!

PERSONAL
HEALTH
ADVISOR



CONTEXTUAL RECOMMENDATION ENGINE

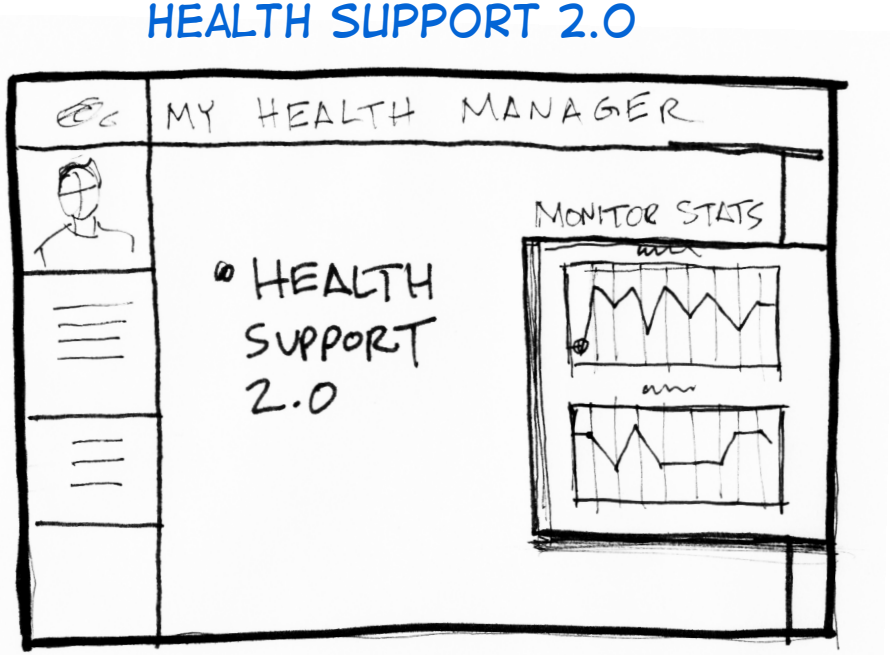
PERSONAL HEALTH ADVISOR

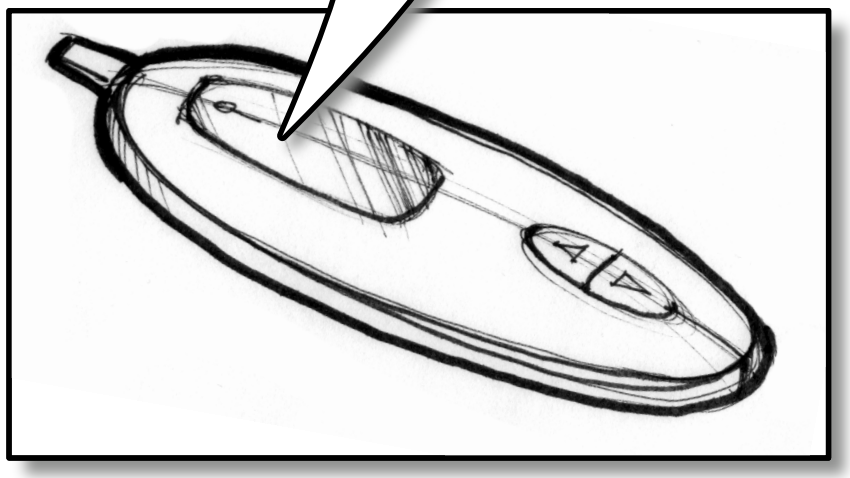


