Using Innovative Design to Identify **Patients' Needs** and Address Health Disparities

Health Equity, Chronic Disease, and the Populations We Care For

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The Hour
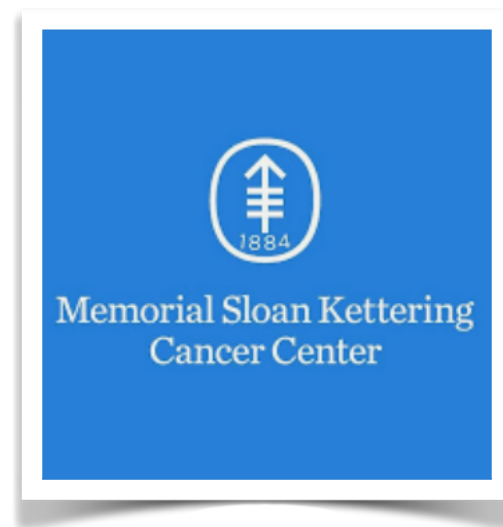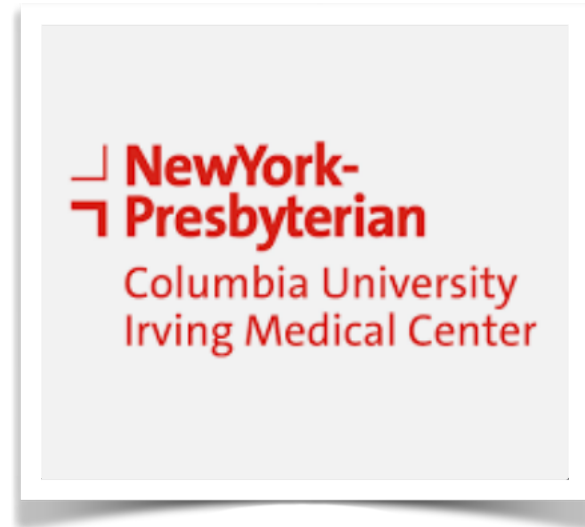
Agenda

Hello 11:30

Stuck 11:40

Unstuck 11:50

Questions 12:20

Goodbye 12:30

Experience

18 Years

Feeling Stuck

We're Stuck

CHC Challenges

Expanding telehealth visit volume

Improving staff satisfaction and retention

Reducing appointment no-shows

Patients with DM/HTN/CHF adopting lifestyle chang

Encouraging patients and staff vaccinated

Eliminating health disparities in clinical outcomes

"The people closest to the problem (pain) should be closest to the solution."

Civil Rights Slogan

"Data by itself is not actionable, so how do we find or create the right kind of data to answer our core questions and generate valuable insights?"
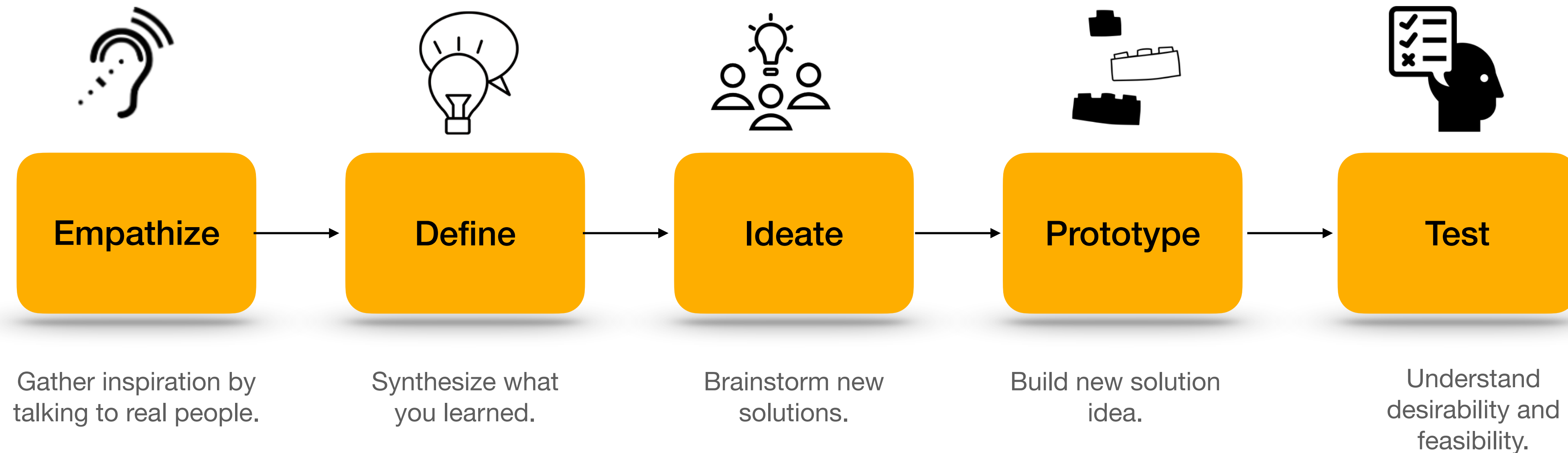
Bo Peng, IDEO

