

# Strengthening Preconception Screening & Care Using a Human-Centered Approach

Preconception CoIN Year 1 Meeting

December 11<sup>th</sup> & 12<sup>th</sup>, 2017

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# Overview of Sessions

- **December 11<sup>th</sup>, 2017**
  - **Part I:** Introduction to a Human-Centered Approach
  - **Part II:** HCD Design Sprint for Preconception Screening & Care
- **December 12<sup>th</sup>, 2017**
  - **Part III:** HCD Process for Preconception Screening & Care

# Part I

## Introduction to a Human-Centered Approach

# What is “human-centered”?

How might you learn about the needs, priorities, and perspectives of your clients/ patients/ neighbors/ friends?

# A Human-Centered Design (HCD) Approach

- **Roots** in architecture, urban planning, and engineering
- Creation of innovative products in the commercial sector, but has also been used in 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**”
- Often a **Design Team** guides the implementation of the approach



[Image source](#)

# Mindsets of HCD

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

Empathy

Optimism

Iteration

Creative  
Confidence

Making

Embracing  
Ambiguity

Learning  
from Failure

# HCD in Action



[Image source](#)

- Briefly describe the context in which an HCD approach was applied
- **Why** you decided to use an HCD approach
- **What** you found useful
- **What** you found challenging

5 minutes

# Overview of our HCD Approach



## CHALLENGE

### Patients struggle to manage their diabetes

Who is the "end user"?

Who are other stakeholders involved in this issue?

### Develop a "How might we...?" question

How might we help patients achieve their diabetes management goals?