OFFICIAL SUPPLIERS ORGANIZATION

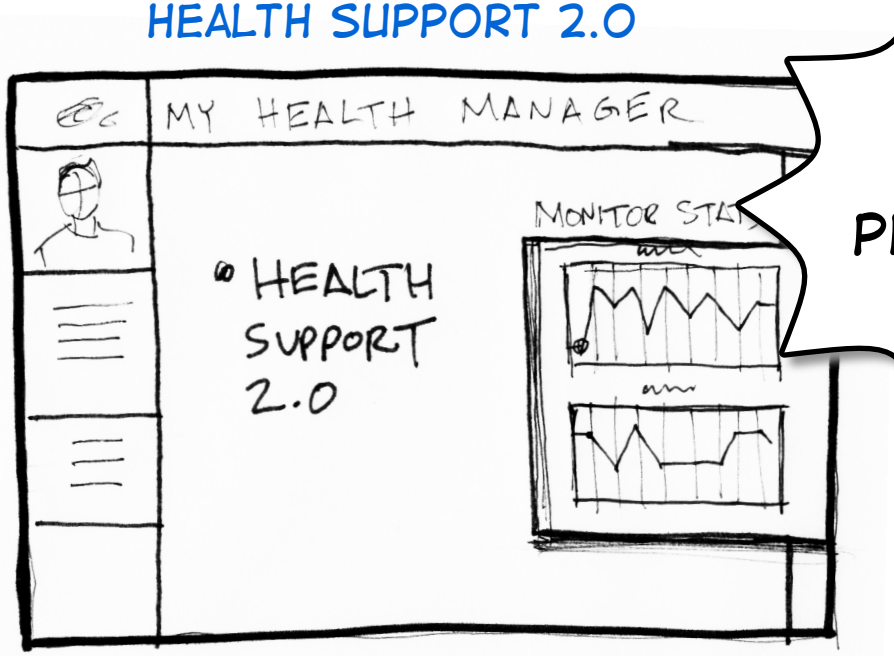
HEALTH RETAIL OUTLET

HEALTH SUPPORT 2.0

