



SHARED
PATIENT EXPERIENCE

INTERNATIONAL COLLOQUIUM

The patient experience, a global response to a society in search of high touch

SPX 2020 | KEY MESSAGES WEBINAR III

DESIGN OF INFRASTRUCTURES AND TEAMS TAKING INTO ACCOUNT THE PATIENT EXPERIENCE

PRESENTATION

The 2020 edition of the international conference organised by Shared Patient Experience (SPX) "The patient experience, a global response to a society in search of high touch" addressed the main components to promote the patient experience and guide institutions and professionals towards cultural change.

This document presents the key messages and the opinions of the experts who participated in the webinar.

Shared Patient Experience (SPX) is a non-profit organisation that works on the patient experience in order to improve it and share it with professionals. SPX wants to promote any initiative that aims to improve the Patient eXperience.

The third webinar addressed "Design of infrastructure and teams taking into account the patient experience". It was sponsored by Clinique Saint Jean, in Brussels, Belgium.

The speakers for this session are presented in the next page. Mrs. Vic De Corte, CEO of Clinique Saint Jean moderated the session.

Cover image: Rai Pinto Studio/ Pol Viladoms



MR. FLORIAN BOULANGER

Florian Boulanger works to humanize highly specialized and advanced medical technologies in the Philips Experience Design department. When designing future MRI machines, Florian & his team integrate the user needs (patients & clinicians) discovered during numerous research projects in hospitals around the world. By focusing on user needs, they ensure that technological advances are effectively used in the healthcare system and have a greater impact.



MR. RAIMOND PINTO ESTRADA

Rai Pinto Studio specializes in transforming conceptual ideas into relatable spaces, developing unique solutions to fit each project's needs and context. His studio works on interior and environmental design projects with a focus on healthcare. His work has been published by several media publications and recognized with awards such as Art Directors Club (New York), D&AD (London) or ADC*E (Europe).



MR. DANI RUBIO ARAUNA

Founder of Arauna Studio. His work focuses on environmental graphics, identity and editorial design, mostly in the field of culture and public services. He has specialised in environmental graphics and signage applied to healthcare architecture. He has worked for clients such as Ferran Adrià, El Celler de Can Roca, CCCB, Damm Beer, Government of Catalonia or Sant Joan de Déu Hospital.



MR. CHRISTOPHE ROSSO

Christophe Rosso has more than 10 years of experience in hospital information systems. He joins Exolis as a partner to bring healthcare professionals and patients the best technological advances. He brings his understanding of healthcare professions, hospital organizations and patient expectations, coupled with technical expertise in data development and management.

1. Introduction

Both health care facilities and medical equipment can have an important impact on the patient experience, even if it is still complex to assess and quantify. The financial stress that characterizes healthcare institutions and, thus the scarcity of resources available rarely are employed for building or renovation of healthcare institutions. Such context often forces designers to adapt infrastructure as precisely as possible to health needs, which prevails over the patient experience. In terms of medical equipment, it is also common to consider the technical proficiency over user-tested design. How can we learn from the patient experience to improve and guide the transformation of healthcare facilities? How can architecture and design help improve the patient experience? How can the patient experience drive product design?

2. Types of design involved in healthcare

2.1. Medical design

The patient experience is important since a satisfactory patient experience can have a holistic positive impact. For instance, if a patient is calm during an MRI scan, where emotion is an important component, the examination will require less scans, will be more successful and

the final diagnosis will be more accurate. The patient experience is conceived as **the total sum of interactions a patient has during his or her care journey, which is directly connected to the culture and vision of the hospital or care institution.** In 2017, Philips design did a survey to analyse the unmet needs of patients and found that:

- **Comfort and communication were the two biggest unmet needs of patients** regarding medical technology, and in particular MRI machines. Pointing at the necessity to conceive and consider the entire care path: exam preparation, exam execution, diagnosis and follow-up in reporting.

Patient and staff' experiences can be sought and gathered through different means¹:

- **Radical empathy:** designers by seeking to be in the user's and staff's shoes can improve their understanding, and find more appropriate design solutions.
- **Holistic care:** by studying care journeys and experience flows of MRI scans, designers were able to pinpoint stress built up before contact with its products. This approach prompted the creation of an app for children to prepare them for their MRI exam.
- **Humanizing technology:** this principle recognizes the importance of prototyping to comprehend how to adapt technology

¹ Based on the work of Phillips Design

to the human experience, instead of the other way around, through interactive user testing.

In the sector of medical technology, Philips Design has devised the following solutions:

- **In-bore connect and an immersive visual experience have been designed to guide patients during the exam execution** leading to 70% reduction in rescans, 22% increase in NPS and 80% reduction in patients needing sedation.
- **Vital screen and smart touch** on all systems to help staff to get all the information they need, so they can focus on the patient.
- **Breeze flow** consists of a flexible lightweight digital coil system to support fast patient setup.
- **Comfortable mattress**, using memory foam to allow patients to lay still for longer time, making the MRI exam more successful.

