Human-Centered Design and Plan-Do-Study-Act

Preconception CoIN Year 2 Meeting
January 17\textsuperscript{th} and 18\textsuperscript{th}, 2019
Presenter: Rachel Berkowitz, DrPH(c), MPH
Objectives

By the end of the session, participants will...

• Be able to describe the Human-Centered Design (HCD) process
• Be able to identify ways that HCD can be incorporated into and support their PDSA efforts.
• Understand how a human-centered approach can advance equity in their PDSA work
Refresher: What is HCD?

- **Framework** for the creation of innovative products in the commercial sector which has been brought into the social sector

- “Iterative process for problem-solving in which the **priorities, needs, and behaviors of end-users**...serve as a **driving force** throughout a [solution’s] conceptualization, development, and distribution”

Source: Chapter 9—Human-Centered Design, in *Translating Life Course Theory into Practice*
Refresher: Mindsets of HCD

- HCD Mindsets help to define the culture for a Design Team’s work
- Discussing and agreeing to these Mindsets is part of team formation

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<th>Empathy</th>
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Source: IDEO.org’s Field Guide to Human-Centered Design
Patients struggle to manage their diabetes

Who is the "end user"? – the patient
Who are other stakeholders involved in this issue? – clinicians, staff, family members, community orgs

Develop a “How might we...?” question

How might we help patients achieve their diabetes management goals?
UNDERSTANDING

observe & inspire

tell stories

synthesize insights

“How might we...?”

CHALLENGE
UNDERSTANDING
- observe & inspire
- tell stories

IDEATION
- synthesize insights
- “How might we...?”
- brainstorm
- select ideas

CHALLENGE

Source: Chapter 9—Human-Centered Design, in Translating Life Course Theory into Practice
UNDERSTANDING

observe & inspire

tell stories

IDEATION

synthesize insights

“How might we...?”

IDEATION

brainstorm

select ideas

EXPERIMENTATION & IMPLEMENTATION

prototype

focus idea

test & refine

scale, sustain, spread

CHALLENGE

Source: Chapter 9—Human-Centered Design, in Translating Life Course Theory into Practice
PDSA

Source: Institute for Healthcare Improvement
HCD and PDSA

WHAT

“The tools and mind-sets of human-centered design (HCD) can support [performance improvement] and take it to the next level...allowing a more complete understanding of patients, family members, staff, and providers – and supporting collaboration among them – to understand ambiguous challenges and develop innovative solutions to them.”

HOW

WHY

Source: “Human-Centered Design and Performance Improvement: Better Together” Dr. Ioulia Kachirksaia, Dr. Kedar Mate, and Dr. Estee Neuwirth Kaiser Permanente Design Consultancy and Institute for Healthcare Improvement (IHI)
HCD and PDSA – Specifics

1. Understanding
   → Ideation
   → Prototype, Exp., & Imp.

2. Empathy
   → Learning from Failure
   → Embracing Ambiguity
   → Making
   → Optimism
   → Iteration
   → Creative Confidence

HUMAN CENTERED
Example: CoDesign @ Kaiser Permanente

1. Center the process around people
2. Ground QI in HCD mindsets
3. Incorporate the HCD process and tools

Source: “Human-Centered Design @ KP Pocket Guide”
HCD, PDSA, and Equity

Equality

Equity

Source: Robert Wood Johnson Foundation
Thank you!

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