# CHALLENGE

## UNDERSTANDING

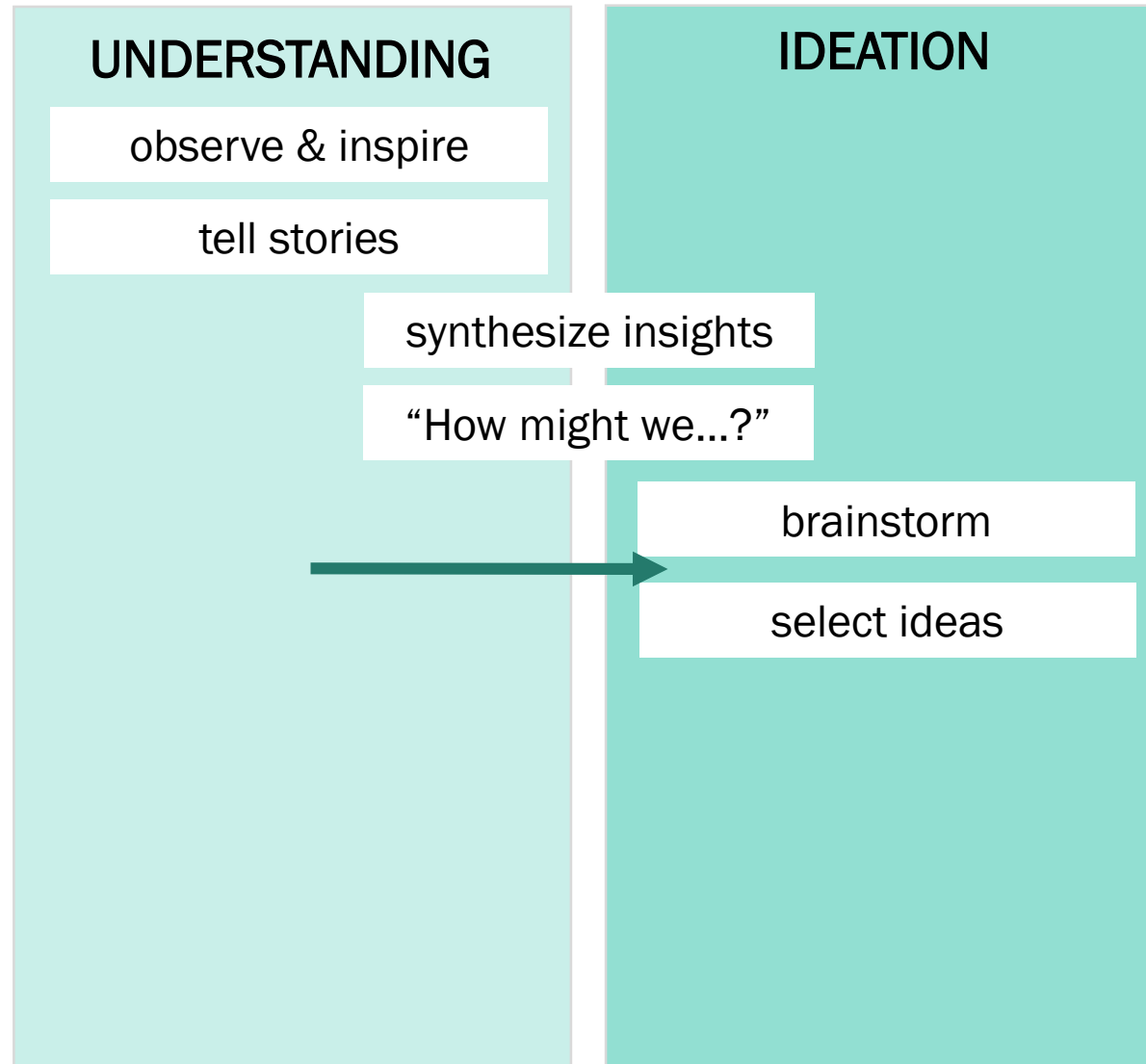
observe & inspire

tell stories

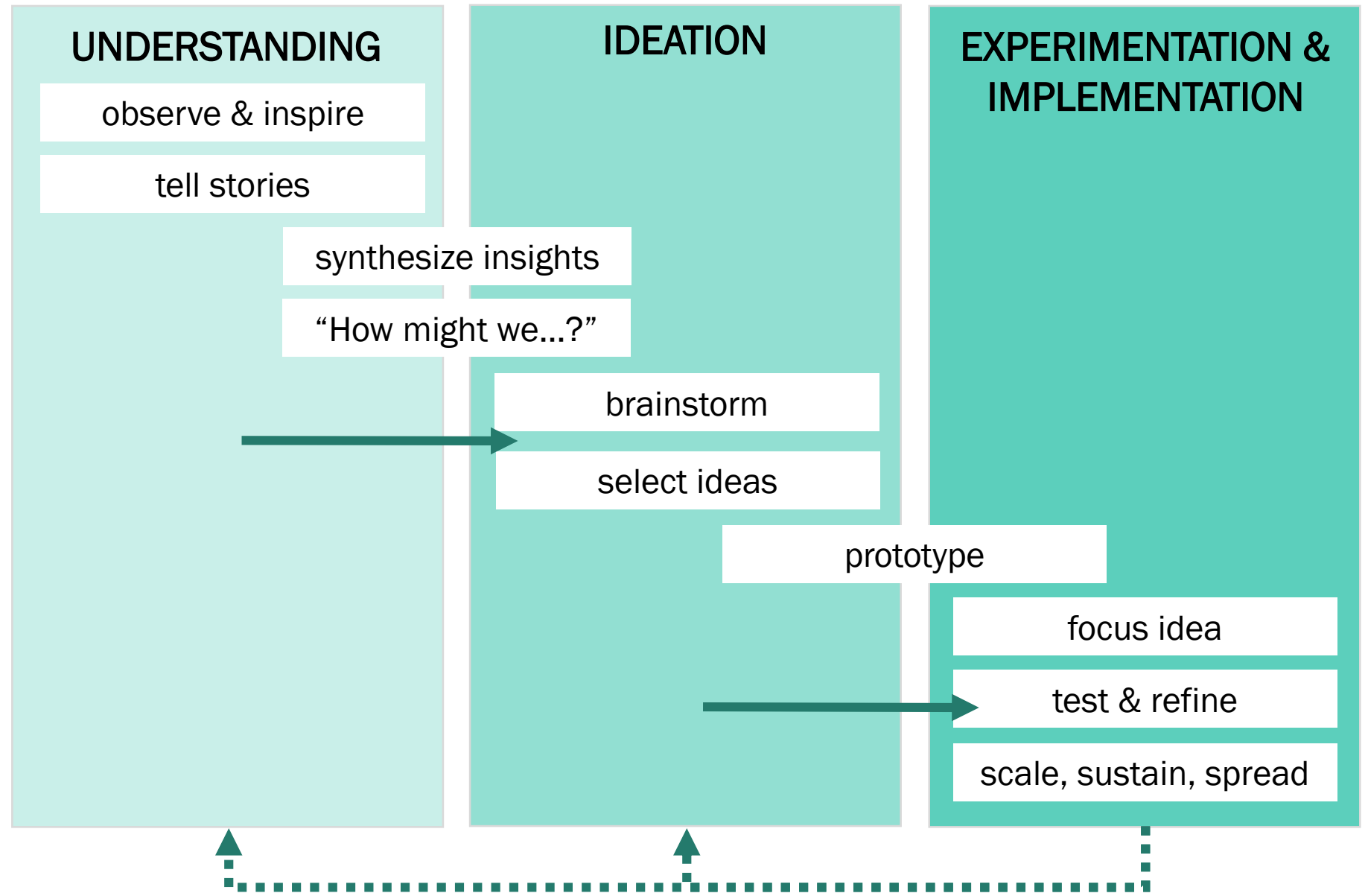
synthesize insights

“How might we...?”

# CHALLENGE



# CHALLENGE



# Why are we applying an HCD Approach?

- To create an opportunity for thinking about “old” problems in “new” way
- To center our work around the needs, priorities, and perspectives of those who we hope will benefit and key stakeholder



[Image source](#)