Design fuelled by patient experience led to **a higher importance given to the ambience experience** of MRI products. By having a stimulating and calming environment, patients remained calmer, experienced less stress and claustrophobia, overall leading to better MRI results.

2.2. Environmental Design

Environmental design is a multidisciplinary approach that can be applied for healthcare projects **as a tool at the service of users**, beyond medical practice, diagnosis and treatment, which considers holistically their experience within the hospital grounds to improve healthcare facilities.

Environmental design involves the following pillars:

1. Redefining how the hospital looks like seeking a more humanized architecture. It is important to break negative stereotypes involving hospitals, and redefining social conventions.

2. Connecting with users. There is a large diversity of users in healthcare institutions – patients, staff, families, etc. – and design strategies should aspire to make spaces comfortable for all users. For instance, the interior of Sant Joan de Déu's children hospital is designed for children of all ages, staff and families, without being childish. Similarly, Altaya's hospital in Manresa was designed using visual poetry connected to the region's environmental richness in order to adapt to the variety of users' sensitivities.

3. Design products. Environmental design can span from designing small parts to a whole system. Such practice involves designing pieces with a common thread founded on the hospital's values and creating a visual language to give a

comprehensive experience. Environmental design can expand to define the identity of the whole hospital, giving users a chance to use their imagination and interpret and interact with its environment.

Obstacles to the implementation of environmental design in hospitals and care facilities involve:

- **Hygiene protocols:** environmental design can adapt and integrate to hygiene protocols of hospitals. Depending on the care provided, these restrictions will be more or less strict, and design solutions will be different.

- **Quantifying the patient's experience:** Environmental design to be successful necessitates strategies, tools and data on the diversity of user experience in a hospital, thus a patient experience department is highly necessary to gather such information.

2.3. Technological Design

Care should be considered a composite journey, it can involve meeting a lot of professionals and the provision of a lot of information, which not necessary will be coherent or easy to comprehend. Technological design and digital experience can improve the patient's experience of the care journey:

- Keeping track of professionals involved in a care journey and data regarding each patient.

- Provide timely and coherent information to the patient.
- Closing the gap that exists between administrative and the medical teams and promoting better coordination amongst teams.

Some examples of technological design are:

1. Patient portals

Allow for the centralization of information. Such a tool can result in less stressful situations for the patient during their care journey, as well as less time spent gathering information from the patient.

2. Digital companions

Provide the patient the possibility of engaging in their care journey through digital experience, transforming their care process. For instance, in oncology, where care journeys are months-long, involving a large variety of professionals, a digital companion can facilitate the flow of information and improve communication between patients and professionals.

3. Measuring tools

The patient experience can be measured and integrated into a larger operational system through satisfaction forms, measure waiting times, etc. Such data can help drive innovation at all levels from organizational structures to medical procedures.

3. The patient experience and design thinking

- It is important to consider **the long term perspective** when considering the cost of integrating the patient experience in design. What may seem as a costly solution may eventually bring down the costs since it provides more successful results or less timely procedures.
- In order to advance the patient experience, both medical and administrative staff should be **empowered and well equipped** to be able to care for the experience of patients during their care journeys.
- **Balancing clinical needs and patient needs** is necessary when designing products.
- **Patient experience departments** are necessary to gather information, and work together with designers to improve the environmental design of hospitals.
- Patient advisory boards will not succeed, a broader perspective can be reached through **focus-groups** for contextual steps of care journeys. A design process that takes into account the patient experience throughout will be more successful than a centralized committee.
- **Digital solutions** can gather information directly from the patient throughout different care journeys and be used to transform healthcare systems.

4. Conclusion

These are the main conclusion that were drawn from the session:

- The patient experience is conceived as **the total sum of interactions, a hospital's culture, the hospital's vision** and it is about the perception of the patients of the care that is being delivered to them.
- **Comfort and communication tend to be the two biggest unmet needs of patients** regarding medical technology pointing at the necessity to conceive and consider the entire care path when designing solutions and innovations: preparation, execution, diagnosis and follow-up reporting.
- Environmental design can provide a way of **taking care of patient's experience beyond medical practice**, considering holistically their experience within the hospital grounds.
- **Technological design and digital experience can improve the patient's experience of their care journey**, centralizing information and improving communication with professionals. Digital technology can gather data on user's experience and drive innovation.

The institutional members part of the Shared Patient Experience Club are :

- AZ Jessa, Hasselt, Belgium
- AZ Maria Middelaes, Gand - Belgium
- AZ Nikolaas, Saint-Nicolas, Belgium
- CHC Liège, Liège, Belgium
- Clinique Saint Jean, Bruxelles, Belgium
- Ensemble Hospitalier de la Côte, Morges, Switzerland
- Hospital Clínic, Barcelona, Spain
- Hôpital Riviera-Chablais, Rennaz, Switzerland
- Hopitaux Robert Schumann, Luxembourg, Luxembourg
- Hospital Plató, Barcelona, Spain
- Institut de Pathologie et de Génétique (IPG) Charleroi, Belgium
- Unicancer, Paris, France
- UZ Brussel, Jette, Belgium



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