

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

Preconception CoIN Year 2 Meeting

January 17th and 18th, 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”



[Image source](#)

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

Empathy

Optimism

Iteration

Creative
Confidence

Making

Embracing
Ambiguity

Learning
from Failure

Refresher: HCD process

CHALLENGE

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?

CHALLENGE

UNDERSTANDING

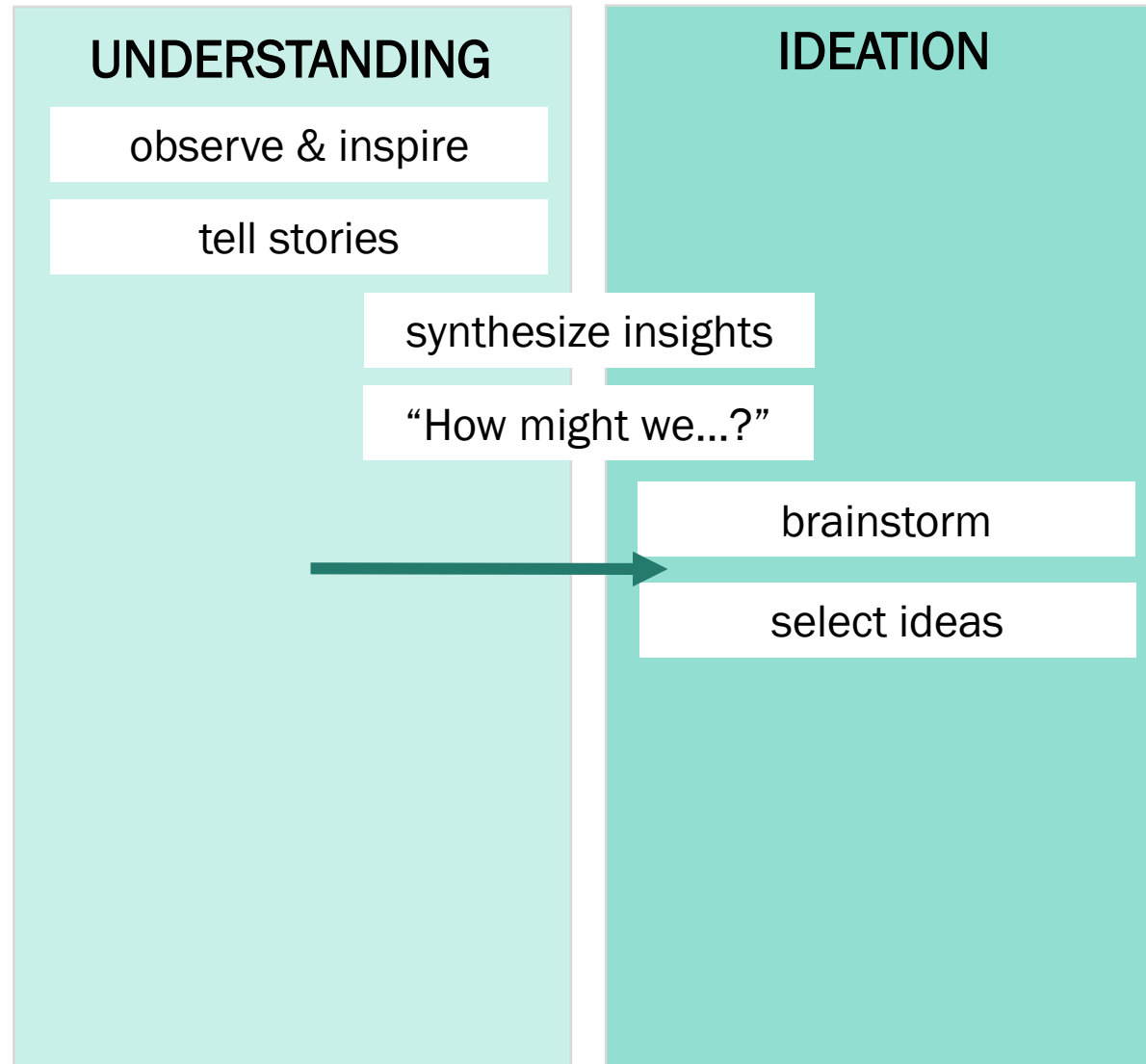
observe & inspire

tell stories

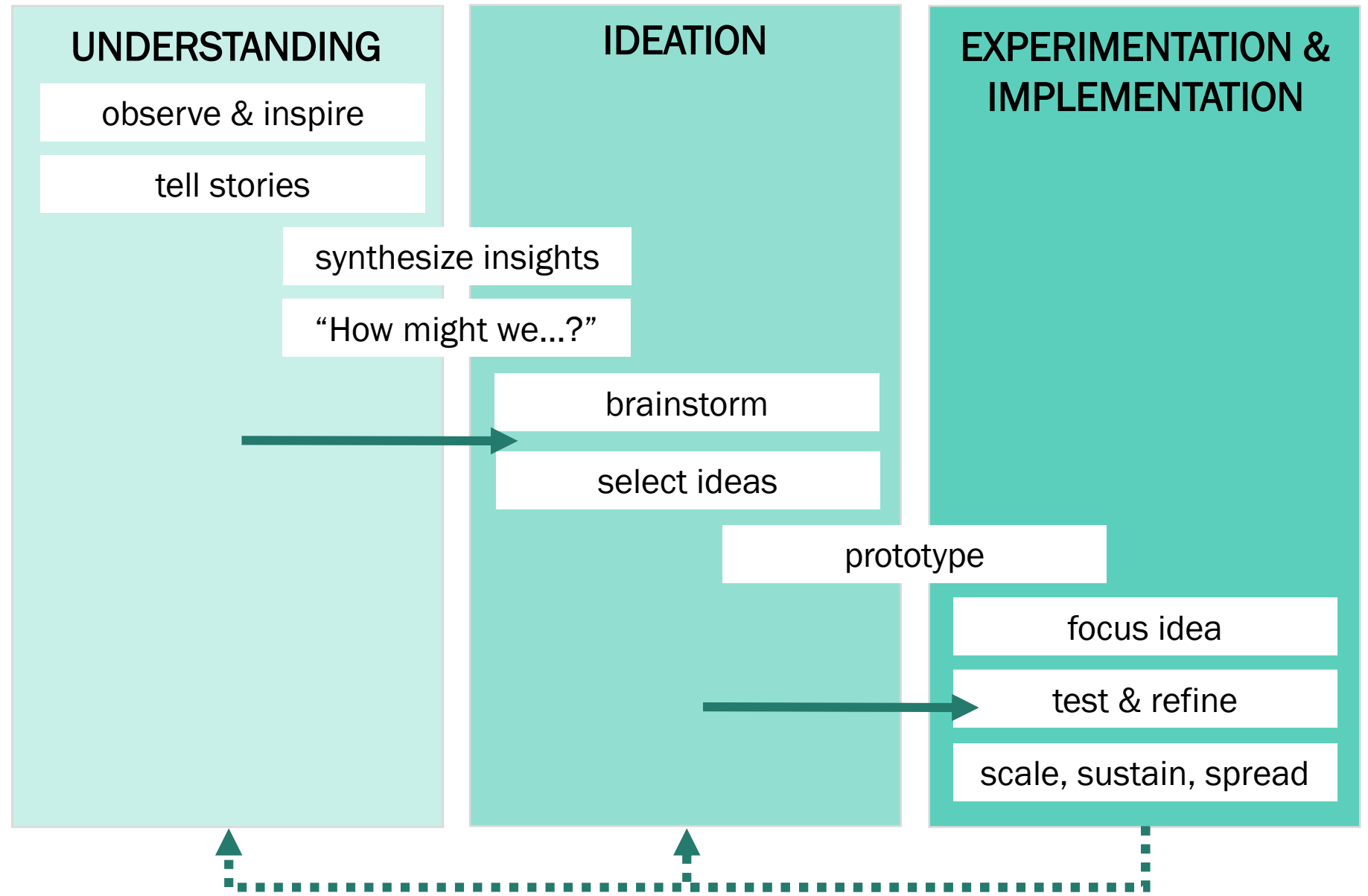
synthesize insights

“How might we...?”