Human Centered Design (HCD)

"Design is not just what it looks like and feels like. Design is how it works."

Steve Jobs

Human Centered Design
Problem Solving with Patients

Empathize	→	Define	→	Ideate	→	Prototype	→	Test

Gather inspiration by talking to real people.

Synthesize what you learned.

Brainstorm new solutions.

Build new solution idea.

Understand desirability and feasibility.

QI + HCD
Aim is the same. Method is different. Both offers better results.

Analyze

Create

Problem

Quant + Qual Data

Solution

1. Identify a problem
to solve, for whom, and why.

2. Create a Smart Aim.

3. Understand the problem space:

3a) Collect quantitative data: metrics = the "what"

3b) Collect qualitative data: user feedback: the "why"

3c) Visualize the problem: process maps (root causes)+ empathy maps (pain points)

4. Build a solution idea.

5. Try it in the real world.

6. Study to see if the solution works: metrics + user feedback.

7. Monitor, refine, repeat.

Getting Unstuck

Humble inquiry is the fine art of drawing someone out, of asking questions to which you do not already know the answer, of building a relationship based on curiosity and interest in the other person.

Edgar Schein, Author of Humble Inquiry: The Gentle Art of Asking Instead of Telling

Art of Asking

Open Ended Questions

✅ Embrace ambiguity. Start from a place of not knowing the answer.

✅ Respect the user as an the expert in their life.

✅ Be curious about how they user sees the world.

✅ Try to discover the unobvious.

✅ Open-ended questions will produce more insights and surprises.

Let's Get Curious

Lead with Empathy

Scenario: You've been running monthly data on telehealth (TH) video visits. In efforts to identify health disparities, you looked at visit volume by race and ethnicity. You notice that the highest frequency of video visits are by White patients ages 18-45 years. Yet, you serve a large Asian immigrant population, many of whom stopped receiving care during the anti-Asian hate crime peak and the pandemic. It seems like video visits would provide better access, especially for those with chronic diseases. Why aren't Asian patients utilizing video visits?

Discussion Guide: Patients

Design Research Strategy

Research Question: Why aren't Asian patients with a chronic illness doing video visits?

How do I need to talk to?

- 5 patients identifying as Asian with a DM/HTN diagnosis

How long do I need per patient?
- 15 min

How and where do I talk to them?
- Observe a visit and ask questions after
- Ask patients in waiting room in-person

Discussion Questions:

1. Were you offered a video visit?

2. If you were offered one, did you try it?
   - Yes, why and how was the experience? What would have made it easier?
   - If not, what went into your decision?

3. If you were not offered one, would you have wanted one? If yes, can you explain why? If no, what were some of the reasons?

