

Co-creation with co-workers as a creative method for improving service in the Health care domain

Erik Hammarström, Johanna Thorell

Antrop, Sweden

Workshop theme

To be able to give excellent service many departments need to work together so that the customer isn't lost at any point. Besides this individual co-workers need to see their part in providing service for the customers. This is a challenge – especially for big companies. Unfortunately, the challenge is often tackled by sending memos with endless descriptions of everyone's responsibilities. Or in the worst case, it is not handled at all.

At Antrop we have worked with co-creation with co-workers as a method for improving the given service. It has the advantages of:

- » Pinpointing where the service needs to be improved
- » Effectively finding creative solutions
- » Getting different departments to start communicating
- » Individuals seeing their role in the service chain

In this workshop we will share our experience from service design projects within the health care domain. One of the projects concerns providing health care for the most elderly in the right place at the right time. To prevent illness and to provide dignified care at the end of life is challenges that stress the need for different health care providers to co-ordinate their efforts. Despite the sense of urgency to improve everyday life for elderly patients, it is clear that structural deficits in the health care system hinders communication, innovation and improvement.

We believe one of the key factors to changing these tendencies is to show decision makers and co-workers what context their work is part of and how what they do – or don't do – affect other care givers and the patients. For example, showing actual patient data and quotes in a patient journey map across time, health care interventions and health care providers has proven to be a very promising starting point for structured discussions. Paired with a clear agenda and the right set of questions, this kind of visualisation can motivate co-workers to identify pain points and find ways to improve coordination, allowing each care giver to focus on their core assignments and thus improving health care for the patients.

Workshop description

Our workshop proposal is to share our experience and insights from two real life service design projects where the main aim has been to inspire co-worker driven improvements in different health care organisations.

Key points for the workshop:

- » Pinpointing where the service needs to be improved
- » From dull data to engaging patient journey map
- » How to engage and motivate co-workers in co-creation workshops

The schedule for the workshop:

- » 15 min insights from two real life service design projects in the health care sector
- » 30 min exercise 1. We will provide the attendees actual data to work with. They will sketch their own customer journey maps in groups.
- » 15 min tools and methods for co-creation
- » 30 min exercise 2. Attendees will take the roles of the service design team and the caregivers respectively and play their scenarios out as role-play.

Workshop outcome

We want to inspire and teach tools for co-worker driven improvements in different health care organisations. We also want to show how a patient-centred approach, with tools such as patient journey maps, can be a great way to motivate co-workers to engage in the improvements. The project experiences we share and the methods we teach in this workshop will also be relevant for companies and organisations working in other domains.