CHALLENGE

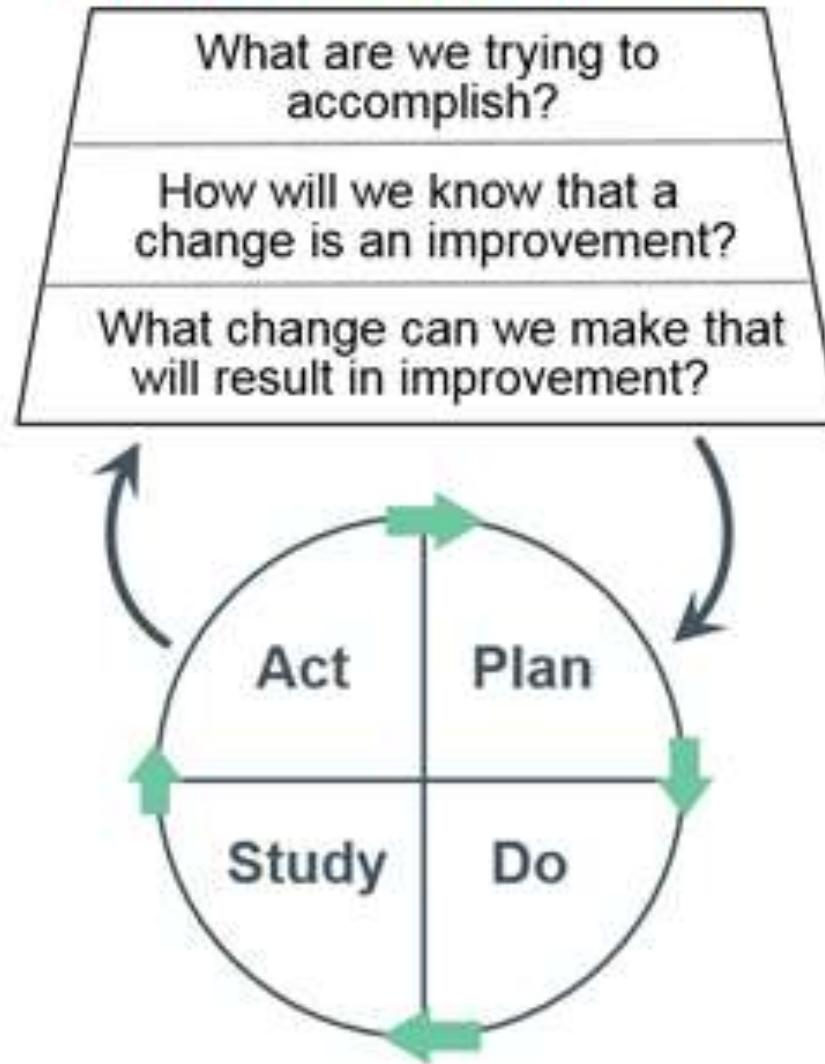


CHALLENGE



PDSA

Model for Improvement



HCD and PDSA

WHAT

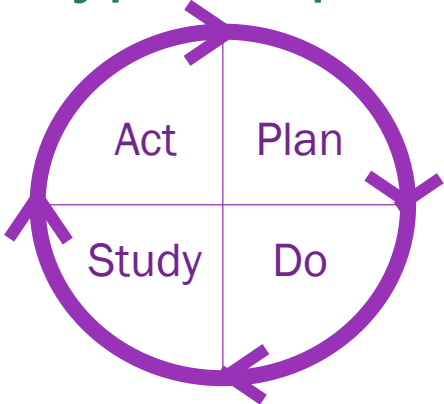
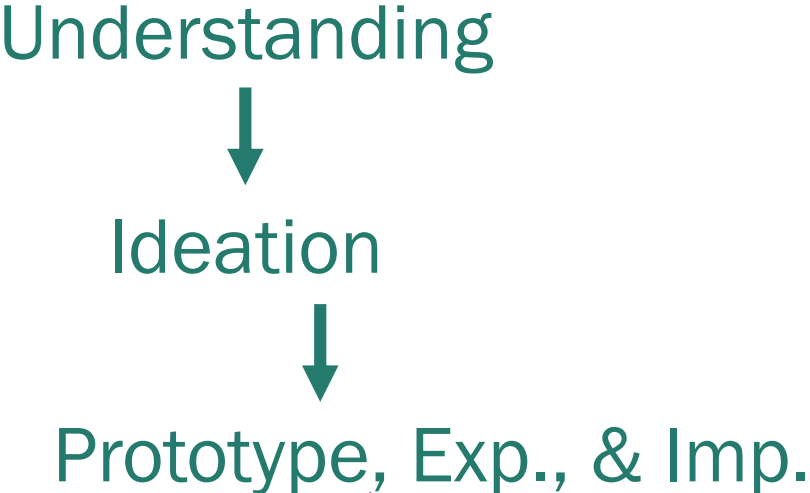
HOW