If your patients speak a language that you are not able to speak, leverage language concordant community supports or CHWs.
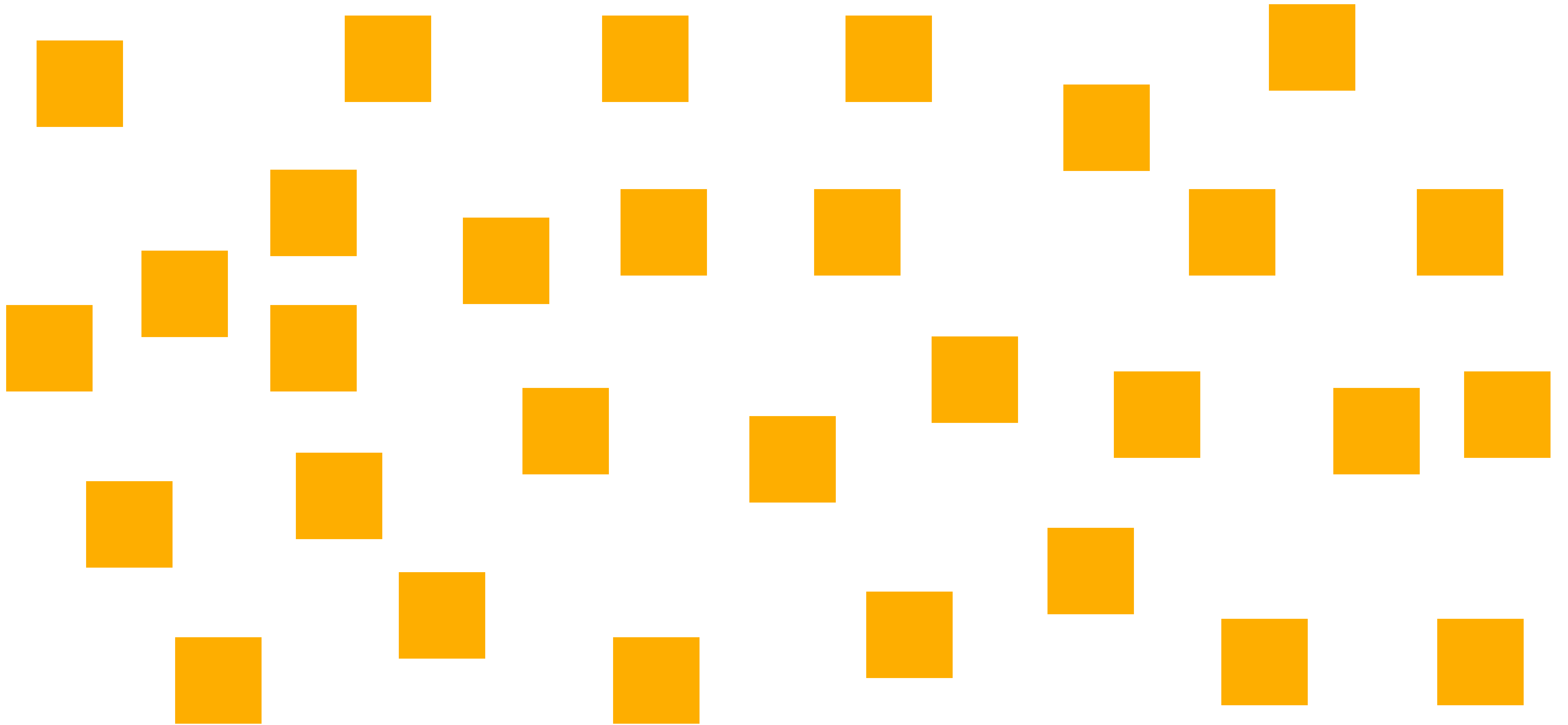
Real Life Findings
What Patients Said

If I'm not being examined the doctor will miss something

The devices to take BP are more accurate than the one I have at home

I don't have a private space at home to do the visit

I didn't realize TH was an option

I was told video was an option, but no one showed me how to do it

Video visits aren't thorough—the doctors aren't reviewing my chart

I want to be in person if receiving life changing info

I don't have a smartphone

I tried it once but the doctor's audio wasn't clear

No one offered me TH

I thought the video link was spam

I don't have wifi

Instructions weren't in a language I understand

I feel more comfortable asking my doctor questions in-person

I like going into Chinatown where my doctor is and after my visit I can see friends, shop, etc.

Discussion Guide: Providers
Design Research Strategy

Research Question: Why aren't providers offering telehealth visits to Asian patients with DM/HTN?