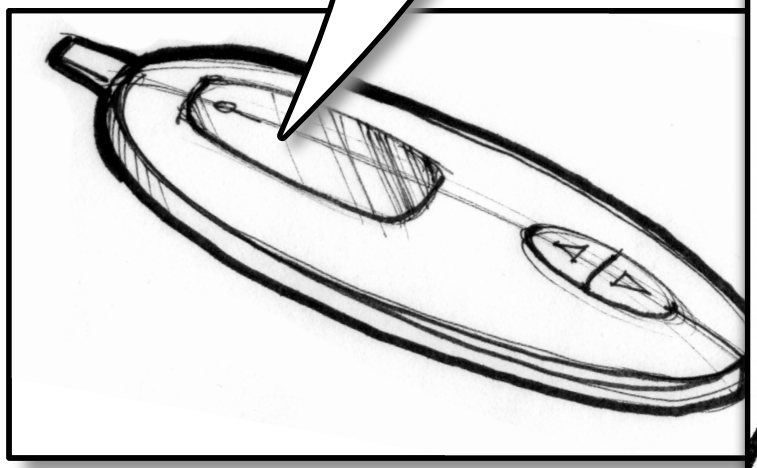


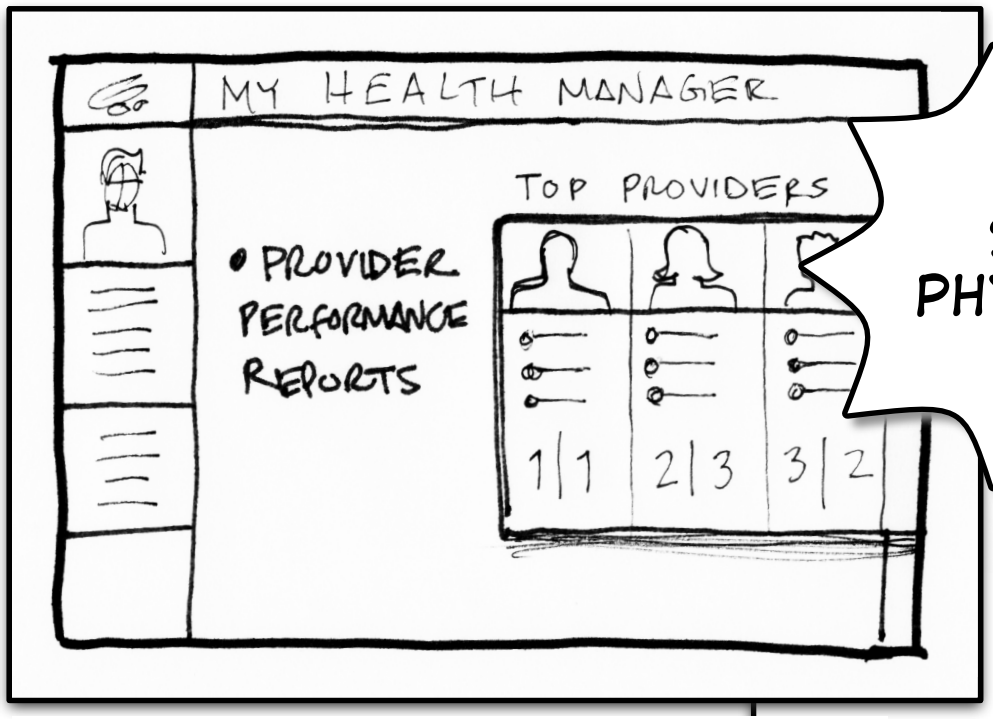


HEALTH SUPPORT 2.0

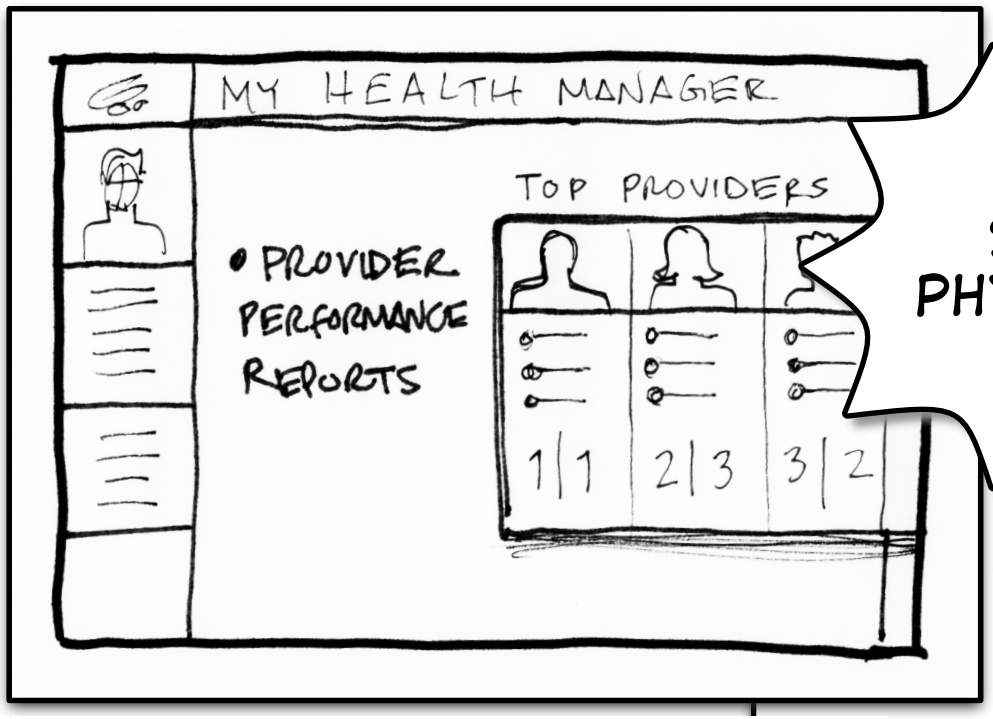


SEE A PHYSICIAN!





