



Understanding Experience & Co-designing Solutions

The New Normal in Health Care Improvement and Innovation

Co-design reflects a fundamental change in the traditional health professional-patient relationship. The co-design approach is based on partnership, and values the expertise of those delivering and those receiving care. It enables a wide range of people to make a contribution in the creation of solutions which will lead to improvements.

While relatively new to many in health care, co-design is the go-to method for leading service organizations such as Starbucks, Ritz-Carlton, and many airlines. Some health organizations have been trailblazers, and their use of co-design methods has resulted in many improvements, such as improved quality of care, reductions in adverse safety events, better use of preventative services such as screening and immunizations, and better experiences for those delivering and receiving care. Now is the time for every one in health to consider co-design as their go-to method. This workshop will give you everything you need to get started!

This full-day session will take you through the co-design process, and share tools and methods for engaging people, capturing and understanding experiences, co-designing solutions, and demonstrating impact. It will include case study examples, group discussion, and small-group interactions to build confidence among participants to utilize these concepts within their own practice.

Objectives

After this course, participants will be able to:

- Articulate the context, principles and process steps for co-design
- Understand how to effectively engage with staff, patients and families to co-design health care services
- Select and use tools to capture a deep understanding of the experiences of staff, patients and families
- Create an Experience Map
- Recognize the importance of people, context, and emotions within measures that can be deployed to demonstrate impact



Presenter

Dr. Lynne Maher
Director of Innovation
Ko Awatea (New Zealand)

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Date: November 28th, 2017

Time: 0900-1630

Location:

Cost: \$100

Register: www.BCPSQC.ca



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Dr. Lynne Maher

Director of Innovation
Ko Awatea (New Zealand)

Lynne has had an extensive health care career ranging from critical care nursing to operational and board posts at local and national levels, during which she has been able to support teams to create significant improvement in health systems. This has been specifically through her work on co-design, creativity and innovation, creating the culture for innovation, leading change, and sustainability for improvement.

Lynne's work has resulted in the development of a number of products and publications to support health care teams to better understand approaches for improvement and innovation, these include:

- **Experience-Based Design:** an innovative method of co-designing health services with patients based upon their actual experience of the service provided
- **Creating the Culture for Innovation:** a guide developed to support senior leaders to develop a culture for innovation within their organizations
- **Thinking Differently:** a book designed specifically for frontline teams who want to achieve transformational change through creativity and innovation.
- **Sustainability Model and Guide:** provides a diagnostic tool and guidance to increase the likelihood of sustainability of improvements for project teams.

Lynne has supported health systems in the NHS, Sweden, Denmark, Qatar, USA and Australia. She is an international faculty member for the Kaiser Permanente Improvement Institute. Lynne is an Advisory Board Member of the CORE Research Study on co-design at the University of Melbourne, is an evaluator for the NZ Innovator Awards and a reviewer for the NZ Medical Journal, BMJ Quality and Safety Journal and the Journal of Clinical Nursing.



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