Who do I talk to?
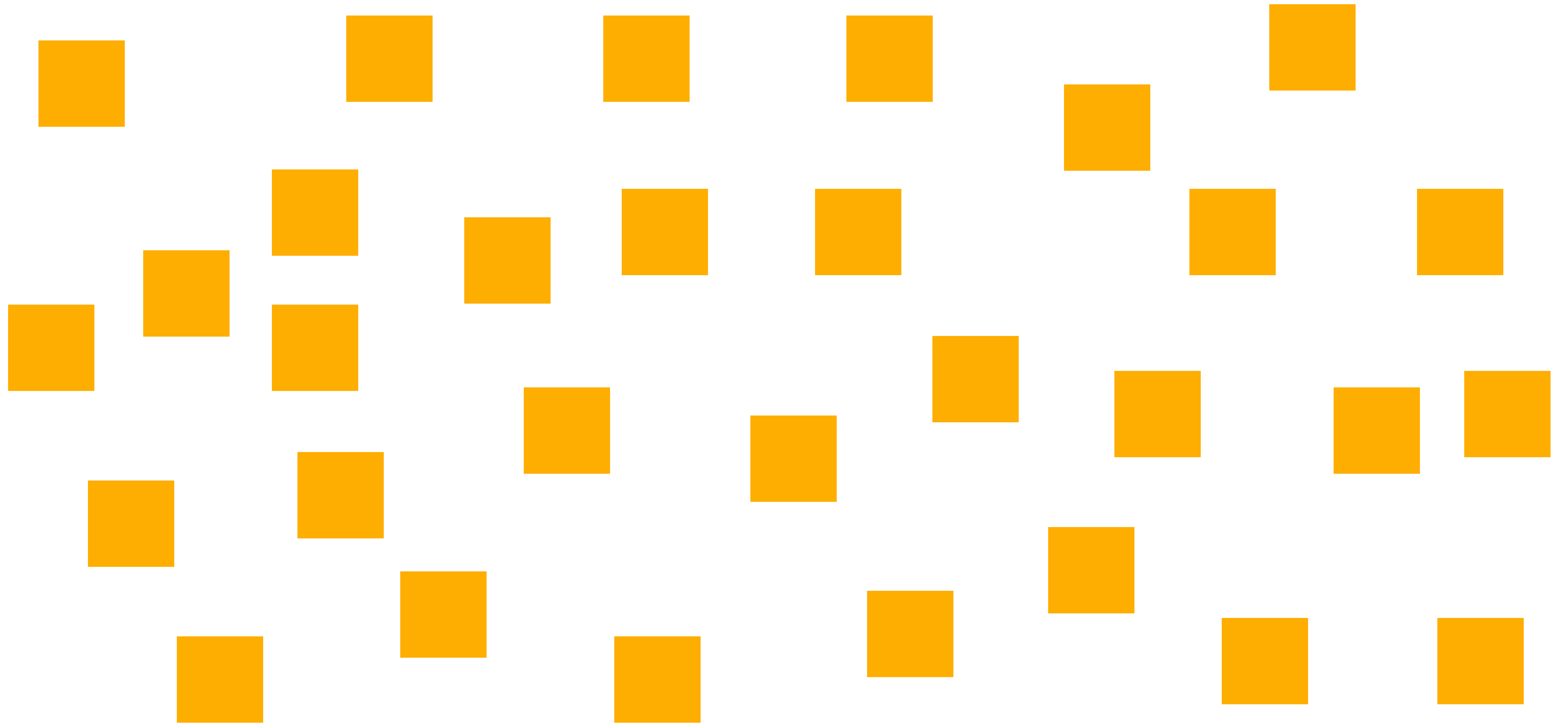- 5 PCPs who treat DM/HTN