PROVIDER PERFORMANCE REPORTS



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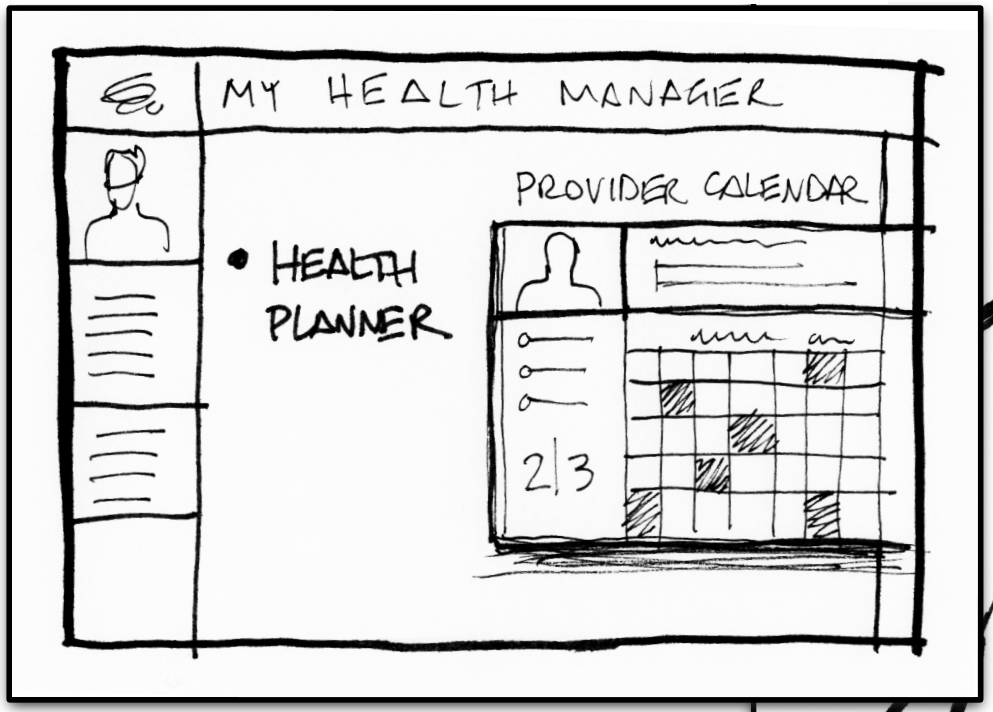
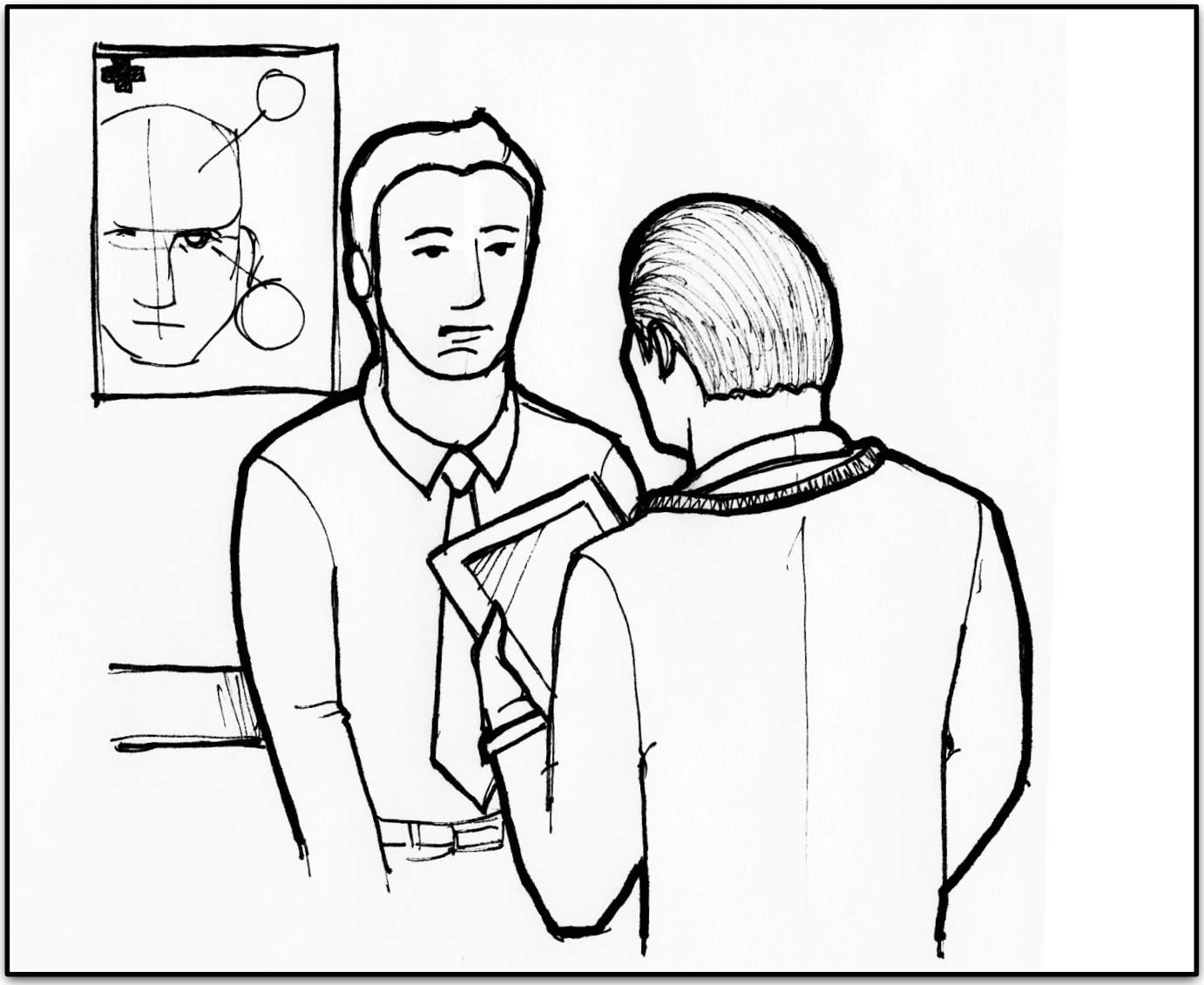
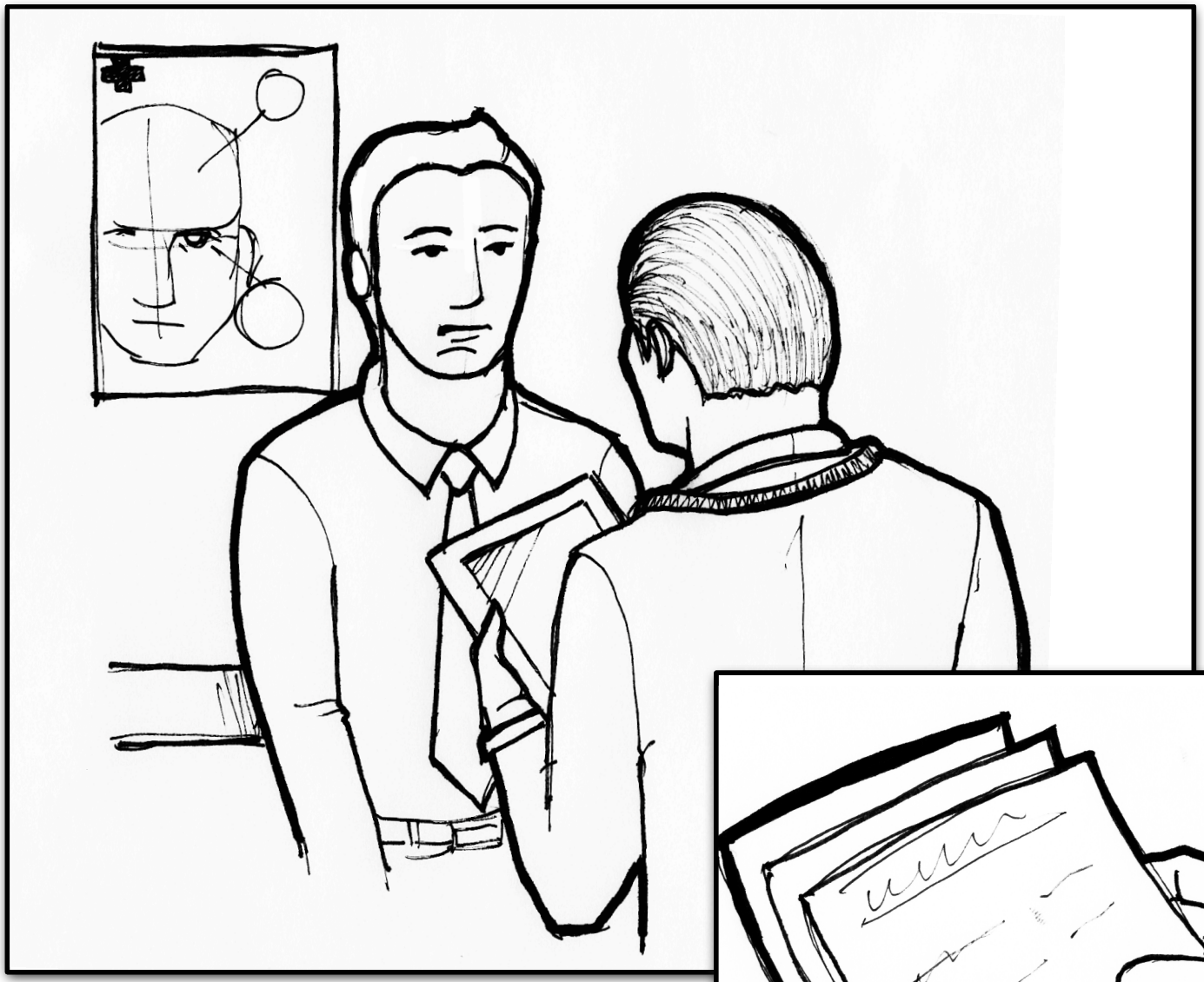


