

The logo for the Design Research Society International Conference 2018, featuring the letters 'DRS' in a large, white, sans-serif font above the year '2018' in a smaller, white, sans-serif font. The background is a gradient from orange to red to purple.

Design Research Society
International Conference

Limerick, Ireland. 25–28 June 2018

Design strategies for holistic outcome-driven healthcare service development

Keywords: healthcare outcomes; design for wellbeing; happiness; systemic thinking

1. Workshop Organizer/s

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The purpose of this workshop is to co-generate design strategies to develop holistic outcome-driven healthcare services using a novel *holistic healthcare outcome* framework. The aims of this framework are 1) to facilitate a systemic thinking approach in healthcare and 2) to promote the inclusion of *new* dimensions such as well-being and happiness to improve traditional approaches towards meaningful health care systems.

The main activity is to define and explore design strategies to achieve the *holistic* healthcare outcomes. Supporting material such as chronic care systems representation and assessing outcome tools will be provided to help participants to evaluate and reflect on their decisions.

By the end of the workshop, participants should be able to 1) identify and revise healthcare outcomes to evaluate the design and 2) propose and adapt design methods to enable the healthcare design process. Participants will also offer critical feedback to improve the supporting material provided.

Participants in our workshop will benefit from exposure to a new framework and way of thinking for incorporating subjective wellbeing aspects such as happiness and quality of life within a systemic thinking approach in healthcare projects. They will also benefit from the excellent networking opportunities and meet like-minded researchers.

2. Context of Workshop

Design for healthcare represents a multi-factorial challenge that needs to be addressed from a systemic approach to facilitate the study of stakeholders' interactions and comprehend the complexity of their different healthcare needs.

A key element to understand, monitor and evaluate healthcare systems are outcomes. An outcome is the result of following (*or not*) actions that are oriented to benefit health. Traditionally, from the provider's perspective, patient healthcare outcomes are related to biometrics and health-related behaviours such as diet and physical activity. However, there has been strong renewed interest in considering dimensions such as quality of life and well-being to meaningfully comprehend people's healthcare needs.

Current healthcare outcomes such as quality of life could be used as a springboard to introduce new ones into a *holistic* healthcare outcome. This outcome would provide the roots to drive a design framework that attempts to simplify the complexity of healthcare systems design by defining key outcomes from different healthcare stakeholders enriched with personal and intangible aspects such as well-being and happiness.

Furthermore, this holistic healthcare framework proposes to rely on outcomes not only to evaluate, but to guide the process and build bridges between the objectives of the healthcare system. Hence, it could support major decision making in the context of sustainable healthcare systems. Design approaches such as Design for Happiness (DfH) by Escobar-Tello (2016)¹ and Design for Subjective Well-Being (DfSW) by Desmet and Pohlmeier (2013)² have been considered as references to develop it. Designers are the intended user of the framework, but its added-value is in its potential to be adapted to create empathy within healthcare providers.

The framework is part of an on-going research project at Loughborough Design School and is ready for feedback from the design research community. There are already examples of projects that are developing holistic healthcare models (ICHOM, 2006; ReThink Health 2007; Springboard Healthy Scranton 2016 and Kaiser Permanent 1953). However, the medical scope could be strengthened with the inclusion of a systemic design approach that gives way to healthcare systems transformations.

3. Planned Activities and Expected Outcomes

The workshop will consist of three phases and a series of activities (Table 1). The overall objective of the session is that participants work with the framework tools that summarises the multi-stakeholders' outcomes needs and desires. Taking outcomes as drivers, participants will propose a design strategy to mitigate healthcare design project.

Participants will receive digital material (hosted on the DRS SIGWELL web page) that contains key information about the workshop topics. They will be offered the opportunity to join a mailing list to further receive updates and access to the final version of the material discussed

¹ Escobar-Tello, C. (2016). A Design Framework to Build Sustainable Societies: Using Happiness as Leverage. *Design Journal*, 19(1), 93–115.

² Desmet, P., & Pohlmeier, A. E. (2013). Positive Design: An Introduction to Design for Subjective Well-Being. *International Journal of Design*, 7(3), 5–19

during the session.

Table 1. Schedule proposed for the session

PHASE	ACTIVITY	TIME (mins)	DESCRIPTION	OUTCOMES	
Setting the context	Warn up and Kick-off keynote	15	Icebreaker strategy to meet participants Overview of <i>the holistic outcome</i> framework	<i>Multicultural</i> and multidisciplinary teams	
	Team creation	5	To form mixed teams of 5 people		
Design strategy creation	Workshop brief	15	The brief presents a design project that should be addressed using the holistic outcome framework	Design strategy proposal	
	Outcomes ranking	5	To understand and rank the outcomes that will be given		
	Strategy creation (co-creation)		15		To brainstorm design strategies for include the framework elements. Decide which path to take
			40		To describe each step of their strategy using familiar design tools or devising new ones.
					To envisioning the biggest challenges and advantages of using the framework.
			15		BREAK
	Co-Evaluation	20	To feedback on each other's ideas using a bespoke 'value ranking' tool.		
Refine and merge	15	To reflect and merge ideas			
Synthesis	Share and link	30	A 'whole-group' narrative presentation will allow linking the participants' perspectives.	Quotes (twitter)	
	Workshop in a quote	5	To write a quote that synthesise the learnings of the workshop		

4. Intended Audience

The workshop spans the two SIGWELL DRS2018 conference themes (Design for Subjective Wellbeing and Health and Wellbeing by Design), so we envisage a high level of interest in attending this workshop. We particularly embrace the participation of people with different cultural backgrounds (especially from developing countries) to enrich the international potential of the design method proposal. The desirable number of attendants is 20 to 25.

5. Length of Workshop

The half-day (3 hours) workshop allows flexibility and will provide opportunities for discussion. The workshop will represent the first exploration of the holistic healthcare outcome framework with a wider audience, therefore time for discussion and reflection will be an important input not only to trigger the workshop flow but to enhance the design approach.

6. Space and Equipment Required

We require a projector or television screens with audio, 6 tables (60x60 cm or more each), chairs and walls to paste sticky notes (200 x 200 cm to each team).

7. Potential Outputs

The outputs from this workshop will contribute to the community building activities of DRS SIGWELL (Special Interest Group for Design for Wellbeing, Happiness, and Health). Outputs will be published on the DRS SIGWELL web page: An infographic report with the key insights to create awareness will be produced by the organisers and promoted through social media.

The results will contribute to Cecilia Landa's PhD research at Loughborough Design School, Loughborough University, U.K., and a journal paper on the framework and workshop is planned for submission to Design Studies.

About the Organizers:

Irma Cecilia Landa-Avila PhD Student at Loughborough Design School. Her research interest is to identify design values to humanise healthcare services gathering approaches like social innovation, systems thinking and design for well-being and happiness

Dr Carolina Escobar-Tello Lecturer in Design at Loughborough Design School. She is a forward-thinking agent of change, researcher and designer. Her research focuses on design for happiness and well-being, sustainability, creativity, systemic thinking and social innovation.

Dr Gyuchan Thomas Jun Senior Lecturer in human factors and complex systems at Loughborough Design School. His research interests include integrating systems thinking, design thinking and resilience thinking into complex systems/service design/development.

Dr Rebecca Cain Reader in Experience Design and Associate Dean for Enterprise in Loughborough Design School has a focus on multi-disciplinary approaches to Design for Wellbeing. She co-convenes the DRS Special Interest Group for Wellbeing, Health and Happiness (SIGWELL).