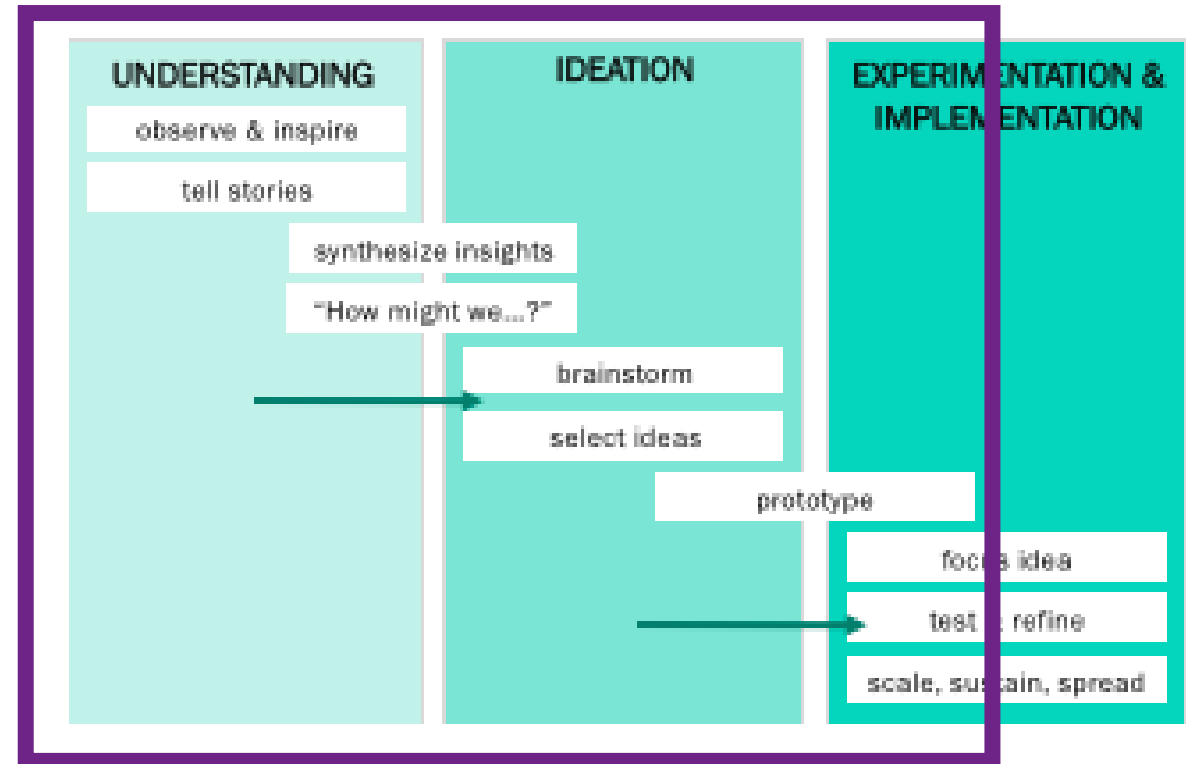
**BREAK FOR LUNCH**

# Part II

## HCD Design Sprint for Preconception Screening & Care

# What we'll be doing

- **Apply the HCD Approach:** Move through Understanding, Ideation, and prototyping component of Experimentation & Implementation in your State Teams– 2 hours
- **BREAK** – 15 minutes
- **Share and Reflect:** Each State Team will share their process and result with the group





# Mindsets of HCD +

Empathy

Optimism

Iteration

Creative  
Confidence

Making

Embracing  
Ambiguity

Learning  
from Failure

Make space, take space

We are all experts

# CHALLENGE

- **Inconsistency** with implementation, quality, and follow-up of preconception screening and care during preventive health visits
- Potential **missed opportunities** to provide targeted support and preventive care to women to support general wellbeing and to enhance preconception health

**How might we improve the quality of preconception screening and care that women experience as a part of preventive health visits?**

- **End-user:** women at preventive health visits
- **Stakeholders:** clinic care providers and staff, woman's family and social network, community resource providers, insurance providers

# UNDERSTANDING – 1/2

## *Brainstorming*

- Use the following prompting questions to begin a conversation about women's and stakeholders' perspectives and priorities related to our challenge question
- Capture the diverse perspectives on your Flip Chart paper (including conflicting perspectives)
- **Time:** 15 minutes

# How might we improve the quality of preconception screening and care that women experience as a part of preventive health visits?

- Who (among women) come to preventive health visits? Why do women come to preventive health visits?
- What is the preventive health visit like for women? How do women feel about the results of preventive health visits?
- What constitutes preconception screening and care? How do women define “quality” preconception screening and care? How do other stakeholder groups define “quality”?
- What sort of preconception screening and care do women experience? What are those experience like for women?
- How do other stakeholder groups feel about preconception screening and care as part of preventive health visits?
- **Other information to help understand the context and experiences relevant to our How Might We question...**

# UNDERSTANDING – 2/2

## *Identifying Insights & Refining How Might We question*

- Identify **insights** from your brainstorming session
  - What surprised you?
  - What connections do you see between different pieces of information that were shared?
- Talk through these insights in your group to identify the **underlying issues** behind the challenge of importance to women
- Consider **reframing the How Might We question** to reflect addressing the underlying issues (write down your final question)

How might we improve the quality of preconception screening and care that women experience as a part of preventive health visits?

- **Time:** 15 minutes

# IDEATION – 1/3

## *Idea generation*

- Brainstorm as many ideas as possible to answer your **How Might We question**, drawing from the **insights** you identified during the understanding phase, with NO self-editing or self-limiting (**ground rules**)
- Write each individual idea on a sticky note, large enough for people to read, and post them on the Flip Chart paper (at least 25 ideas each)
- **Time:** 10 minutes