How long do I need per PCP?
- 15 min

How and where do I talk to them?
- Observe a video visit and ask questions after
- Ask in the provider room
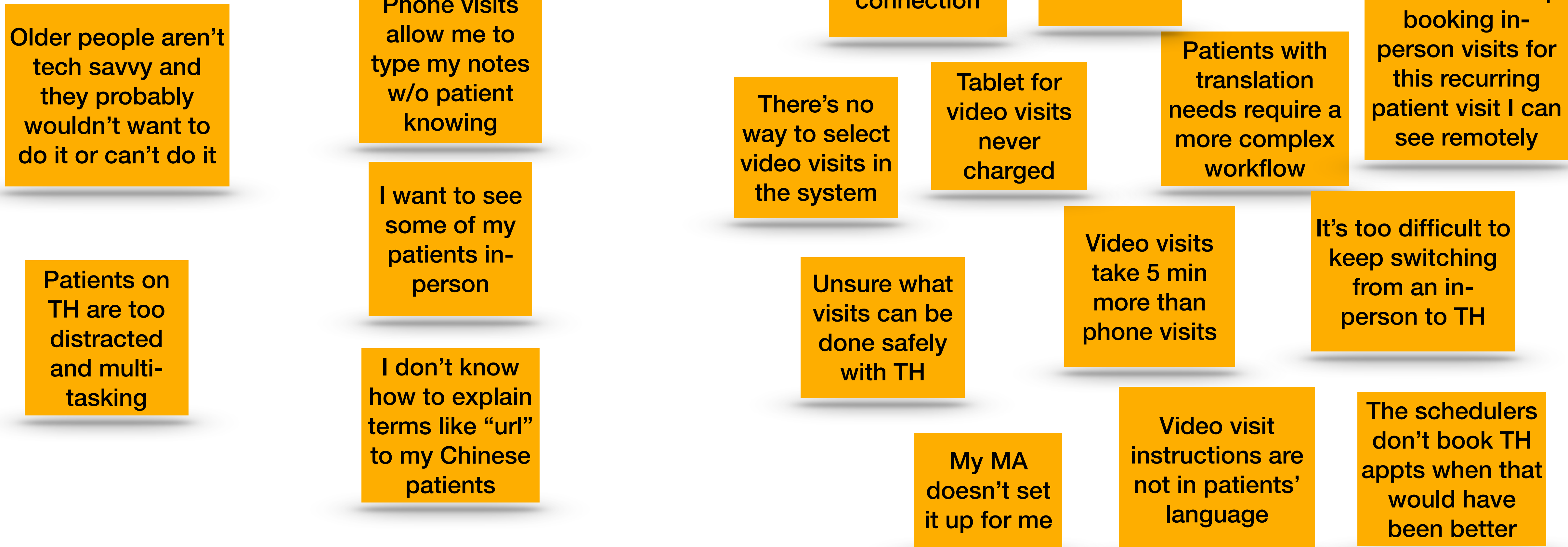- Ask in provider meeting

Discussion Questions:

1. Describe the last few video visits you conducted, what was that experience like? What happened?

2. What would have made the experience easier or better?

Real Life Findings
What Providers Said

I don't have private space to do video visits

Unsure which patients want to do TH

Schedulers don't know how it works so they can't answer questions if they offered it to patients

I had issues with the connection

I need a refresher

Older people aren't tech savvy and they probably wouldn't want to do it or can't do it

Phone visits allow me to type my notes w/o patient knowing

Schedulers keep booking in-person visits for this recurring patient visit I can see remotely

There's no way to select video visits in the system

Tablet for video visits never charged

Patients with translation needs require a more complex workflow

I want to see some of my patients in-person

Patients on TH are too distracted and multi-tasking

Unsure what visits can be done safely with TH

Video visits take 5 min more than phone visits

It's too difficult to keep switching from an in-person to TH

I don't know how to explain terms like "url" to my Chinese patients

My MA doesn't set it up for me

Video visit instructions are not in patients' language

The schedulers don't book TH appts when that would have been better

What Next
Acting on Data

Visualize the problem to leaders balancing process steps with what people are thinking and feeling in each step.

Identify the major pain points on map to address (RCA + qual data).

Vote on top theme and reframe problem as a How Might We…

Brainstorm 3-5 solutions ideas and select one to move forward (e.g. impact matrix).

Build a quick and rough prototype of the chosen solution.

Test solution with user, get feedback, and modify if needed.