“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.”

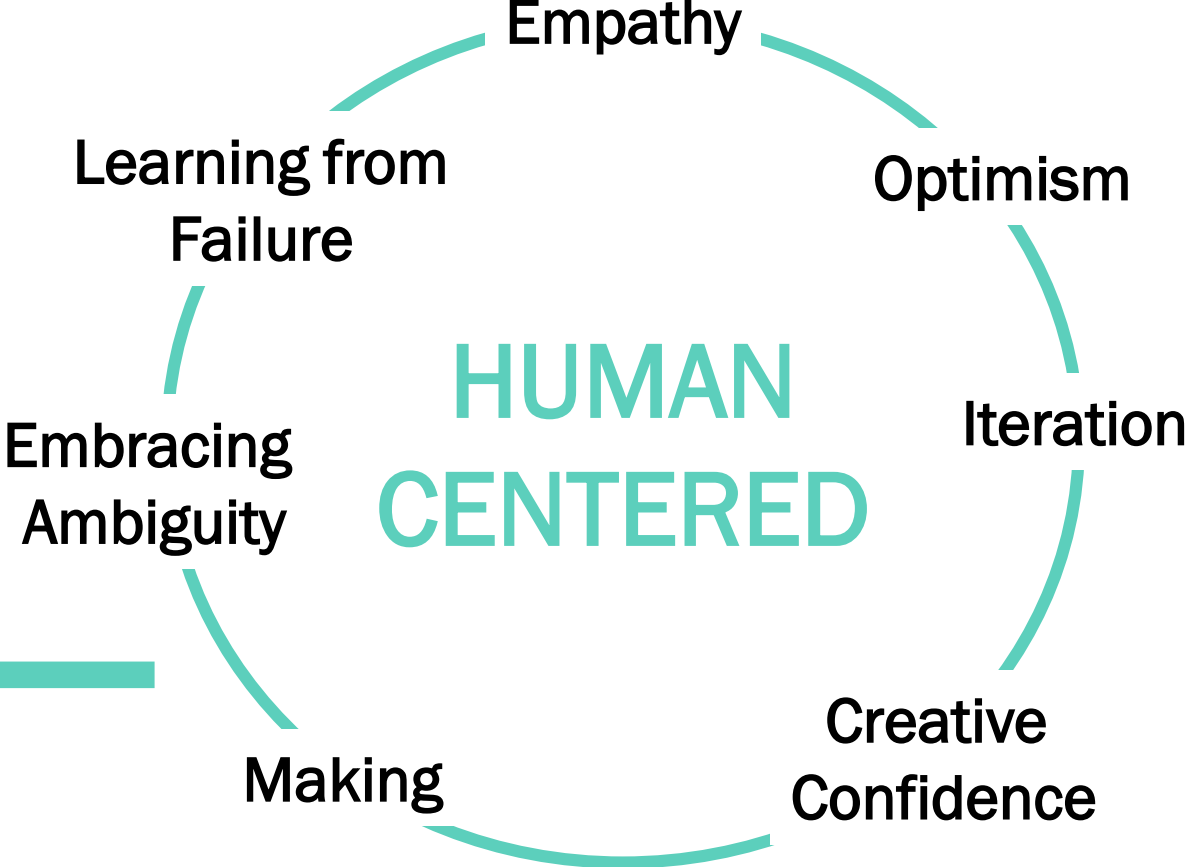
WHY

HCD and PDSA – Specifics

1.