# GROUNDRULES FOR IDEATION PART 1

<b>Go fast</b>	Going fast builds momentum and energy. It also reduces the tendency to hesitate and internally censor or criticize ideas
<b>Defer judgement</b>	Do not criticize or evaluate ideas as it will inhibit idea generation. You will be able to evaluate, select, and refine ideas in the next phase.
<b>Quantity</b>	The more obvious ideas tend to be generated first. Generating many ideas encourages us to reach beyond familiar ideas to be more creative.
<b>Be wild and radical</b>	Wild and radical ideas may be inspirations for revolutionary ideas and breakthroughs.
<b>Build on ideas</b>	Be inspired by the ideas of your team to create additional ideas
<b>Stay focused</b>	Return to your “How might we...” question to stay on task
<b>One at a time</b>	Allow each team member to fully share their idea
<b>Be visual</b>	A picture is worth a thousand words. A quick sketch can bring your idea to life.

# Ideation - 2/3

## *Sorting*

- Review and sort your sticky notes, grouping similar ideas together (okay to have some ideas on their own)
- **Time:** 10 minutes



# Ideation – 3/3

## *Prioritizing ideas – 2x2 matrix*

- Organize your sorted ideas in a 2x2 matrix based on your team's priorities (example axes provided on the next slide)
- As a team, decide on 2-3 ideas for prototyping, based on our team's priorities
  - Consider using dot-voting – each team member has 3 “dots” to identify their top 3 ideas (can put all one one idea, or spread them out), and identify the ideas with the most dots
- **Time:** 10 minutes



# PROTOTYPING (EXPERIMENTATION & IMPLEMENTATION) - 1/2

## *Developing the prototype*

- Divide your team into groups to develop prototypes for each of your 2-3 ideas, however you imagine that (skit, story board, tool)
  - Use the resources at your table (paper, markers, tape, scissors, etc)
- **Time:** 10 minutes

# PROTOTYPING (EXPERIMENTATION & IMPLEMENTATION) – 2/2

*Share your prototypes with your team and identify the “best” idea*

- Each group present your prototype to the rest of your team
  - **Time:** 5 minutes each
- Discuss each group’s prototype after presentation
  - **Time:** 5 minutes each
- As a team, decide which prototype you would want to move into more advanced experimentation
  - **Time:** 5 minutes
- **Time (total):** 35 minutes

# 15-MINUTE BREAK

# Share your team's experience and results

- What are some key insights you identified?
- What is your HMW question?
- Share the prototype of the idea you “selected” (if you got to this point).
- How was this experience for your team?
  - What did you like?
  - What was challenging?
- **Q&A:** Any thoughts/questions from the broader group for the team?
- **Time:** 3 minutes per presentation, 1 minutes for Q&A (24 min total)

**Thank you!**

**Tomorrow: How do we bring in  
the HCD approach in our work  
moving forward?**

# Part III

## HCD Process for Preconception Screening & Care



# Considering the HCD Approach for your Work Moving Forward

- **Yesterday**, each team went through the HCD approach in response to an initial How Might We question/challenge

How might we improve the quality of preconception screening and care that women experience as a part of preventive health visits?

- **Today**, each team will have the chance to discuss their experience with the HCD approach and identify how it may be useful for addressing preconception screening and care challenges in their clinical and community settings (**Time:** 30 minutes)
- **Each team** will share out their initial ideas and areas for additional support (**Time:** 5 minutes per presentation, 2.5 minutes Q&A)

## The prototyped idea

- What do we think of our prototype from yesterday? Is this something we would want to develop further? Why or why not?
- Whose voices were missing from our table to inform our HCD approach? How could we engage them in further development of our prototype?

## Use of HCD approach

- How might we use the HCD approach to further our work around preconception screening and care in our setting?
- What about applying the HCD approach might be challenging in our setting? What might be helpful?
- What kind of support would we need to apply an HCD approach in our setting?

# Share your reflection

- The prototyped idea
- Use of the HCD approach
- **Q&A:** Any thoughts/questions from the broader group for the team?
- **Time:** 5 minutes per presentation, 2.5 minutes Q&A, 30 minutes total

# Thank you!

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