https://www.nngroup.com/articles/customer-journey-mapping/
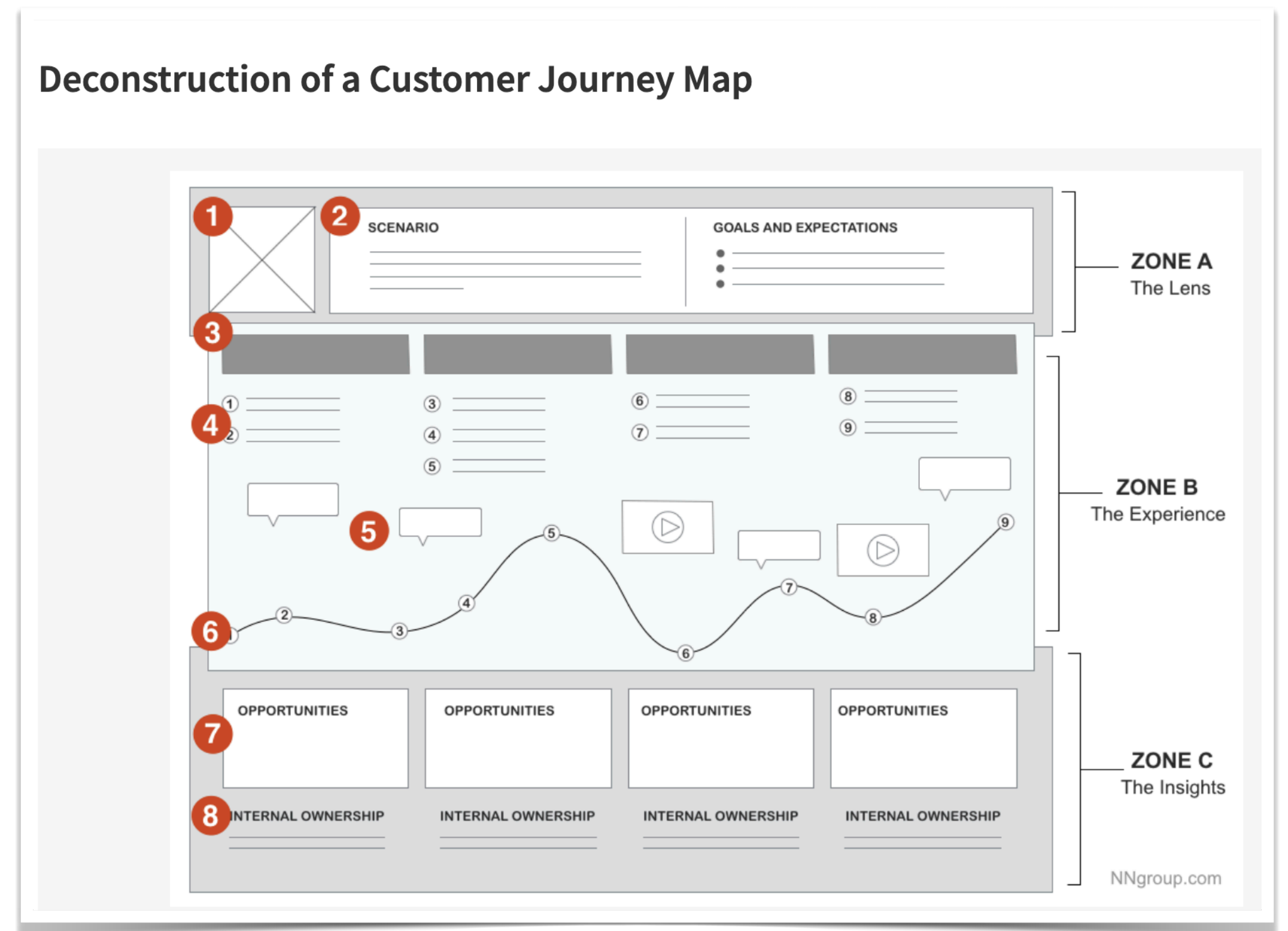
The Difference
Outcome of Using QI + HCD

Care Teams

- Implemented more "elbow support" for staff

- Integrated interpretation services into TH platforms

- Created TH scheduling guidelines around clinical appropriateness

- Created TH scheduling guidelines around workflow

- Made a dedicated TH hotline within tech support

- Collected routine feedback from providers on experience with TH

- Included TH refreshers in provider meetings

- Ran internet connection tests for providers to assess technical ability to do video visits

Patients

- Created educational videos in different languages

- Modified educational materials and trainings to address specific confusion for patients (e.g. they'll receive a link 15 min before visit that's not spam)

- Partnered with university students to serve as TH coordinators for patients

- Implemented a TH eligibility screener to assess patients digital literacy specific to video visits

- Added video visits as an option in patient portal scheduling function

- Collected routine feedback from patients on experience with TH

""Everyone is welcome" is drastically different than "we built this with you in mind." People don't want to go where they are merely tolerated, they want to go where they are included."

Terence Lester, Community Activist, Writer, Storyteller, Pubic Scholar, Author, Founder and Executive Director of Love Beyond Walls

Your Questions

Thank you