2.

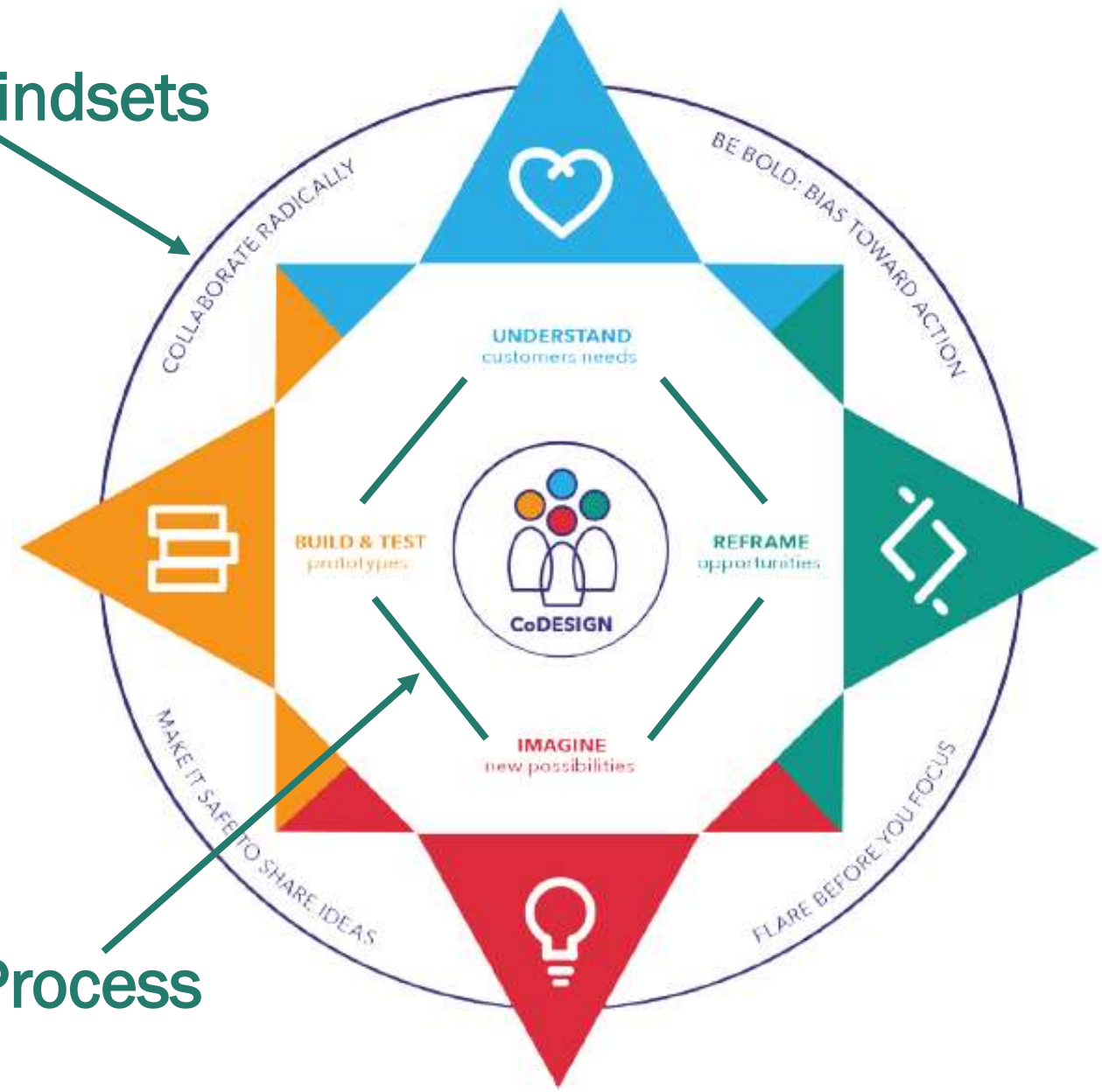


Example: CoDesign @ Kaiser Permanente

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

HCD Mindsets

HCD Process



HCD, PDSA, and Equity



Thank you!

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