HEALTH PLANNER

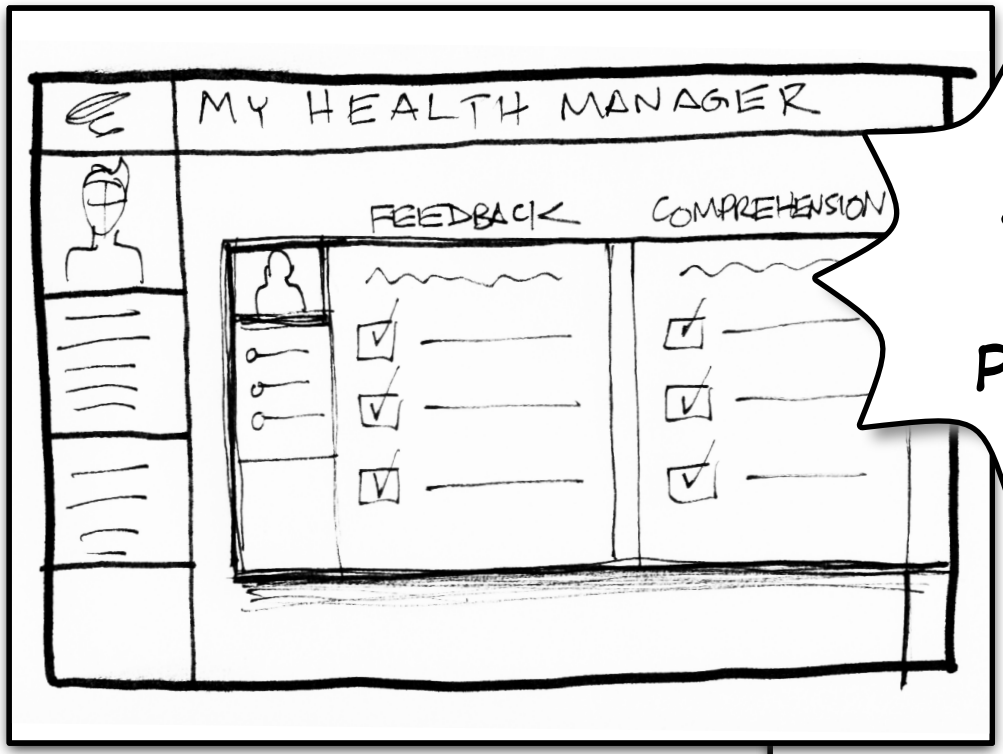




TREATMENT PLAN

ITEMIZED BILL

RIGHTS/RESPONSIBILITIES



10 POINTS

PROVIDER FEEDBACK

PATIENT COMPREHENSION

Thank You

SPECIAL THANKS

Robert C. Pew Chairman of the Board, Steelcase Inc.
Chairman, Board of Overseers, IIT Institute of Design

Charles L. Owen Distinguished Professor Emeritus

John Pipino Adjunct Professor

Ryan Armbruster, Maggie Breslin, Theresa Burkhart,
Tom Foth, Gen Kruse, Barbara Loeb MD, Betsy McKay,
Mary McNulty, Denese M. Neu, Beverly Perrett, Jane Rollinson,
Sandy Smith MD, Umberto Tachinardi, Richard Tyson

For more details, visit: www.id.iit.edu, click on “what we do” then “projects”

Q & A

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